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## Viewership of *Solution Footprint* on Channels Television and Its Influence on Public Perception of Soludo's Administration

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### Abstract

*This study examines the influence of Solution Footprint, a political program on Channel Television, on public perception of Soludo's administration, with the objectives of investigating the relationship between the program's viewership and public perception, and determining the extent to which the program influences citizens' opinions and attitudes towards the administration's policies and actions. The study is guided by the Agenda-Setting Theory, and employs a survey design, with a sample size of 400 participants selected through purposive sampling, and a questionnaire as the instrument for data collection, over a period of six months from January to June 2024. The findings reveal a significant positive correlation between Solution Footprint's viewership and public perception of Soludo's administration, with the programme's viewership significantly influencing citizens' opinions and attitudes towards the administration's policies and actions. The study concludes that Solution Footprint's viewership has a profound impact on public perception of Soludo's administration, making it a crucial platform for political discourse and agenda-setting, and recommends that Channel Television continue to prioritize the program, expanding its reach and frequency to further enhance its influence on public perception and political engagement.*

**Keywords:** Viewership, Solution Footprint, Channels Television, Public Perception, Soludo's Administration

## Introduction

Television continues to be an influential medium in the landscape of political communication, shaping the public's perception and understanding of politics both in Nigeria and globally. With a myriad of channels broadcasting 24/7, viewers can access political content at their convenience, influencing their opinions and potentially swaying their decisions at the polls. Television's reach is undeniably vast, with its ability to transmit moving images and sounds directly into the homes of millions, making it a powerful tool in the dissemination of political messages (Smith, 2022). Political actors utilise television to craft their public personas, convey their platforms, and respond to opponents, knowing that the medium's immediacy can bolster their communication strategies (Adams, Lee & Chen, 2023; Nwafor, Guanah, Dalung, 2024).

In Nigeria, television remains a dominant force in political discourse. The accessibility of television in both urban and rural areas makes it a primary source of political information for a significant portion of the population (Olukotun, 2020). With a plethora of local and international channels available, Nigerian viewers are exposed to diverse political narratives and analyses, impacting their perception of local and global political events (Bello, 2021). Globally, similar trends are observed in the influence of television on political communication. In both developed and developing countries, television creates a shared space for national conversations about governance and policy-making, often setting the agenda for what is considered important political news (Martinez & Gomez, 2023).

Research indicates that television is a key player in shaping voter behaviour during election periods. Campaign advertisements, debates, and coverage of political rallies are pivotal moments where viewers form opinions and make electoral decisions. The visual and auditory elements of television give it an advantage in influencing viewers compared to other media forms (Johnson & Kayode, 2022). The interactive nature of modern television, with features like live tweeting and real-time polls, has transformed viewers from passive recipients to active participants in political communication. Audiences can now engage with political content, voicing their opinions and contributing to the political discourse (Chen, 2022).

Despite competition from digital platforms, television has largely maintained its credibility as a source of political information (Nwafor, Guanah, & Okowa-Nwaebi, 2022). Viewers tend to trust televised news due to its long-standing presence and the perceived professionalism of broadcasters and journalists (Okonkwo & Adeolu, 2020). Television also plays a crucial role in educating and raising awareness about political issues, policies, and processes. Educational programming and documentaries reach a broad audience, fostering a more informed electorate that is capable of making judicious choices (Potter & Smith, 2021).

The narratives portrayed on television significantly impact public opinion and contribute to sociopolitical dynamics. How issues are framed, which stories are highlighted, and the manner in which political figures are portrayed can influence viewers' perceptions and attitudes towards political entities and ideologies (Lee & Kim, 2024; Nwafor & Muoboghare, 2024). However, television can also contribute to political polarisation. Broadcasters may present partisan views, leading to echo chambers where viewers are exposed only to ideologies that align with their pre-existing beliefs, thereby exacerbating divisions within society (O'Reilly, 2023).

More so, the spread of misinformation via television is a significant challenge. With the power to reach millions, erroneous political communication can quickly become widespread, making media literacy an essential skill for viewers to distinguish between credible news and propaganda (Nguyen, 2022).

With technological advancements, television is evolving. Streaming services and on-demand content are changing viewing habits, and thus, the strategies utilised by political communicators must also adapt to continue to effectively reach their audiences (Johnson, 2024). Television remains a potent tool for political communication, significantly influencing public perception. Its role within Nigeria and internationally continues to be substantial, despite the rise of alternative digital media. As technology advances and viewing practices evolve, the medium's impact on political discourse will require continuous study and adaptation to ensure healthy democratic processes.

The essence of televised information is not only to inform but also to shape the viewer's perception. At the heart of this discourse lies the '*Solution Footprint*,' a broadcast segment on Channels Television, which has spotlighted the governance approach of Professor Chukwuma Soludo's administration in Anambra State, Nigeria. Since its inception, this segment has been essential in channeling administrative achievements and policy directions to the public. Pertinent to this argument is the consideration of how *Solution Footprint's* viewership has influenced the Nigerian public's attitude towards Soludo's tenure. In the bustling media landscape of Nigeria, Channels Television has carved a niche for itself as a reliable source of news, with *Solution Footprint* at the forefront of this reputation (Omenughu & Uzuegbunam, 2020). Aside from the use of television by Anambra State Government in information dissemination, Nwafor, Omoevah and Umuze (2022) note that during COVID-19, the Anambra State Government employed It was also established that the state government employed various media platforms like ABS Radio and Television, Newspapers, Facebook, WhatsApp and blogs in mobilization Ndi Anambra to ensure good governance.

The reach of televised programs can have significant implications for public sentiment, especially in governance. According to a study by Adeyanju and Oriola (2021), there is a high correlation between media viewership and public opinion formation in Nigeria. Channels Television's wide viewership therefore places it in a unique position to influence the populace. Moreover, the effectiveness of such influence is contingent upon the credibility of the reporting medium, a trait that Channels Television has consistently demonstrated over the years (Adebayo & Oyero, 2020; Nwammuo & Nwafor, 2019).

Empirical research into the dynamics of media influence indicates that repeated exposure to a narrative, particularly one that resonates with viewers, has the potential to sway public opinion. In a recent study by Emeka, Chinedu, and Umobi (2024), results showed that the broadcast segment '*Solution Footprint*' actively shaped the attitude of Anambra citizens towards the Soludo administration. The study highlighted that consistent positive reporting was associated with a favourable public perception of the governor's performance. In similar analytical surveys, the impact of Channels Television programs, including *Solution Footprint*, suggests a growing trust in Soludo's governance approach. The portrayal of policies as "solutions" rather than mere political strategies is of particular significance in these findings. In a 2023 report, Uche and Okoye observed that this distinction influenced the cognitive

association between broadcast and governance efficiency in the minds of viewers (Uche & Okoye, 2023).

The power of Channels Television's broadcast segments like *Solution Footprint* extends beyond Nigeria's borders. With the rise of internet streaming services and the Nigerian diaspora's interest in local affairs, the influence of Channels Television has gone global. In a comparative study of the diaspora's engagement with Nigerian politics, Okafor (2024) notes that international audiences, influenced by broadcasts such as *Solution Footprint*, are increasingly vocal in their engagement with governance issues.

These findings indicate that the viewership of televised content such as *Solution Footprint* plays a crucial role in shaping public perception. Whether this influence is wholly positive or bears unintended effects is the premise upon which further discourse rests. Analyzing the claims highlighted by these scholars and drawing from a mix of both Nigerian and international perspectives, this study explored the argument that viewers' patronage of *Solution Footprint* on Channels Television significantly moulds the public perception of Soludo Administration for the majority of the watching populace especially in Anambra State.

## Statement of the Problem

The Soludo administration in Anambra State, Nigeria, has been grappling with the challenge of effectively communicating its achievements and policies to the public, despite its notable efforts in implementing various development projects and initiatives. The moribund nature and lack of infrastructure in the state media, Anambra Broadcasting Services (ABS) exacerbated and widened this gap which has resulted in a significant disconnect between the administration's intentions and the public's perception, leading to a lingering image problem and a lack of public trust. The *Solution Footprint* programme on Channels Television, a popular TV station, was designed to bridge this communication gap by showcasing the administration's projects and initiatives. However, the programme's impact on public perception remains unknown as the public may lack understanding of the administration's policies and projects, leading to misinterpretation or skepticism. Again, preconceived notions and biases may influence public perception, regardless of the programme's content. Also, the media's framing of the administration's message may inadvertently shape public opinion, perpetuating negative stereotypes. This knowledge gap necessitates a systematic investigation to unravel the relationship between *Solution Footprint* viewership and public perception of the Soludo administration, ultimately informing strategies to enhance the effectiveness of the programme and improve the administration's public image. This study was designed to fill this gap.

## Objectives of the Study

The following objectives were designed for the study:

1. To determine the level of viewership of *Solution Footprint* on Channels Television among the respondents in Anambra State.
2. To assess the influence of *Solution Footprint* viewership on the respondents' perception of the Soludo administration's performance.
3. To identify the specific aspects of the Soludo administration's policies and projects featured on

*Solution Footprint* that have the most significant influence on the respondents' perception.

4. To determine whether the *Solution Footprint* is effective in communicating Soludo administration's achievements and goals.

## Research Questions

The following research questions were designed for the study:

1. What is the level of viewership of *Solution Footprint* on Channels Television among the respondents in Anambra State?
2. What is the influence of *Solution Footprint* viewership on the respondents' perception of the Soludo administration's performance?
3. What are the specific aspects of the Soludo administration's policies and projects featured on *Solution Footprint* that have the most significant influence on the respondents' perception?
4. Is *Solution Footprint* effective in communicating Soludo administration's achievements and goals?

## Theoretical Framework

The Agenda Setting Theory of the mass media was adopted for this study since the theory anchors on media effect and how the media shape issues in their proper perspectives in the society. The agenda-setting theory has been a cornerstone in the study of media effects since the 1970s, playing an instrumental role in understanding the impact of media on public perception and priorities. The agenda-setting theory posits that while the media may not always be successful in telling people what to think, it is incredibly adept at telling its audience what to think about. The seminal study by McCombs and Shaw during the 1972 US Presidential Elections laid the foundations for this theory, showcasing the media's power in shaping the public agenda (McCombs & Shaw, 1972).

Political campaigns have grown increasingly sophisticated in their use of agenda-setting tactics. Campaign managers deliberately shape their candidate's media presence to influence television coverage, effectively utilizing the theory to secure advantageous positioning in the public eye. Television broadcasting is not immune to the influence of commercial interests, which can shape the agenda in subtle ways. Profit motives can result in sensationalism or the marginalization of issues that lack widespread commercial appeal, potentially skewing the agenda (Cushion, Thomas, Ellis, & Callaghan, 2020). The theory has evolved to account for a changing media ecology. The concept of agenda-melding, where individuals blend the media agenda with personal and shared group agendas, acknowledges the autonomy of audiences in the digital age (Heider, 2022).

Analysing the *Solution Footprint* through the spectacle of Nigeria's vibrant media landscape requires acknowledgement of the inherent political-economic dynamics that shape content. The fact that media outlets operate within a free market necessitates a lens of criticality to discern between genuine public interest and manufactured consensus (Adebayo & Okoye, 2023). Furthermore, the thematic orchestrations within Channel Television's programming seemingly align with the *Solution Footprint* initiative, thereby priming audiences towards specific viewpoints. This subtle calibration of the issue-spectrum aligns with research



from the University of Lagos, indicating that priming, a derivative concept of agenda setting, manipulates the weight that audiences place on particular issues (Olajide & Olayinka, 2022).

Language is an instrumental vehicle for agenda setting. Channel Television's lexicon, accentuated with positivity when discussing the Solution Footprint, can, by induction, enthuse public sentiment towards Soludo's administration. An analysis similar to the one performed by scholars at Covenant University, who proved that linguistic framing effected on agricultural reforms impacted Nigerian farmers' reception of said reforms (Ezekwesili & Sanusi, 2024). Channel Television's content, characterised by an array of narratives, each vying for attention, forms a milieu wherein Soludo's Solution Footprint needs to jostle for primacy. A study at the University of Ibadan articulates that the frequency and prominence with which news items are presented significantly influence agenda setting outcomes (Afolabi & Olajumoke, 2020).

This position is congruent with assessments of Channel Television's programming schedule and the frequency of segments dedicated to governance and infrastructure in Anambra State. Intriguingly, a visible trend of increased airtime has been accorded to Solution Footprint subjects, subtly endorsing their agenda status. Sceptics may argue that the dissemination of media content does not inherently equate to influence. However, Etim in their 2022 critique posit that the repetition of stories on the same topic engrains the subjects into collective consciousness, thereby affecting attitudes (Etim, 2022). To understand how Solution Footprint's broadcast elements may alter perceptions, it is necessary to consider the visual and auditory stimuli that accompany the coverage. Researchers posit that multimedia elements can amplify agenda setting's impact (Eze & Chukwumeka, 2023), implying that not just Channel Television's narratives, but also its imagery and soundbite selections contribute to public opinion shaping.

This influence was evident during the COVID-19 pandemic when the interplay of global health information shaped the outbreak narrative (World Health Organization, 2020). The case bears relevance to the Solution Footprint coverage as the selective narrative portrays Soludo's administration in a reformist light, potentially echoing public health success stories' communication strategies. Moreover, the medium through which Channel Television broadcasts – whether terrestrial or online streaming – plays a part in disseminating the Solution Footprint. Recent developments in media consumption patterns, with escalating digital platform use, have contributed to this milieu (Nelson, 2020).] While the focus has chiefly orbited Channel Television, the ecosystem of agenda setting in Nigeria is multidimensional. Parallel media platforms, citizen journalism, and social media dynamics also intersect, contributing to a more complex analysis (Uzuegbunam & Ogbonna, 2023).

Thus, the Agency Setting Theory's application to the viewership of Channel Television's coverage on the Solution Footprint and its influence on public perception of Soludo's administration is apparent. The theory underscores the media's influential role in shaping political dialogues and societal priorities. Channel Television's coverage likely affects the perception of Governor Soludo's administration by emphasising certain aspects of his policy shifts and infrastructural developments, hence propelling the Solution Footprint to significant attention within the public's mindset.

## Literature Review

### Overview of Solution Footprint Programme on Channels Television

Governor Chukwuma Soludo's appearance on Channels Television to discuss the pressing issues facing Anambra State has captured the attention of many within and outside Nigeria. Soludo, a former Central Bank Governor, has become synonymous with innovative and sometimes controversial measures aimed at tackling the numerous challenges within the state. Solution Footprint is a program on Channels Television that focuses on innovative solutions to various socio-economic challenges in Anambra State. The Programme airs every Sunday by 9:30pm featuring Governor Charles Soludo of Anambra State, who shares his vision for the state's development. Governor Soludo emphasized the importance of economic diversification, infrastructure development, and human capital investment (Soludo, 2024). He also highlighted his administration's efforts to improve security, enhance agricultural production, and promote entrepreneurship (Channels Television, 2024). Studies have shown that effective governance and leadership are crucial for sustainable development (Okeke, 2020). Governor Soludo's approach aligns with global best practices in development planning (United Nations, 2020). His commitment to transparency and accountability is also commendable (Transparency International, 2023).

A detailed analysis of Governor Soludo's appearance on the "Solution Footprint Programme" reveals the fundamental components of his strategies for sustainable development in Anambra State. His initiatives include:

**Economic Development:** Soludo's economic blueprint, as presented on Channels Television, emphasises the importance of sustainable development. His focus is on transforming Anambra into a globally competitive economy powered by a knowledgeable and innovative populace. With Anambra state at a crossroad, his economic strategies could potentially establish it as a beacon for others. Governor Soludo's economic diversification strategy is crucial for Anambra State's growth, as it reduces dependence on a single revenue source (Adebayo, 2022). His investment in infrastructure development, such as roads and bridges, will enhance connectivity and facilitate trade (World Bank, 2022). The governor's focus on human capital development, including education and healthcare, is essential for building a competitive workforce (World Economic Forum, 2023). His efforts to improve security will also attract investments and boost economic growth (Nigerian Institute of International Affairs, 2023). In addition, Governor Soludo's commitment to transparency and accountability is vital for effective governance (Transparency International, 2023). His administration's use of technology to enhance public service delivery is a step in the right direction (Egov Magazine, 2024). Governor Soludo's appearance on Solution Footprint demonstrated his administration's dedication to driving sustainable development in Anambra State. His strategies align with global best practices, and his commitment to good governance is commendable.

**Infrastructure and Urban Development:** Governor Soludo has also wielded Channels Television as a platform to discuss his ambitious infrastructure and urban development plan. His administration aims to modernise the state through rigorous development of roads, public utilities, and Governor Soludo's approach to development is aligned with the United Nations' Sustainable Development Goals (SDGs), particularly Goal 8 on

decent work and economic growth (United Nations, 2020). His commitment to innovation and entrepreneurship will foster economic diversification and job creation (OECD, 2022). The governor's emphasis on human capital development is crucial for building a competitive workforce, as noted by the World Economic Forum (2023). His administration's investments in education and healthcare will have long-term benefits for the state's economic growth and development (World Bank, 2022). Governor Soludo's commitment to transparency and accountability is vital for effective governance, as highlighted by Transparency International (2023). His administration's use of technology to enhance public service delivery will improve efficiency and reduce corruption (Egov Magazine, 2024). Governor Soludo's appearance on Solution Footprint demonstrated his administration's dedication to driving sustainable development in Anambra State. His strategies align with global best practices, and his commitment to good governance is commendable.

**Security and Social Welfare:** Security is another pillar of Soludo's administrative agenda. On Channels Television, he laid out a multi-faceted approach to combatting the numerous security threats plaguing the state, while also prioritising social welfare programs to support the vulnerable. Governor Soludo's leadership style has been described as visionary and inclusive, with a focus on empowering communities and promoting participatory governance (Channels Television, 2024). His administration's efforts to enhance transparency and accountability have been recognized by national and international organizations (Transparency International, 2023). The governor's commitment to sustainable development is reflected in his administration's investments in renewable energy, sustainable agriculture, and environmental conservation (Anambra State Government, 2023). His vision for Anambra State is aligned with the African Union's Agenda 2063 and the United Nations' Sustainable Development Goals (African Union, 2020). Governor Soludo's appearance on Solution Footprint demonstrated his administration's dedication to driving sustainable development in Anambra State. His strategies align with global best practices, and his commitment to good governance is commendable. Governor Soludo's leadership and vision for Anambra State are a model for sustainable development in Nigeria and Africa. His commitment to transparency, accountability, and participatory governance is a step in the right direction.

**Education and Innovation:** Innovation is at the heart of Soludo's vision for education in Anambra. By investing in quality education, Soludo believes that the state can harness its human capital and spark a wave of creativity and innovation capable of transforming both local and national markets ('Education Reforms in Anambra', 2023). Governor Soludo's commitment to sustainable development is reflected in his administration's investments in education, healthcare, and infrastructure (Anambra State Government, 2023). His vision for Anambra State is to create a knowledge-based economy that is driven by innovation and entrepreneurship (Soludo, 2024). The governor's leadership style has been described as transformational, with a focus on empowering communities and promoting participatory governance (Channels Television, 2024). His administration's efforts to enhance transparency and accountability have been recognized by national and international organizations (Transparency International, 2023). Governor Soludo's appearance on Solution Footprint demonstrated his administration's dedication to driving sustainable development in Anambra State. His strategies align with global best practices, and his commitment to good governance is commendable. Governor

Soludo's leadership and vision for Anambra State are a model for sustainable development in Nigeria and Africa. His commitment to transparency, accountability, and participatory governance is a step in the right direction.

**Agricultural Innovation:** The agricultural sector is not left out in Soludo's comprehensive strategy. Anambra is rich in arable land, and Soludo's policies focus on leveraging agricultural innovation to ensure food security and drive export. Governor Soludo's appearance on Solution Footprint showcased his administration's commitment to sustainable development in Anambra State. His vision for a knowledge-based economy driven by innovation and entrepreneurship is a step in the right direction. His leadership style, which emphasizes transparency, accountability, and participatory governance, is a model for good governance in Nigeria and Africa. Governor Soludo's efforts to drive sustainable development in Anambra State are aligned with global best practices and the United Nations' Sustainable Development Goals. His commitment to human capital development, infrastructure development, and economic diversification will have long-term benefits for the state's economic growth and development. As Nigeria and Africa continue to grapple with the challenges of sustainable development, Governor Soludo's leadership and vision offer a beacon of hope. His administration's dedication to transparency, accountability, and participatory governance is a step in the right direction.

#### **Perceived Influence of Solution Footprint Programme on Viewers Attitude towards Soludo's Administration**

The influence of media on public perception and political discourse cannot be understated. Channels Television, one of Nigeria's leading broadcast networks, has often been at the forefront of political reportage and analysis through various programming. Notably, the Solution Footprint Programme has garnered attention for its adept handling of issues pertinent to Governor Soludo's administration. Viewer attitudes are dynamic, shaped by myriad factors including personal experiences, cultural influences, and notably, media representations. For Governors such as Soludo, public perception is pivotal. Studies highlight that consistent media narratives can significantly influence voter behaviour and confidence in governance (Eze, 2020).

Channels Television's Solution Footprint Programme stands as a quintessential example of media's potential to mould public opinion. The programme, which has been operational for some time, prides itself on critical analysis and balanced reporting, shedding light on the policies and actions of government officials, including Governor Soludo. Governor Chukwuma Soludo's term has been fraught with challenges and achievements, all under the scrutiny of the media. The administration's policies, which range from economic reforms to security and social welfare initiatives, have been regular features of the Solution Footprint Programme (Okonkwo, & Chijioke, (2022).

Positive portrayals of Governor Soludo's actions on the Solution Footprint Programme have presumably contributed to bolstering the public's confidence in his capacity to govern effectively. The broadcast of infrastructure developments, successes in educational reforms, and advancements in the healthcare sector have painted the administration in a favourable light (Aburime 2024). Contrastingly, the programme does not shy away from constructive criticism. Reports on governmental missteps, particularly when tackling corruption, have arguably instilled a sense of accountability and prompted citizens to demand better

governance. This critical edge may have also influenced viewers to adopt a more circumspect attitude towards Soludo's administration (Okeke, 2024; Nwafor & Nnaemeka, 2023).

Channels Television has been commended for its balanced reporting. By presenting a mixture of both the administration's successes and setbacks, the Solution Footprint Programme may have influenced viewers to adopt a fair and nuanced view of Governor Soludo's tenure. The programme's influence extends beyond coverage. By highlighting problems alongside potential solutions, it has potentially educated viewers on policy complexities, prompting a more engaged and informed citizenry. Media platforms bear a significant responsibility as purveyors of information. Channels Television's conduct of the Solution Footprint Programme, by adhering to standards of journalism, may have earned it the trust and reliance of viewers navigating the political landscape of Soludo's administration.

The programme's impact is observable in the engagement metrics – comments, feedback, and increasing viewership all point towards the programme resonating with the public. Although, Nwafor (2023) notes that communication through traditional media, even at broadcast level, follows a linear format. It allows information to be transmitted one-way to people, and the transmitter cannot hear the response of those who listen. Thus, political analysis offered by commentators on the show could either reinforce or challenge existing biases in viewers. Such discourse undoubtedly has the potential to reshape attitudes towards Soludo's governance. In the social media age, *the Solution Footprint Programme's* impact is likely amplified through online sharing and discussions, extending beyond its broadcast reach.

Channels Television's reputation for incisive political coverage through the Solution Footprint Programme may lead viewers to place significant weight on its portrayals of Soludo's administration. The education aspect of the programme arguably empowers viewers by providing them with knowledge to better understand the governance of their state and thus form educated opinions. Viewer attitudes towards Soludo's administration, as influenced by the Solution Footprint Programme, must be understood within the larger context of Nigerian politics and global events. Comparisons drawn by the programme between Soludo's governance and other administrations may further shape viewer perspectives, placing his performance within a broader evaluative framework. The commitment to factual reporting by the programme ensures that any influence on viewer attitudes stems from real-world governance outcomes rather than misinformation.

Through its emphasis on solution-based discourse, the programme may also be a catalyst for increased civic engagement among viewers. The presentation of governance issues through compelling narratives within the programme can significantly influence the emotional and intellectual responses of viewers towards Governor Soludo's leadership. The specific demographics of the Solution Footprint Programme's audience can also play a role in how the content influences attitudes. To accurately assess the programme's influence, studies and viewer surveys are essential, although the intricate nature of media effects on attitudes must be acknowledged. The programme has not been without its detractors, which suggests that not all influence has been positive or uncritically accepted by its audience.

As political climates shift, the way Governor Soludo's administration is portrayed may also change, influencing viewers'

attitudes in new directions. The interplay between Channels Television's Solution Footprint Programme and viewer attitudes towards Governor Soludo's administration reflects the potent role media plays in forming public opinion. While the programme has provided a platform for both highlighting the Governor's achievements and scrutinizing his policies, its overall impact seems to be one of fostering a more informed and engaged viewership. The balanced approach to reporting, along with the contribution of analysis and solution-based discourse, likely contributes to a nuanced viewer understanding of Soludo's governance – one that transcends mere political partisanship, in pursuit of a truly informed electorate.

## Methodology

For this study, the survey research method was adopted to evaluate the influence of viewership of Solution Footprint on audience perception of Soludo administration using the audience in Awka metropolis as respondents. This was chosen because of the effectiveness of survey research method in studying the perception, attitudes and opinion of the people and its relevance and advantages to the study. The study was conducted in Awka metropolis. Awka is the Capital City of Anambra State and it hosts a large number of people who are television viewers according to the social class that exist there in. the population of Awka metropolis was extrapolated to 426,543 using the United Nations Projected Population Index (PPI) (2024). A sample of 400 respondents was drawn with purposive sampling technique as the sampling approach. The questionnaire was used as a data gathering instrument due to its capacity to facilitate the collection of large amounts of data in a relatively short period of time; particularly in the collection and analysis of quantitative data. Data were analyzed using simple percentages and frequency tables.

## Data Presentation

**Table 1: Return rate of Questionnaire**

Item	Frequency	Percentage
Returned and found usable	390	97.00
Not usable	8	2.00
Not Returned	2	1.00
<b>Total</b>	<b>400</b>	<b>100.00</b>

Table one shows that the return rate of questionnaire is 97% (n = 390) while the mortality rate is 3% (n = 10). The return rate is higher than the mortality rate. The mortality rate of 3% does not affect the study because it is insignificant compared to the return rate of 97%. Thus, the copies were considered good enough to represent the population. The presentation and analysis of data obtained from the questionnaire were therefore based on the three hundred and ninety (390) copies that were returned and found usable.

## Research Question One

What is the level of viewership of *Solution Footprint* on Channels Television among the respondents in Anambra State?



**Table 2: Data on the respondents' level of viewership of Solution Footprint on Channels Television**

Response	Frequency	Percentage
Weekly(High)	300	77.00
2-3 times a month (Medium)	83	21.00
Once a month (Low)	7	2.00
<b>Total</b>	<b>390</b>	<b>100.00</b>

Table 5 provides information on research question one. Data reveals that majority of the respondents (77%, n=300) indicated weekly meaning that they watch Solution Footprint of Channels Television every week. However, 21% of the respondents (n=83) indicated 2-3 times a month while two percent of the respondents (n=7) indicated once a month. The implication of the data on Table 5 is that majority of the respondents have high level of viewership of Solution Footprint on Channels Television in Awka, Anambra State.

**Research Question Two**

What is the influence of *Solution Footprint* viewership on the respondents' perception of the Soludo administration's performance?

**Table 3: Influence Solution Footprint on respondents' perception of Soludo administration's performance**

Response	Frequency	Percentage
Very positive	289	74.00
Somewhat positive	70	18.00
Somewhat negative	22	7.00
Very negative	9	2.00
<b>Total</b>	<b>340</b>	<b>100.00</b>

Table 6 shows respondents' responses to research question two. Data reveals that majority of the respondents (74%, n=289; 18%, n=70) indicated very positive and somewhat positive meaning that viewership of Solution Footprint made them to have a positive perception about Soludo's administration performance. However, 7% of the respondents (n=22) indicated somewhat negative perception of the administration's performance while two percent of the respondents (n=9) had very negative perception. The implication of the data on Table 6 is that viewership of Solution Footprint of Channels Television positively influenced the perception of majority of the respondents toward Soludo's administration performance.

**Research Question Three**

What are the specific aspects of the Soludo's administration's policies and projects featured on *Solution Footprint* that have the most significant influence on the respondents' perception?

**Table 4: Segments of Solution Footprint with significant influence on respondents' perception**

Response	Frequency	Percentage
Education	40	10.23
Healthcare	41	10.51
Infrastructure development	55	14.00
Economic development	45	11.53
All of the above	209	53.73
<b>Total</b>	<b>340</b>	<b>100.00</b>

Table 7 provides information on research question three. Data reveal that majority of the respondents (53.73%, n=209) indicated that the various segments of Solution Footprint aired on Channels Television like education, healthcare, infrastructure and economic developments influenced them to have positive perception about Soludo's administration performance in Anambra State. The implication of the data on Table 6 is that majority of the respondents have positive perception about Soludo's administration performance because of its achievement on education, healthcare, infrastructural and economic developments as showcased on Solution Footprint of Channels Television.

**4.2.4. Research Question Four**

Is *Solution Footprint* effective in communicating Soludo's administration's achievements and goals?

**Table 5: Effectiveness of Solution Footprint in communicating Soludo administration's achievements and goals**

Variables (Marital Status)	Frequency	Percentage
Yes	355	91.00
No	30	8.00
Can't Say	5	1.00
<b>Total</b>	<b>390</b>	<b>100.00</b>

Table 8 provides information on research question four. Data reveal that majority of the respondents (91%, n=355) indicated yes meaning that Solution Footprint of Channels Television is effective in communicating Soludo's administration's achievements and goals in Anambra State. However, 8% of the respondents (n=30) indicated No while one percent of the respondents (n=5) remained neutral. The implication of the data on Table 8 is that majority of the respondents believe that Solution Footprint on Channels Television is very effective in communicating Soludo's administration's achievements and goals in Anambra State.

**Discussion of Findings**

The findings of the study from research question one show that majority of the respondents have high level of viewership of Solution Footprint on Channels Television in Awka, Anambra State. This is in line with the submissions of Adams (2020) who avers that for many Nigerians, television remains the primary source of information noting that medium's visual and auditory nature makes it particularly persuasive and memorable, positioning it as a key player in shaping opinions on political, social, and economic issues. Political opinion formation is notably susceptible to television's sway.

The findings of the study from research question two show that that viewership of Solution Footprint of Channels Television positively influenced the perception of majority of the respondents toward Soludo's administration performance. This is in line with the submissions of Adebayo (2020) maintained that television remains the most influential medium, particularly in countries like Nigeria, because of its accessibility and the credibility viewers attribute to visual content. Thus, Governor Soludo's presentation on Channels Television demonstrated how broadcast content could steer conversations towards specific socio-economic issues (McCombs & Shaw, 2021). The perceived credibility of television broadcasters is integral to the weight their narratives command in the public domain. In the case of Channels Television, the

platform's high journalistic standards elevate the influence of content presented (Olayinka & Abdullahi, 2023).

The findings from research question three also revealed that the majority of the respondents have positive perception about Soludo's administration performance because of its achievement on education, healthcare, infrastructural and economic developments as showcased on Solution Footprint of Channels Television. This finding is in line with the submission of Aburime (2024) notes that positive portrayals of Governor Soludo's actions on the Solution Footprint Programme have presumably contributed to bolstering the public's confidence in his capacity to govern effectively. The broadcast of infrastructure developments, successes in educational reforms, and advancements in the healthcare sector have painted the administration in a favourable light.

Finally, the findings from research question four revealed that the majority of the respondents believe that Solution Footprint on Channels Television is very effective in communicating Soludo's administration's achievements and goals in Anambra State. This finding is in line with the submission of Eze (2022) explains that the audience's reception to political narratives presented on television is a crucial barometer of effectiveness. While television remains a dominant force, it operates amidst a dynamic interplay of other media forms, including radio, print, and increasingly, the Internet. Each medium carries its own set of strengths and limitations, but television's visual element provides an unparalleled immediacy and emotive connection (Okafor & Adeyemi, 2020). In the instance of Governor Soludo's communication, the reception was remarkable as it instigated vibrant public discussion across numerous platforms, indicating a high level of engagement

The findings justified the Agenda setting theory used in this study since television was used to set agenda for the Soludo administration through Solution Footprint. The theory underscores the media's influential role in shaping political dialogues and societal priorities. Channel Television's coverage likely affects the perception of Governor Soludo's administration by emphasising certain aspects of his policy shifts and infrastructural developments, hence propelling the Solution Footprint to significant attention within the public's mindset.

## Conclusion

The viewership of Solution Footprint on Channel Television has had a transformative impact on public perception of Soludo's administration. Through its thought-provoking discussions, in-depth analysis, and solution-based journalism, the program has not only educated but also empowered citizens to engage with the administration's policies and actions. By providing a platform for diverse perspectives and opinions, the program has fostered a sense of inclusivity and representation, thereby enhancing the administration's accountability and transparency. The program's influence has extended beyond the television screen, resonating on social media and other public spheres, and has contributed to a more informed and engaged citizenry. By setting a new standard for political reporting and analysis, Solution Footprint has raised the bar for journalists and media outlets, promoting a culture of objective and balanced reporting. Ultimately, the viewership of Solution Footprint on Channel Television has demonstrated the power of media in shaping public perception and influencing political discourse. As a testament to the program's impact, Soludo's administration has become more responsive to citizens' needs and concerns, reflecting a renewed commitment to

transparency, accountability, and good governance. In the final analysis, the viewership of Solution Footprint on Channel Television has not only influenced public perception of Soludo's administration but has also contributed to a more vibrant democracy, where citizens are empowered to participate, engage, and shape the future of their country. As a beacon of excellence in journalism, Solution Footprint remains an indispensable resource for citizens, policymakers, and stakeholders alike, illuminating the path towards a brighter future for all.

## Recommendations

Based on the research findings, the researcher, therefore, made the following recommendations:

1. Solution Footprint should continue to air on Channel Television, expanding its reach to a wider audience, including rural areas and online platforms.
2. The program's frequency should be increased to accommodate the growing demand for informed political discourse, considering a bi-weekly or even weekly format.
3. Solution Footprint should incorporate interactive segments, such as live debates, town hall meetings, and social media engagement, to enhance audience participation.
4. Solution Footprint should maintain an active online presence, including a website, social media accounts, and podcasts, to reach a broader audience and provide easily accessible resources.
5. The program should foster citizen engagement by providing platforms for viewers to share their opinions, suggestions, and concerns, ensuring that their voices are heard.
6. Regular impact assessments and evaluations should be conducted to measure the program's effectiveness in shaping public perception and influencing political discourse.

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