

ABSTRACT

Television is a common mass media channel that has the capability of influencing its viewers. Due to its combined power of sound and pictures, its messages seem to be more impactful when compared to other mass media channels. Political institutions believe that canvassing from this medium would confer on them added advantages, especially making the voters to favour their points of opinion and consequently cast their votes for them. This study sought to find out if the various pieces of broadcasts from television on the 2007 Nigerian presidential election influenced the choices of political parties that voters in Ado Odo/Ota made. It was discovered that indeed television broadcasts influenced the choices of the political parties that respondents voted for. However, there were some other underlying factors, like partisanship, that also influenced the choice of the voters.