

International Journal of Arts and Humanities (IJAH)
Bahir Dar- Ethiopia

Vol. 5(4), S/No 19, September, 2016: 232-249

ISSN: 2225-8590 (Print) ISSN 2227-5452 (Online)

DOI: <http://dx.doi.org/10.4314/ijah.v5i4.17>

**Audience Perception of Television Animated Cartoons as Tool
for Political Communication: A Study of Selected Towns in
North Central Nigeria**

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Abstract

This study investigated audience perception of television animated cartoons as tool for political communication. The specific objectives of the study were: to find out the frequency of exposure to television animated cartoons between males and females; to find out the frequency of exposure to television animated cartoons between audience members with primary, secondary and tertiary levels of education; to find out the perception of television cartoons between males and females and to find out the perception of television cartoons between audience members with primary, secondary and tertiary levels of education. Survey research design was adopted for the study. The sample size was 384 selected from three areas-Lokoja, Makurdi and Lafia of North Central Nigeria-while multi-stage sampling technique was adopted for the study. A

self-developed questionnaire was the instrument of data collection. Findings showed a difference in the mean scores of males and females on their exposure to and perception about TV animated cartoons. Result also showed a difference in the mean scores of respondents with primary, secondary and tertiary education on their perception about TV animated cartoons. The researcher recommends, among others, that TV cartoonists should think out of the box and come with crafty cartoons that effectively convey political messages.

Key words: audience assessment animated cartoons, TV for political communication

Introduction

Television cartoons are common features of Nigerian television stations, just like other television stations. Hardly does a day pass without one television station or the other in Nigeria airing cartoons. Cartoons according to Oyero and Oyesomi (2014, p. 94) can be described as the making of movies by filming a sequence of slightly different drawings or models so that they appear to move and alternate when the sequence is shown. It is these elements that viewers watch. The Encyclopaedia Britannica (Macro-Paedia, vol.3) cited in Onakpa (2014, p. 34) sees cartoon as a pictorial parody or imitation, which, by the devices of caricature, analogy as well as ludicrous juxtaposition, sharpens the public view of a contemporary or topical issue, event, political or social trend. Onakpa noted that a cartoon carries with it the caricature as an almost indispensable element. Just as the caricature is for an audience that is familiar with the original, the cartoon is based on wide acquaintance with the subject. Onakpa summed up the forms of cartoons thus: "Cartoons come in various forms: the comic strip, animated cartoons for the electronic media (such as "Tom and Jerry," "Superman" "Pocahontas," etc.) and editorial cartoons in newspapers and magazines."

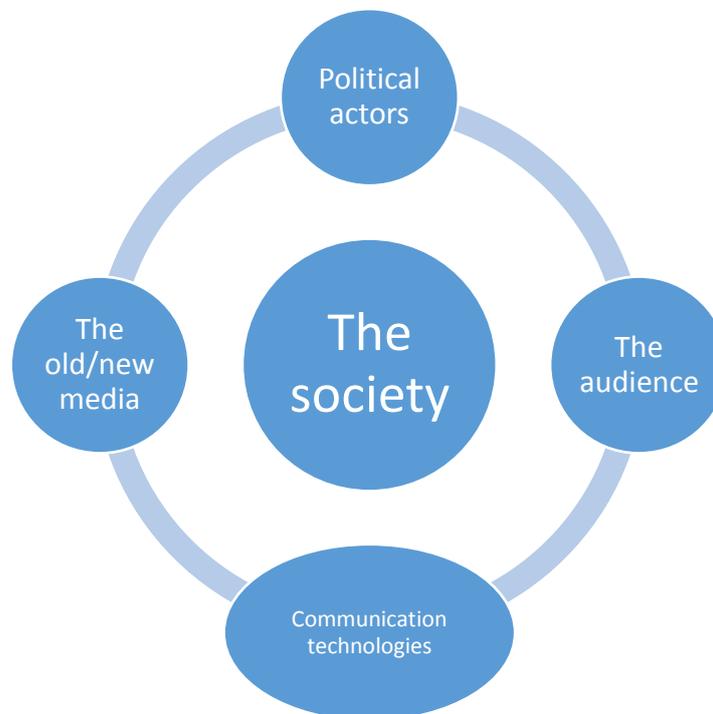
The interest of the current study from the summation of cartoons by Onakpa is animated electronic cartoon particularly those from the television. Animated cartoon refers to "a motion picture consisting of a sequence of drawings, each so slightly different that when filmed and run through a projector the figures seem to move" (Random House, Inc., 2001, p. 82). Mahwah (2007) commented on TV animation thus:

Animation has had a rather erratic presence on television. A mainstay of Saturday morning children's programming, small snippets of it appear regularly in commercials, credit sequences, music videos, news and sports, but there have been long stretches when there were no prime-time cartoon shows (p. 315).

The submission above provides insights on how common TV animated cartoons have been. All TV animated cartoons are targeted at the audience, often called media audience.

Media audience are the receivers of communication messages. McQuail (2005, p.396) opined that the term audience is very familiar as a collective term for receivers in the simple sequential model of mass communication. Asemah (2011, pp. 8-9) in describing mass media audience added that they are large, anonymous, scattered, heterogeneous, and active. Asemah noted that the mass media audience are large because they are many, they cannot be easily counted. They are anonymous because they (the audience) are not known to the communicator. The audience members are scattered across different areas and they are made up of different demographics like religion, educational level, and sex, among others. The media audience stand a better chance to assess TV animated cartoons in relation to political communication because they are consumers of media messages.

Political communication is an aspect of communication that dwells on the passing of political information to the public. Blumler (2011, p.ix) said political communication is an exceptionally rich, complex, fluid and important sub-field among those that populate the overall field of communications studies. McNair said political communication is purposeful communication about politics Ezeah and Gever (2015) after a study, proposed the model for political communication thus:



Source: Ezeah and Gever (2015)

The interest of the current study from the model above is in the audience. The model provides the basis for explaining the place of the audience in any political communication process. In understanding the audience with regards to political communication, their demographics like gender and educational level are very essentials. This therefore investigated audience perception of TV animated cartoons with emphasis on gender and educational level.

Statement of the Problem

The scope of political communication has been widened with the emergence of television animated cartoons as a strategy of communicating political messages to the electorate. Political gladiators and their political parties in Nigeria, like their counterparts elsewhere, in a bid to outsmart their opponents deploy these tools to visualize and animate their messages. This trend greatly featured in the 2015 general election in Nigeria's different political parties and their candidates animated their messages during the campaign period. Even though the application of this strategy is a common feature in Nigerian television, especially during campaigns, significant studies, especially by Nigerian scholars and Kogi State in particular, have not been conducted to determine audience exposure to this form of political communication. This is because, the fact that cartoon have been aired does not equal exposure. Audience perception of these cartoons is also poorly understood. The problem of this study posed as question is, what is audience perception of television animated cartoons?

Research Objectives

The general objective of this study is to find out audience perception of television animated cartoons as tools of political communication. Specifically, the study seeks to achieve the following:

1. To find out the frequency of exposure to television animated cartoons between males and females.
2. To find out the frequency of exposure to television animated cartoons between audience members with primary, secondary and tertiary levels of education.
3. To find out the perception of television cartoons between males and females.
4. To find out the perception of television cartoons between audience members with primary, secondary and tertiary levels of education.

Research Questions

This study seeks answers to the following questions:

1. What is the frequency of exposure to television animated cartoons between males and females?
2. What is the frequency of exposure to television animated cartoons between audience members with primary, secondary and tertiary levels of education?
3. What is the perception of television cartoons between males and females?

4. What is the perception of television cartoons between audience members with primary, secondary and tertiary levels of education?

Review of Relevant Empirical Studies

In this segment of the paper, the researcher reviewed relevant empirical studies. This is because, the basic concepts of the study have already been fully explained in the background. First is the study conducted by Yousaf, Shehzad and Hassan (2014). The main objective of the study was to highlight the psychological behaviour of the children of Pakistan after watching Television commercials on Pakistani channels. The sample size was made up of 100 respondents. Study concluded that cartoon series influence the children behaviour as well as their language. This study is relevant to the current study because it investigated cartoons just that the study did not examine audience perception of TV animated cartoons. The current study will fill this gap.

Also, Ergün (2012) did a study aimed to demonstrate the gender-specific impact of violence-oriented television cartoons on children, and to identify the behaviours demonstrating this influence. The researcher studied a total of 300 students chosen by a simple, random method applying a stratified weight in each school. The result showed a significant gender difference between students' favourite cartoon shows, the type of influence those shows exerted, and the ways in which students imitated the behaviours of the cartoon characters. This study is related to the current study because it examined the influence of gender vis-a-vis the influence of cartoons. The researcher, however, did not study audience perception of cartoons as tools of political communication. The current study will fill this gap.

Furthermore, Oyero and Oyesomi (2014) conducted a study to examine the influence of cartoons on Nigerian children's social behaviour from the perspective of the parents and the children. Survey design was adopted. Data were collected from 100 pupils and 50 parents through questionnaire, interviews and focus group discussion. Percentages and chi Square were used for data analysis. The findings showed that both children and parents share similar understanding on the influence of cartoons on children as being positive. While cartoons were found help children's spoken English, learning inventions and good morals, as well as keep children busy among other benefits, some parents were found to have expressed that some influence of cartoons could be negative and therefore some regulations required in mitigating those negative aspects of cartoons. This study is relevant to the current one because it investigated the influence of cartoons in the learning process. Such a learning process could also be informed of political communication. The researcher however, failed to investigate audience perception of cartoons as political communication.

Finally, Odunlami (2013) conducted a study to determine the predictive value of media exposure on the political knowledge and behaviour of undergraduates in South-West Nigeria. The research design was survey. Through a combination of

stratified and multi-stage sampling, a comprehensive sample frame of 4,700 respondents was generated from a cluster of faculties/colleges from six universities. Findings showed that exposure to the electronic media (Radio, Television and Internet) predicted higher political knowledge and behaviour among respondents than the print media. The results also showed that a significant influence of exposure to media on respondents' political behaviour. The study also revealed that television was the most dominant source of political information among the respondents. This study is relevant to the current study because it examined the media audience in relation to political communication. The researcher though found that television was a veritable source of political information, little no attention was paid to animated TV cartoons

Theoretical Base

This study finds expression in the consistency theories. The consistency theories suggest that media messages must be consistent with the pre-existing attitudes of the audience before they can have effect on them. Klapper (1960) formulated several generalizations on the effects of mass media. His research findings are as follows: "Mass-media ordinarily does not serve as a necessary and sufficient cause of audience effect, but rather functions through a nexus of mediating factors and influences. These mediating factors render mass-communication as a contributory agent in a process of reinforcing the existing conditions. "The main mediating factors which Klapper considers responsible for the functions and effects of mass communications are:

- **Selective exposure:** people's tendency to expose themselves to those mass communications which are in agreement with their attitudes and interests. In this case, the audience may choose not to be exposed to TV animated cartoons. This approach suggests that the audience have the free will to watch TV animated cartoons or not.
- **Selective Perception:** People's inclination to organize the meaning of mass communication messages into accord with their already existing views. In this case, how the audience perceive TV animated cartoons.
- **Selective Retention:** Peoples ability to return certain information while ignoring others. This is usually determined by psychological factors like culture, religion etc.
- **Selective attention:** This entails the ability of media audience to select the type of information to pay attention to while ignoring others.

The theories of consistency are relevant to the current study because they provide insight on while mass media messages do not always have direct effect on the receivers. The theories also provide the theoretical basis for understanding audience exposure and perception of TV animated cartoons.

Methodology

The researcher adopted survey design research to achieve the study objectives. Survey was considered because it the most appropriate method in behavioural studies. According to Sobowale (2008, p.27) “the survey technique is the most commonly used by behavioural scientists and it involves drawing up a set of questions on various aspects of the subject which selected members of a population are to react to” Babbie (2010, p.253) that surveys are chiefly used in studies that have individual people as the units of analysis. Although this method can be used for other units of analysis, such as groups or interactions, some individual persons must serve as respondents or informants. Therefore, hence people were the unit of analysis, survey was thought to be more appropriate.

Area of the Study/population

This study was conducted in three selected areas of North Central Nigeria. They are Lokoja, in Kogi State, Makurdi in Benue State and Lafia in Nasarawa State. These areas were selected because they are the state capitals with many television stations. While Lokoja and Lafia both have a production center of the Nigerian Television Authority (NTA), Makurdi has a network Centre. The researcher also believed that people from urban centres are more exposed to television more than those from rural areas. The projected population of these areas according to the National Bureau of Statistics (2012) Lokoja 228,467, Makurdi, 348,988 and Lafia 383,315. Therefore, the total population of this study was 960,770. Asemah, Gubjawu, Ekhearafu and Okpnanachi (2012, p. 276) define population of study as “All the items or subjects that possess the characteristics or that have the knowledge of the phenomenon being studied.” It should be noted that the researcher did not use the 2006 census because it is too far.

Sample size/Sampling Technique

The sample size for this study was 384. In determining the sample size for this study, the Australian Calculator as provided by the National Statistical service was found useful. The calculation yielded the following:

Confidence Level:	95%
Population Size:	960770
Proportion:	<input type="text" value="0.5"/>
Confidence Interval:	<input type="text" value="0.05"/>

Upper	<input type="text" value="0.55000"/>
Lower	<input type="text" value="0.45000"/>
Standard Error	<input type="text" value="0.02551"/>
Relative Standard Error	<input type="text" value="5.10"/>
Sample Size:	384

By this calculator, the sample size for this study was 384. To arrive at this sample, multi-stage sampling procedure was adopted.

At first stage, the six states in North Central namely Benue, Kogi, Nasarawa, Niger, Kwara and Plateau were considered as clusters.

At the second stage, systematic sampling was adopted to select three states. The procedure was as follows:

- The population frame was numbered from 1-6 i.e. the six states.
- The sample size, n, was decided to be 3.
- The sampling interval $k = 2$. That is $2 \times 3 = 6$
- The second state was randomly selected as the random start. The procedure was as follows

1- Niger **2- Kogi** 3-Plateau **4- Benue** 5- Kwara **6 - Nasarawa**

At the third stage, simple random sampling was adopted to select one city in each of the three senatorial states. Consequently, Lokoja was selected from Kogi, Makurdi was selected from Benue and Lafia was selected from Nasarawa. At the fourth stage, the researcher adopted proportionate sampling to allocate samples to the three areas. The procedure was as follows:

$$\text{Lokoja} = \frac{228467}{960770} \times 384 = 91$$

$$\text{Makurdi} = \frac{348988}{960770} \times 384 = 140$$

$$\text{Lafia} = \frac{383315}{960770} \times 384 = 153$$

A summation of 91, 140 and 153 gives a sample of 384. It should be noted that in all the three cities visited, only residential houses with television set were sampled. This

is because, hence the study bothered on audience perception of television animated cartoons, the researcher reasoned only respondents who have access to television could best aid in attaining this aim. It is important to add here that three research assistants were trained to assist in the administration of the instrument. It was decided that research assistants will be needed because it was easy for the researcher to administer the instrument solely.

Validity and Reliability of Instrument

The Audience Perception of TV Animated Cartoons Questionnaire (APTACQ) instrument was subjected to face validation by three experts, two from the Department of Mass Communication, and one from Geography and Planning, Kogi State University, Anyigba. The experts were required to examine the instrument with regards to its relevance in terms of items, clarity, appropriateness of contents and representativeness of the various areas of the study. The comments and observations made independently by the experts helped the researcher to modify and produce the final copy of the instrument.

To determine the reliability of the instrument, a pre-test questionnaire of 20 copies were designed and administered to respondents in the study area. After one-week interval, the same pre-test copies of questionnaire were administered again to the same respondents and three errors were observed. The Guttman scale of coefficient of reproducibility used to measure reliability of consistent of the instrument as shown below;

$$1 - \frac{\text{totalerror}}{\text{totalresponses}}$$

$$1 - \frac{3}{20}$$

$$\frac{3}{20} = 0.15$$

$$1 - 0.15 = 0.85$$

The calculation yielded 0.85(85%) which was considered very high. Mean and standard deviation were used to answer the researcher questions while the criterion for accepting or rejecting an item was 2.5.

Results

Out of the 385 copies of the questionnaire administered, 357 (98%) were returned and found useful. Figure I below shows the demography of the respondents.

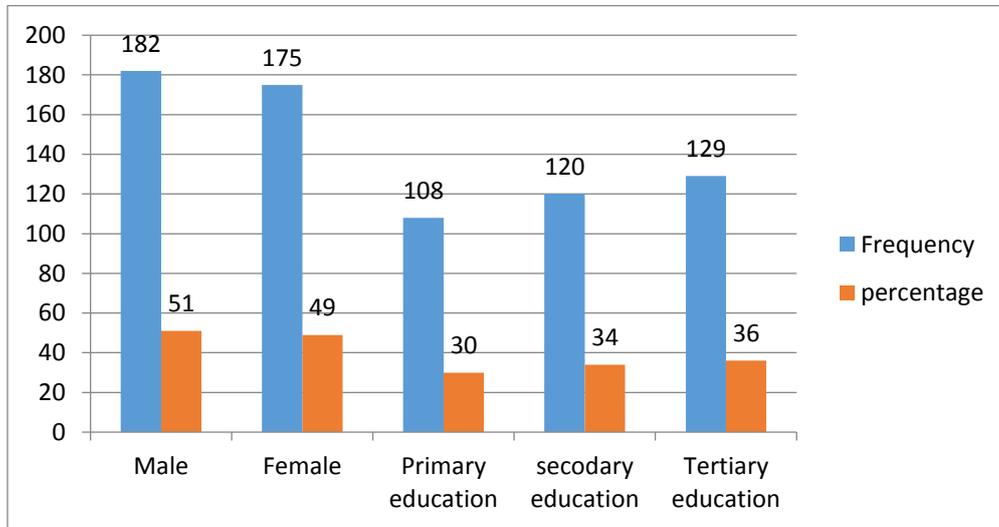


Fig1: A chart showing the demographics of the respondents

The chart above revealed that 182 (51%) of the respondents were male while 175 (49%) were female. Also, 108 (30%) of the respondents reported primary education level, secondary education level had 120 (34%) while 129 (36. %) had tertiary education level.

Table 1: Mean and standard deviation the frequency of exposure to TV animated cartoons between males and females

	Male(n=182)			Female (n=175)		
	Mean	SD	RE	Mean	SD	RE
Am not exposed to TV animated cartoons at all	1.4	0.67	R	1.6	0.84	R
My frequency of exposure to TV animated cartoons is very low	3.0	0.58	A	2.3	0.79	R
My frequency of exposure to TV animated cartoons is low	3.4	0.78	A	2.6	0.69	R
My frequency of exposure to TV animated cartoons is high	2.1	0.79	R	3.6	0.78	A
My frequency of exposure to TV animated cartoons is very high	3.2	0.85	R	3.3	0.59	A

Note: RE=Remark. A=Accepted, R=Rejected

The result from the table above revealed that most of the males reported that their frequency of exposure TV animated cartoons low (mean=3.4) many of the females reported that their frequency of exposure to TV animated cartoons is high (mean=3.6). It is important to add here that in the event where a two statements meet the criterion(mean=2.5) for accepting an, item the conclusion was based on the item with the highest mean.

Table II: mean and standard deviation on the frequency of exposure to TV animated cartoons based on education level.

	Mean	SD	RE	mean	SD	RE	mean	SD	RE
Am not exposed to TV animated cartoons at all	1.4	0.67	R	1.3	0.89	R	2.4	R	0.57
My frequency of exposure to TV animated cartoons is very low	2.0	0.77	R	2.0	0.78	R	3.4	A	0.64
My frequency of exposure to TV animated cartoons is low	2.4	0.48	R	3.0	0.56	A	3.5	A	0.84
My frequency of exposure to TV animated cartoons is high	3.2	0.79	A	3.1	0.66	A	2.2	R	0.57
My frequency of exposure to TV animated cartoons is very high	3.1	0.95	A	3.5	0.97	A	2.4	R	0.89

Note: RE=Remark. A=Accepted, R=Rejected

The result from the table above revealed that most of the respondents (M=3.2) reported that their frequency of exposure TV animated cartoons is very high, most of respondents (Mean=3.5) with secondary education level reported that their frequency of exposure to TV animated cartoons is high (mean=3.6) while most of the respondents (M=3.5) with tertiary education level reported that their frequency of exposure to TV animated cartoons is low.

Table III: Mean and standard deviation on the perception of TV animated cartoons between males and females

Items	Male (n=182)			Female (n=175)		
	Mean	SD	RE	Mean	SD	RE
				3.4	0.85	A
TV animated cartoons are effective political communication tools	3.4	0.64	A			
TV animated cartoons are effective political awareness tools	3.0	0.59	A	3.6	0.75	A
TV animated cartoons are effective political education tools	3.4	0.73	A	2.6	0.63	A
TV animated cartoons are effective political campaign tools	3.0	0.87	A	3.5	0.89	A
TV animated cartoons are effective political mobilization tools.	2.9	0.67	A	3.5	0.67	A
Negative Perception						
TV animated cartoons hardly make clear meaning.	1.6	0.90	R	1.5	0.74	R
TV animated cartoons are not aired at the right time	2.3	0.87	R	2.3	0.87	R
TV animated cartoons are not interesting to adult	2.4	0.86	R	2.2	0.67	R
TV animated cartoons are not effective political education tools	2.3	0.74	R	2.3	0.45	R
TV animated cartoons are poorly crafted	3.2	0.85	A	2.3	0.52	R

Note: RE=Remark. A=Accepted, R=Rejected

The result from the table above revealed both males and females had a positive perception about TV animated cartoons. This is because, all the positive items had a mean rating of between 2.6-3.6 which is within the acceptable bench mark of 2.5. However, males and females differed in the negative items because while males

(M=3.2) accepted that TV animated cartoons are poorly crafted, females (M= 2.3) rejected.

Table VI: Mean and standard deviation of respondents on the perception about TV animated cartoons based on educational level

Items	Prim. (n=108)			Sec. (n=120)			Tert.(n=129)		
	Mean	SD	RE	Mean	SD	RE	Mean	SD	RE
TV animated cartoons are effective political communication tools	2.6	0.63	A	3.3	0.89	A	2.7	0.57	A
TV animated cartoons are effective political awareness tools	2.7	0.79	A	2.9	0.75	A	3.3	0.64	A
TV animated cartoons are effective political education tools	3.6	0.89	A	3.6	0.97	A	2.2	0.65	R
TV animated cartoons are effective political campaign tools	3.6	0.97	A	3.7	0.86	A	3.6	0.78	A
TV animated cartoons are effective political mobilization tools.	3.6	0.76	A	3.5	0.66	A	3.5	0.76	A
Negative perception									
TV animated cartoons hardly make clear meaning.	1.7	0.68	R	1.4	0.89	R	1.4	0.88	R
TV animated cartoons are not aired at the right time	1.0	0.78	R	1.5	0.76	R	2.2	0.76	R
TV animated cartoons are not interesting to adult	3.4	0.89	R	1.4	0.87	R	1.7	0.64	R
TV animated cartoons are not effective political education tools	2.4	0.45	R	1.2	0.56	R	1.5	0.84	R
TV animated cartoons are poorly crafted	2.2	0.79	R	2.3	0.67	R	3.2	0.57	A
TV animated cartoons are effective political communication tools	2.1	0.93	R	2.4	0.98	R	2.4	0.85	R

The result from the table above revealed that the mean score of respondents with primary education range between 2.6-3.6 (which is within the criterion for accepting items) for positive items and 1.0- 2.1 (which is outside the criterion for accepting a statement) for negative items. This suggests that respondents with primary education

had positive perception about TV animated cartoons. The mean score for respondents with secondary education range from 2.9-3.7 for positive perception and 1.2-2.3 for negative perception about TV animated cartoons. There was a difference with respondents with tertiary education as they reported that TV animated cartoons are not effective tools for political communication (M=2.2). Respondents with tertiary education also reported that TV animated cartoons are poorly crafted (M=3.2).

Discussion of Findings

This study investigated audience perception of TV animated cartoons as tools of political communication. The discussion of the study was guided by three research questions as shown below:

Research Question One: What is the frequency of exposure to television animated cartoons between males and females?

The result of this study revealed that most of the males reported that their frequency of exposure TV animated cartoons is low (mean=3.4) while many of the females reported that their frequency of exposure to TV animated cartoons is high (mean=3.6). The implication of this result is that females are exposed to TV animated cartoons than males. The result of this study is consistent with that of Ergün (2012) who found that 71.2% of female children and 66.2% of male children watched cartoons at most for one hour in a day. The higher frequency of females watching television cartoons could be because they are mostly involved in domestic activities and are always at home than the males. It could also be because cartoons are always attractive to the eyes and females like shining things than their male counterparts.

Research Question Two: What is the frequency of exposure to television animated cartoons between audience members with primary, secondary and tertiary levels of education?

The result of this study revealed that most (M=3.2) of the respondents with primary school education reported that their frequency of exposure to TV animated cartoons is very high, most of respondents (Mean=3.5) with secondary education level reported that their frequency of exposure to TV animated cartoons is high (mean=3.6) while most of the respondents (M=3.5) with tertiary education level reported that their frequency of exposure to TV animated cartoons is low. This suggests a variation in the mean score of respondents based on educational level. The result of this study is inconsistent with that of Odunlami (2013) who found that undergraduates from South-West Nigeria are very much exposed to TV. Although Odunlami (2013) did not directly study TV cartoons, it can be inferred that hence Odunlami reported that the respondents highly exposed to TV, there is possibility that they would be exposed to TV animated cartoon. This result has implication on the consistency theories applied

in this study. It suggests that that the selective exposure to TV animated cartoons of the respondents is greatly influenced by their level of education.

Research Question Three: What is the perception of television cartoons between males and females?

The result of this study revealed both males and females had a positive perception about TV animated cartoons. This is because, all the positive items had a mean rating of between 2.6-3.6 which is within the acceptable bench mark of 2.5. However, males and females differed in the negative items because while males (M=3.2) accepted that TV animated cartoons are poorly crafted, females (M= 2.3) rejected. This result is consistent with that of Ergün (2012) who found that there was a difference in the perception of males and females on the perceived influence of TV cartoons. This finding has implication on the consistency theories applied in this study. It suggests that that the selective perception of the respondents is greatly influenced by their gender.

Research Question Four: What is the perception of television cartoons between audience members with primary, secondary and tertiary levels of education?

The result revealed that the mean score of respondents with primary education range between 2.6-3.6 for positive items and 1.0- 2.1 for negative items. This suggests that respondents with primary education had positive perception about TV animated cartoons. The mean score for respondents with secondary education range from 2.9-3.7 for positive perception and 1.2-2.3 for negative perception about TV animated cartoons. There was a difference with respondents with tertiary education as they reported that TV animated cartoons are not effective tools for political communication (M=2.2). Respondents with tertiary education also reported that TV animated cartoons are poorly crafted (M=3.2). This result could be because those with tertiary education are more likely to be critical in their analysis of TV cartoons content with regards to relevance. This finding has implication on the consistency theories applied in this study. It suggests that that the selective perception of the respondents is greatly influenced by their level of education.

Conclusion/Recommendations

Based on the result of this study, the researcher concludes that females are more exposed to TV animated cartoons than males. The researcher also concludes that level of education significantly predict exposure to TV animated cartoons as people with tertiary education are less exposed to cartoons. The researcher also concludes that level of education also predict perception about TV animated cartoons. Consequently, the researcher makes the following recommendations:

- TV cartoonists should think outside the box before they come up with TV animated cartoons to make them more interesting and attractive to people with tertiary education.
- TV cartoonist should continue to deploy cartoons as instruments of political communication.
- TV cartoonist should continue to deploy cartoons as instruments of political mobilization.
- TV cartoonist should continue to deploy cartoons as instruments of political education.
- Further studies should be conducted to find out the influence of cartoons on voting behavior.

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APPENDIX -1 Questionnaire

Instruction: Please kindly tick for your choice of answer.

1. Sex: a. Male { } b. Female { }
2. Educational background { } Primary { } Secondary { } tertiary

Choose if you strongly agree, agree disagree or strongly disagree on the following items.

Table I: What is your frequency of exposure to TV animated cartoons?

S/N	Scale	SA (4)	A (3)	SD (2)	D (1)
2	Am not exposed to TV animated cartoons at all				
3	My frequency of exposure to TV animated cartoons is very low				
4	My frequency of exposure to TV animated cartoons is low				

5	My frequency of exposure to TV animated cartoons is high				
6	My frequency of exposure to TV animated cartoons is very high				

Choose if you strongly agree, agree disagree or strongly disagree on the following items.

Table II: What is your perception of TV animated cartoons?

S/N	Scale	SA (4)	A (3)	SD (2)	D (1)
	Positive Perception				
7	TV animated cartoons are effective political communication tools				
8	TV animated cartoons are effective political awareness tools				
9	TV animated cartoons are effective political education tools				
10	TV animated cartoons are effective political campaign tools				
11	TV animated cartoons are effective political mobilization tools.				
	Negative perception				
12	TV animated cartoons are not effective tools of political communication				
13	TV animated cartoons are not effective political communication tools				
14	TV animated cartoons are not effective political awareness tools				
15	TV animated cartoons are not effective political education tools				
16	TV animated cartoons are not effective political campaign tools				
	TV animated cartoons are effective political mobilization tools.				