

UTILISATION OF VIEW POINT PROGRAMME OF RHYTHM 93.7 FM FOR OPINION FORMATION AMONG PORT HARCOURT RESIDENTS

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Abstract

The study investigated the Utilisation of View Point programme of Rhythm 93.7 FM for opinion formation among Port Harcourt residents. The objectives of the study were to: find out the opinions of Port Harcourt residents after exposure to the View Point programme on 93.7 FM; find out the level of effectiveness of the View Point programme of 93.7 FM on Port Harcourt residents and investigate the factors that hinder opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM on Port Harcourt residents. The study was hinged on development media and public sphere theories. It adopted a survey research design with a total of 7, 376, 800 using the Taro Yamane sample size formula to arrive at 400 as the sample size. The study employed a multi-stage sampling technique and used a questionnaire as the instrument for data collection. The results of the study revealed that; the viewpoint programme of 93.7 FM contribute to the audience's knowledge of the realities in society and helps in the opinion formation of Port Harcourt residents and the attitude of View presenters, lack of time to tune and government policy were the major hindering opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7 FM on Port Harcourt residents. It was recommended that presenters of View Point Rhythm 93.7 programme should only invite those that matter and not allow wrong views or opinions during the programme since the audience uses them to form opinions and the government should reduce revenues and taxes on the private establishment to allow competitions.

Keywords: *Opinion Formation, Programme, View Point, Rythm 93.7 FM, Utilisation*

Introduction

Radio has been identified as a mobilizer and formidable factor in the new world order in opinion formation about the environment, economy, technology politics etc. by the citizens. The cheapest, safest, and most efficient communication tool that humans have access to is radio (Egbuchulam, 2002). Radio is also seen as the medium with the highest spread, affordability and easily accessible to all, and as such, performs enormous functions as expected. Nigerian society is diverse, with a wide range of communication demands and a developing global consciousness. Different people have varying perceptions on the roles of communication in its totality, and what Radio programmes play to the listening audience in society. However, radio programmes not only important to residents in Nigeria, but also stands as the means for opinion formation and change agents.

According to Acholunu, Anuforo and Achor (2016), there is strong evidence that every exposure to any information changes a man's orientation and behaviour. No society functions effectively without information (Olube, 2013). This information they are exposed to lead to human survival and such information is mainly designed in the media programmes. Again, the reaction or decision of every man at a particular time is dependent on the information available to the person, this information is usually provided in radio programmes. Nwanmerinini and Ebere, (2018) opine that the information or message conveyed by the media shapes listeners' beliefs and ideologies in addition to imparting knowledge. Ideas, thoughts, views, sentiments, and experiences might all be included in this shared knowledge about individuals including their welfare, education entertainment, environmental issues, politics and others.

The outcome of the mediated worldview is that the public's priorities are significantly influenced by the media's information priorities (McCombs, 2004). Radio in Nigeria has emerged as a strong tool of Nigeria's popular culture. As a medium for communication, it has been immensely used and

valued over the years and is one of the oldest mass mediums still in existence. Familusi and Owoeye (2014), stated that radio began in 1895 when Guglielmo Marconi, proved the feasibility of radio communication. It was introduced in Nigeria in 1933 by the British colonial government. Radio programmes are packed with activities such as news, music, soap operas, jingles, political viewpoints discussions and other happenings, geared towards reaching and shaping the minds of the listeners and the public at large. These programmes have over the years recorded great impact and it is still making a difference in information dissemination processes. However, in recent times, there appears to be a decline in the listenership of radio content (Wilfred, 2009).

Radio programmes are structured in such a way that they provide music, drama, sports, debates, and talk shows. Majority of these programmes presented on radio programmes help residents to form opinions on issues that bother them within the society. Most times, the programmes are live and such a radio programme is the View Point radio programme of Rhythm, 93.7 FM Port Harcourt. In Port Harcourt, Rivers State, in the former GRA area, is the commercial radio station Rhythm 93.7 FM. The station has an urban contemporary radio style and plays a range of music genres, such as hip-hop, R&B, and occasionally reggae and electronic dance music. One of the most well-known private radio stations in the South-South area of Nigeria, it is owned and run by Silverbird Communications under the Silverbird Group Company. Rhythm 93.7 virtually owns about 13 highly informative, educational and entertaining programmes, which are not limited to the After Drive, Dance Party, Gospel Vibes, Late Night Caller, Lunch Box Oldies, Mo Fire, Morning Drive, Rap Culture, Rhythm and Soul. Rhythm of the Night, Shout out Show, Sunday at the Rhythm, The TGIF and View Point programme.

Statement of the Problem

Radio has been identified as the communication channel common to the people because it is cheap, portable, can used without electricity and it breaks the barrier of illiteracy. This has made radio programmes popular. Even though radio is quite popular right now, not everyone listens to it in the same way. Radio shows are listened to by audiences for a variety of reasons. This also contributes to the way they form their opinions. Every radio house seeks to draw the attention of the audience or listeners to its programmes against the other potential competitors around them. That is, each radio station design radio programmes that suit them and that can appeal to their listeners for the purpose of opinion formation. On the other hand, the listeners are given to pay certain amount of attention to a particular radio station as result of the nature of the programmes aired by the radio house which they derive some sorts of gratifications that help them form opinions. Therefore, there is always a chance that individuals will like a certain radio program or station over another.

View Point programme of Rhythm 93.7 is one of such radio programmes of the station that allows guests to appear before to discuss issues of importance in society. These include issues around politics, economy, security, education, crime, welfare services and infrastructure. The programme is aired every Saturday, at 8:15 am. Port Harcourt residents appear to be excited tuning to this programme every Saturday but how this programme contributes to the opinion formation of Port Harcourt is not known. Similarly, some of the audience of the View Point programme has not established the effectiveness of the radio programme and it contributes to the opinion formation of Port Harcourt residents. Some of the issues addressed on View point are yet to receive attention both from the authorities and the audience. It is on this basis that the study investigates the Utilisation View Point Programme of Rhythm 93.7 FM for Opinion Formation among Port Harcourt Residents.

Objectives of the Study

1. Find out the opinions of Port Harcourt residents after exposure to the View Point programme on Rhythm 93.7 FM;
2. Find out the level of effectiveness of the View Point programme on Rhythm 93.7 FM on Port Harcourt residents;

3. Examine the factors hindering opinion formation of Port Harcourt residents after exposure to View Point Programme on Rhythm 93.7FM.

Research questions

1. What are the opinions of Port Harcourt residents after exposure to the View Point programme on Rhythm 93.7 FM?
2. What is the level of effectiveness of the View Point programme of Rhythm 93.7 FM on Port Harcourt residents?
3. What are the factors hindering opinion formation of Port Harcourt residents after exposure to View Point Programme of Rhythm 93.7FM on Port Harcourt residents?

Theoretical Framework

Public Sphere Theory

The public sphere theory was propounded by Habermas in the 18th century. Public sphere theory, also known as public sphere discourse, refers to the concept of a social setting where people discuss and debate issues of public importance in a reasonable manner. Jürgen Habermas, a German philosopher, first presented this idea in his 1962 book *The Structural Transformation of the Public Sphere*. Important facets of the philosophy of public sphere: Public discussion, Open and inclusive debate on public issues. Rational argumentation: Reasoned and logical exchange of ideas. Critical thinking: Evaluation of information and arguments. Inclusivity: Equal access and participation for all citizens. Autonomy: Independence from state and market influences.

According to public sphere theory, public opinion may be produced in this area of social life. If you like, you may think of it as the breeding ground. According to Habermas, a number of factors are essential for the public realm. It is primarily accessible to all citizens and is formed in any discussion where people gather to form a public. In order to create a public realm, the citizen assumes the position of a private individual who deals with issues of broad interest rather than representing a company or private interests. The public sphere is not dominated by any imposing power; rather, its inhabitants freely gather and band together to voice their thoughts. The phrase political public sphere refers to public debates on issues pertaining to politics and the state. Despite this, Habermas views state power as public power. As a result, in both formal elections and daily conversations, popular opinion must govern the state and its power. The fundamental prerequisite for mediating between the state and society is a public sphere, which in an ideal scenario allows for democratic oversight over governmental operations. Public access to a record of state-related activities and legal proceedings is necessary to facilitate discussions and the development of public opinion.

The theory emphasizes the importance of public debate and discussion in shaping public opinion. It highlights the role of radio programmes in facilitating rational argumentation and critical thinking. The Rhythm 93.7 viewpoint programme- provides a platform for public debate and discussion on issues affecting the state, it also facilitates the exchange of ideas and opinions among citizens, policymakers, and experts, and influences public opinion through informative and engaging content like environment, education, economy, politics presented in the viewpoint. These radio programmes shape public opinion by presenting diverse perspectives and encouraging critical thinking. They also foster a sense of community and shared understanding among listeners. It also helps for public debate on issues like environmental degradation, economic development, and political governance which provides a platform for citizens to engage with policymakers, and experts, and evaluate the effectiveness of radio programmes in promoting rational argumentation and critical thinking.

Media Dependency Theory

Infante, Rancer and Womack (2003) defined dependence as a correlation between audience behaviour, societal characteristics, and media content. Though these two theories differ slightly, media system dependence theory has been investigated as a supplement to or extension of the user and gratifications method. The two ideas provide distinct explanations for the cause of reliance.

According to the media system dependence hypothesis put out by Grant et al. (1998), audience goals cause reliance. According to the user and gratifications hypothesis, media reliance results from the satisfaction of audience demands. However, both concur that media use might result in media dependence. According to the user and gratifications approach hypothesis, a radio program will be more significant to a person the more reliant they are on it to meet their wants. According to Infante, Rancer, and Womack (2003), when an audience is free from certain radio shows, they will actively utilise them to accomplish their own objectives. According to the media system dependence hypothesis, information-seeking behaviour is influenced by both macro and micro elements. Listening to the radio becomes essential to radio listeners' information demands, objectives, motivations, and tactics.

Furthermore, consumers will grow more reliant on radio programs that address a variety of their requirements rather than just a select few, according to Baran and Davis (2008). The degree to which individuals believe that the radio shows they select are fulfilling their wants and objectives determines how dependent they are on them. Citing DeFleur and Ball-Rokeach (1989), Baran and Davis (2008) divided these objectives into three categories. Numerous personal goals were covered by these parameters. These were (1) self-awareness and social awareness. This involved gaining knowledge about the world and oneself. (2) Interaction and action orientation was the second dimension. This included choosing what to buy and receiving advice on how to respond to challenging circumstances or news. Play, both alone and social, was the third dimension. One way to unwind was to watch a movie with loved ones or friends, or to listen to a radio show by yourself. DeFleur and Ball-Rokeach (1989) implied that a single medium may be used to achieve several objectives. The quantity of sources a person has access to affects their level of dependence on a certain medium. If people have limited access to other media, they grow reliant on the radio programs that are offered. Individuals who have more options for their decisions are less dependent on and influenced by a particular media (Baran & Davis, 2008). The extent of reliance on radio listening is explained by this notion. It will serve as a manual for comprehending patterns in radio listenership and message usage.

Conceptual Framework

Listening to Radio Programmes

Audience listenership to radio programmes results in many inexhaustible benefits and advantages as information concerning the education system in the country and students' state of domicile with other vital information concerning the society are disseminated via the radio medium. Oyelade (2006) asserts that listening is the capacity to appropriately receive information. It is a receptive communication ability that enables information to be received by the audience. Additionally, it is a talent that helps pupils progress in their knowledge and intellectual or moral development. Few individuals are skilled at listening, yet most people want to be heard. Individuals often spend less time listening and more time analysing what is being said or formulating their answers in their minds (Sekouri, 2013). Individuals with this skill are uncommon, based on the fact that few individuals are good listeners.

The Radio Contents and Opinion Formation

The imperativeness of radio content cannot be overemphasized as it serves as the impetus for audiences' connectivity to a particular radio station programme. Students are fully assuaged into listenership to radio programmes that best suit their desires and best serves their social, academic, psychological or emotional needs. According to Shawn Denevan (2014), The emotional bond that a radio station can have with a listener is the economic foundation of radio. Instead of treating listeners as members of the public interest, radio has seen them as a commodity to increase revenues.

Radio has the chance to transition from the AM/FM frequency to the digital sphere. Depending on technology, radio might alter its distribution mode. Prioritising its content quality and format variety

which were extremely significant was and should be the main emphasis of radio in the past (Geiger, 1996). According to Geiger (1996), radio is still a friend that keeps you company. Content, not technology, is what binds the listener to the radio. The majority of radio stations stream their shows online, so listeners may access any station from anywhere in the world. However, when presented with an unlimited number of options, listeners will often select a station they are familiar with, which is typically a local station (March, 2012). The listener is interested in the music, DJ, station, and material. They ought to be emotionally and locally connected to the interest of that specific station. The listener's emotional bond with the radio station has been broken by this strategy.

Radio audience measurement is an area that has attracted a lot of interest and businesses alike as the outcomes from such studies have played important roles in helping radio houses to be customer-focused. Advertisers have also relied on the outcomes of such studies when making media-purchase decisions. In Nigeria for example studies on the subject matter have been undertaken by Ajeagbu et al (2015; Elaigwu, 2016), focused attention on providing information on ratings of radio stations in the country for the first quarter of 2016. Though the study did not indicate how the findings were arrived at, it did however state that no privately owned FM station in the country had country wide reception. He however went ahead to credit Wazobia FM, Ray Power FM and Cool FM to be the top three radio stations in the country with average audience shares of 13%, 9% and 5% respectively. Additionally, a research on the same topic by Ajaegbu et al. (2015) found that the most important element influencing audience pleasure was the programming pattern. Additionally, they believed that radio plays an important part in the lives of young people (undergraduates) by providing them with entertainment, education, and information, and that knowledge obtained from the radio might be crucial when making decisions.

Empirical Review

Anjola, Oluwa and Oyelemi (2019) investigated the number of farmers in Oyo State, Nigeria, who listened to the Latoju Oja radio extension program. Ninety farmers from three local government districts were questioned at random. The findings indicated that the respondents' educational attainment was moderate; farmers expressed satisfaction with the Latoju Oja program's broadcast period and viewed it favourably as a source of knowledge. Additionally, farmers' attitudes were at their best when their negotiating power was increased. The results also showed that the majority did not listen. There was a strong correlation between the advantages received and educational attainment from the listenership of the Lato-Ojo radio programme was the information it provides. Ajaegbu, Akintoyo and Akiniyam (2015) investigated university students' radio listening habits and attitudes towards shows. It is impossible to ignore the enormous impact that radio has on society. Questionnaires were employed as part of a survey research strategy to determine students' attitudes and listening habits about radio. Redeemers University students made up the research's sample size; 400 copies of the questionnaire were given to the students in total. According to the research, students can easily access the campus radio, but many have trouble listening to it because of time constraints and low signal quality. Students' opinions of programs are influenced by the programming patterns that radio stations use.

Osazee-Odia and Ojobor (2017) investigated how university students listened to FM radio shows, using the DELSU FM 103.7 radio station as a research site. Using a straightforward random sampling technique, 200 students from various departments and faculties at Delta State University were given a self-completion questionnaire. The students who were chosen were frequent listeners of FM radio programs. To reveal the demographic profile of the respondents and their listening habits for FM radio programs, the data from the survey was shown using tables, pie charts, bar charts, and descriptive statistics. The results showed that most students had a stronger preference for information derivation. According to the report, students find the most satisfaction in information and knowledge. Additional research revealed that students regularly or consistently listened to DELSU FM radio programs, pointing to the usage of mobile media as a supporting tool for students' access to these programs. According to the study, students' actions and choices in investigating the

possibilities of FM radio programs for self-benefits or gratifications, as well as the distinctiveness of radio as a mass communication medium in society, are highlighted by the uses and gratifications theory of the media.

Hogan, Ohian and Dian (2020) investigated radio and innovation diffusion: a case of waste management in Nigeria's Cross River State. Using a survey research approach, the study included 226,910 participants and use online statistical calculator to determine the sample size. The study found that Cross River Broadcasting Corporation radio environment discussions and by catering to the head's needs, preferences, hobbies, and way of life, the environment spread waste management ideas. Through a program tailored to the environmental preferences of the populace, it offers access to public engagement as well as development and waste management advances in Cross Rivers state.

In another study, Okedi and Osere (2020) investigated an appraisal of a radio campaign on the rights of the girl child in Rivers State, Nigeria. The study adopted a descriptive survey research design and used 7, 8879,370 being the projected population of Rivers in 2020. The study's conclusions showed that radio campaigns had a favourable impact on the respondents and that there was little exposure to them for a simple grasp of the rights of girls in Rivers State. A study on the impact of Anambra Broadcasting Service (ABS) radio news on instruction and learning was also conducted by Onuegbu (2012). The study's primary emphasis was on ABS radio news program listeners in Awka, Nigeria's capital of Anambra State. With a sample size of 400, there are 198,868 Awka pupils in total. The study also adopted a questionnaire as the instrument of data collections and the questionnaire was administered directly. The uses and satisfaction hypothesis served as the foundation for the investigation. A survey research design was used. Simple percentages and frequency tables were used to analyse the collected data. According to the study, news is a very powerful teaching and learning tool.

Methodology

The study adopted a survey research design, which allowed he researcher to investigate the opinions, behaviours, attitudes and effectiveness of the View Point radio programme of Rhythm 93.7 FM on Port Harcourt residents. The population is 1, 426,329. The population was derived from the National Population Census projected for 2023 at an annual growth rate of 2.5%. The population of Port Harcourt as of the 2006 National Population Census is 1, 000, 938. The population of Obio/Akpor was 462,350 while that of Port Harcourt City was 538,588 (<http://www.citypopulation.de>). Therefore, the population of the study is 1,426,329. The study adopted the Taro Yamane sample size determination formula. Thus;

$$n = \frac{N}{1+N(e)^2}$$
 where; n = Population, N = total population, e = Expected error image
(0.05)² 1 = constant. N = 1, 426, 329 E = (0.05) n = 399.8752079
= 400 respondents (approximately).

Therefore, the sample size for this study is 400 respondents

The study adopted multi-stage sampling techniques given the complex and heterogeneous nature of the population, and this was divided into different stages. This allowed the researcher to select 400 respondents. Four hundred copies of the questionnaire were therefore administered to the respondents in the sampled communities in the wards of the two local government areas selected for the study. Also, the study employed a questionnaire as the method of data collection and used the Weighted Mean Score on a Four Point Likert Scale. A Likert scale is used to measure the degree of respondents' position on a statement or questions. The responses of the respondents on the instrument were weighted in this order: Strongly Agree (SA) - 4 points, Agree (A)-3 points Disagree (D)- 2 points Strongly Disagree (SD) 1 point. The implication of using the weighted mean score is to either agree or disagree with respondents' responses. If the result is 2.5 (i.e. 4+3+2+1 divided by 4) then it is accepted. That is, any response that measures 2.5 or higher is accepted by respondents while scores below 2.5 are rejected.

Data Presentation

Table 1: Find out the opinions of Port Harcourt residents after exposure to the View Point programme on 93.7 FM

Table 1: Opinions of Port Harcourt residents after exposure to the View Point programme on 93.7 FM

Opinions of Port Harcourt residents after exposure to the View Point programme on 93.7 FM	SA	A	D	SD	TOTAL	WMS	DECISION
Exposure to view point programmes helps me to form opinion	117	121	76	93	1063	2.8	Accepted
Exposure to view point programmes helps me to know the realities in our society	98	131	79	69	1012	2.7	Accepted
Exposure to view point programmes helps me to be realistic	31	51	110	185	682	1.8	Rejected
Exposure to view point programmes helps me to be part of the happenings in our society	51	49	89	188	717	1.9	Rejected

The data in Table 1 indicated that the viewpoint programme of 93.7 FM contributes to the audience's knowledge of the realities in society and helps in the opinion formation of Port Harcourt resident

Table 2: The level of effectiveness of the View Point programme of 93.7 FM on Port Harcourt residents in opinion formation

The level of effectiveness of the View Point programme of 93.7 FM on Port Harcourt residents	SA	A	D	SD	TOTAL	WMS	DECISION
The effectiveness of the viewpoint programme of 93.7 FM to Port Harcourt residents is very high	132	147	59	39	1126	3.0	Accepted
The effectiveness of the viewpoint programme of 93.7 FM to Port Harcourt residents is high	143	129	81	24	1145	3.0	Accepted
The effectiveness of the viewpoint programme of 93.7 FM to Port Harcourt residents is low	34	91	103	149	764	2.1	Rejected
The effectiveness of the viewpoint programme of 93.7 FM to Port Harcourt residents is very low	51	72	112	141	785	2.0	Rejected

The data in Table 2 indicates the level of effectiveness of the View Point programme of 93.7 FM on Port Harcourt residents is high.

Objective three: investigate the factors that hinder opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM Port Harcourt residents.

Table 3: Factors that hinder opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM on Port Harcourt residents

Factors that hinder the effectiveness of View Point	SA	A	D	SD	TOTAL	WMS	DECISION
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Programmes of 93.7FM on Port Harcourt residents							
The attitude of the radio presenter affects the opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM on Port Harcourt residents	118	119	123	17	1100	2.9	Accepted
Poor signal of the radio station is a factor that hinders opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM on Port Harcourt residents	67	71	98	141	818	2.2	Rejected
Lack of time to tune in is the factor that hinders opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM on Port Harcourt residents	123	98	112	44	1054	2.8	Accepted
Poor government policy implementation is the factor that hinders opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM on Port Harcourt residents	134	113	79	51	1084	2.9	Accepted

The data in Table 3 indicated that the attitude of View presenters, lack of time to tune and government policy were the major hindering opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM on Port Harcourt residents.

Discussion of Findings

Research question 1: What are the opinions of Port Harcourt residents after exposure to the View Point programme on Rhythm 93.7 FM?

The study found that the viewpoint programme of 93.7 FM contribute to the audience knowledge of the realities in society and help in opinion formation of Port Harcourt residents. The finding agreed with the finding of Anjola et al (2019) found that there is a significant relationship existing between the level of education and benefits derived from listenership of the Lato-Ojo radio programme and the information it provides. Radio programme gives citizens the opportunity to participate in and own development and waste management innovations in Cross Rivers state through programs that cater to citizens' environmental preferences (Hohan et al. 2020). Additionally, Okedi and Osere (2020) discovered that respondents were positively impacted by radio campaigns that made it easy to understand the rights of girl children in Rivers State.

Research question 2: What is the level of effectiveness of the View Point programme of Rhythm 93.7 FM on Port Harcourt residents?

The study found that the level of effectiveness of the View Point programme of 93.7 FM on Port Harcourt residents. The finding is in agreement with the findings of other scholars. For instance, Chioma et al (2015) found out that the majority of listeners (96%) are happy with Inspiration 92.3 FM's programming, which meets their demands. They also find the station's on-air personalities and family-friendly house style to be very appealing. A national consensus can be greatly aided by radio's

ability to successfully influence and convince a sizable audience (Onabajo, 1999). For those who enjoy it, radio may be more than just a buddy since its language is frequently kind, soothing, enticing, instructive, and convincing (Kuewumi, 2009). The Anambra Broadcasting Service's (ABS) news is excellent for education (Onuegbu, 2012). Additionally, Adetunji, Abdulrahman, and Joel (2020) discovered that the mass media is crucial in advancing corporate value, respect for human life dignity, and the nation's image. The implication of this is that Nigerian mass media retain some cultism in the propagation of values and orientation among the citizens (Okafor, 2014). Nonetheless, the finding is in conformity with Media Dependency Theory. Listening to the radio becomes essential to radio listeners' information demands, objectives, motivations, and tactics. Furthermore, consumers will grow more reliant on radio programs that address many of their demands than on those that just address a handful, according to Baran and Davis (2008). The degree to which individuals believe that the radio shows they select are fulfilling their wants and objectives determines how dependent they are on them.

What are the factors that hinder the opinion formation of Port Harcourt residents after exposure to View Point Programmes of Rhythm 93.7FM on Port Harcourt residents?

The study further found the attitude of View presenters, lack of time to tune and government policy were the major hindering opinion formation of Port Harcourt residents after exposure to View Point Programmes of 93.7FM on Port Harcourt residents. The finding is in agreement with the findings of other scholars. Ajaegbu et al (2015) in their study found out that on campus, students can easily access the radio, but they have trouble listening to it due to lack of time and poor signal.

Conclusion/Recommendations

The study concluded that the residents of Port Harcourt who exposed themselves to the viewpoint programme of 93.7 FM used the programme to gain knowledge of the realities in society and helped them in opinion formation. Also, the level of effectiveness of the View Point programme of 93.7 FM on Port Harcourt residents is high and the attitude of View presenters, lack of time to tune and government policy were the major hindering opinion formation of Port Harcourt residents after exposure to View Point Programmes of Rhythm 93.7FM on Port Harcourt residents. It was recommended that presenters of View Point Rhythm 93.7 programme should only invite those that matter and not allow wrong views or opinions during the programme since the audience uses them to form opinions. Also, Port Harcourt residents should find time to always to the view point programme and the government should reduce revenues and taxes on the private establishment to allow competitions.

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