The following research questions were posed and answered:

i. What is the primary source of information for the Nigerian middle class?

ii. What medium is most reliable for breaking news?

iii. What stations do they turn to shape opinions?

iv. What role do foreign stations play in getting the middle class informed?

v. What is the source of foreign programmes for the middle class?

Significance of Study

For a PR practitioner who aims to reach his publics and manage the information they get, it is important for him/her to know what medium they turn to first and most.

This study can become a springboard for decision making on what medium to use in disseminating information to the stakeholders. Students and practitioners of mass communication can use the findings of this study to design advert and public relations campaigns.

Delimitation

This research focused mainly on the middle class, whose income is not below, government grade level 8, the starting point for university graduates.

Population

The target population was MIDDLE CLASS, for the purpose of this survey; middle class are those Nigerians whose incomes fall not lower than government level 8. The sample population was drawn from, tertiary institutions, banking industry, multi-national corporations, state
and federal civil service, private clinics and self-employed individuals whose income and level of education fall within the parameter laid down as “Middle CLASS”, in this study.

Methodology
The research design is survey. The main instrument used is the questionnaire. Some of the questions were rated to the five point Likert scale in some instances, while others structured and close ended. The instruments were personally administered. About two hundred respondents were involved in the study.

Analysis of Data
The simple percentage was used to gauge viewing habits and ownership of television sets. The decision mean was used to analyse the rated questions. The decision mean taken was 3 based on the 5-point Likert scale and the weight of each decision, as follows:-

- Strongly Agree = 5
- Agree = 4
- Undecided = 3
- Disagree = 2
- Strongly Disagree = 1

Where:
\[ \bar{x} = \frac{\sum x}{F} \]

\( \bar{x} \) = decision mean
\( x \) = weight in numeral value on the 5 Likert scale.
\( F \) = number of responses for items rated
\( N \) = total number of respondents for each item rated

The basis for accepting or discarding any rated opinion was fixed on the numerical value of 3.0, (this being the mean value on the Likert point scale used in rating the questions) decision.

\[ 5 \times 4 + 3 \times 3 + 2 \times 2 + 1 \times 1 = 25 \]

\[ \frac{25}{5} = 5 \]

Therefore, any point with a rated decision mean value of 3.0 and above was deemed as having an impact, whereas, anyone with a decision mean value less than 3.0 was deemed as having no impact. \( C < D \text{ no impact} \) \( C \geq D \text{ impact} \) \( C \) is the numerical value for a decision rated point and \( D \) is the set decision mean value, 3.0.

Findings
Two hundred questionnaires were distributed to staff of tertiary institutions, State and Federal secretariat, organized private sector, and self-employed individuals.

Below is the table of distribution and responses.

<table>
<thead>
<tr>
<th>Area of distribution</th>
<th>Number of questionnaires</th>
<th>Percentage of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tertiary institutions</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>2. Government civil servants</td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>3. Organised private sector</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>4. Self employed</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: questionnaire by Iheme 2006

The table shows that the highest responses came from the self-employed which were 100%; the least response came from civil servants with 53.3%. The survey first set out to find out whether respondents actually own TV sets. This is to establish the importance of television viewing in the lives of the Nigerian middle class. The response as depicted on table 3 showed that everyone who answered the questions had at least one TV set at their disposal.

<table>
<thead>
<tr>
<th>No of TV sets owned</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. 1set</td>
<td>51</td>
<td>31.9%</td>
</tr>
<tr>
<td>ii. 2 sets</td>
<td>72</td>
<td>45%</td>
</tr>
<tr>
<td>iii. 3 sets</td>
<td>27</td>
<td>16.9%</td>
</tr>
<tr>
<td>iv. 4 sets and above</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Source: questionnaire by Iheme 2006
From the responses as depicted on table 4, greater majority of the respondents (150), watch TV daily. While only 4 respondents say they watch television monthly.

Table 5: length of time spent watching TV

<table>
<thead>
<tr>
<th>s/n</th>
<th>Length of time /day</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>i.</td>
<td>Less than an hour</td>
<td>7</td>
<td>4.4</td>
</tr>
<tr>
<td>ii.</td>
<td>1-2 hours</td>
<td>41</td>
<td>25.7</td>
</tr>
<tr>
<td>iii.</td>
<td>3-4 hours</td>
<td>81</td>
<td>50.70</td>
</tr>
<tr>
<td>iv.</td>
<td>5-6 hours</td>
<td>21</td>
<td>13</td>
</tr>
<tr>
<td>v.</td>
<td>6 hours and above</td>
<td>10</td>
<td>6.20</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: questionnaire by Iheme 2006

The time spent on something can be a reflection of the effect or impression it can leave on people. The longer time spent the more impact. The survey therefore sought to establish how much time respondents spend watching television. The majority of respondents watch TV for between three to four hours, while only seven respondents watch for less than one hour daily.

Table 6: reason for watching TV

<table>
<thead>
<tr>
<th>s/n</th>
<th>Reason</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>i.</td>
<td>Information /News</td>
<td>40</td>
<td>25</td>
</tr>
<tr>
<td>ii.</td>
<td>Entertainment</td>
<td>22</td>
<td>13.75</td>
</tr>
<tr>
<td>iii.</td>
<td>Education</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>iv.</td>
<td>Advertisements</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>v.</td>
<td>All of above</td>
<td>90</td>
<td>56.25</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: questionnaire by Iheme 2006

Table 6, which deals with the reason the Nigerian middleclass watch TV, shows that the respondents (56.25%) watch for mixed reasons mostly. Forty respondents chose information, 22, entertainment, while no one watches for adverts only. 25% of respondents watch TV as to get news.

Table 7: favourite, most watched channel

<table>
<thead>
<tr>
<th>s/n</th>
<th>Channel Type %</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>i.</td>
<td>100% local</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>ii.</td>
<td>100% foreign</td>
<td>15</td>
<td>9.38</td>
</tr>
<tr>
<td>iii.</td>
<td>50/50</td>
<td>55</td>
<td>34.37</td>
</tr>
<tr>
<td>iv.</td>
<td>75% local</td>
<td>20</td>
<td>12.50</td>
</tr>
<tr>
<td>v.</td>
<td>75% foreign</td>
<td>62</td>
<td>38.75</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: questionnaire by Iheme 2006

In seeking to establish how the foreign TV programmes reach middle class homes; the study revealed that, majority of our respondents prefers to watch foreign channels most of the time. Sixty-two respondents prefer to watch foreign channels only, while only twenty watch local channels, the rest watch both, with majority still watching more of foreign than local programmes.

The next issue dealt with was the source of the foreign TV programmes. This is meant to establish the ease with which the foreign programmes are assessed. Table 8 below shows that 21.25% of respondents get foreign programmes through paid subscription to cable satellite companies. 55% get theirs from the free to air satellite receivers.
Impact of Foreign Programme

The study sought to know the impact foreign programmes have on the Nigerian middle class. What impact do foreign TV programmes have on Nigerians? The instrument used to achieve this is the questionnaire structured to the five point Likert scale. The findings were illustrated with charts, pie chart and bar charts.

On the general impact, it was discovered that there is impact on different facets of lives to different levels. The study also revealed, through the answers to the question that they have changed opinion based on what they saw on the foreign TV screens. The following chart shows the finding.

The preceding chart, figure 1, shows that Seventy five per cent (75%) of respondents admitted that watching foreign TV programmes have led to them changing opinion. 15% said they had never changed opinion based on what they watched on TV, while 10% say they always form opinion based on what they see on TV. It follows therefore that majority of the Nigerian middle class rely largely on foreign TV programmes to form opinion.

Discussion

The main issue in this study is the impact foreign TV programmes have on shaping the opinion of the Nigerian middle class. To get to it we had to answer the following questions:-

- Are foreign TV channels preferred by the middle class?
- Is foreign television (particularly satellite receivers) taking over as the primary source
- Do foreign TV programmes affect the middle class opinion?

The answers the survey got revealed that foreign TV programmes form a strong source of opinion for the middle class.

Research answers

i. Are foreign TV channels preferred by the middle class?

It is worthy of note that, 93.75% respondents watch television for up to four hours daily and 75% of respondents chose the foreign channels as their favourite. The decision mean for this is 3.08, which is positive. If the Nigerian middle class watches foreign TV channels daily, then their opinion is bound to be impacted by what they repeatedly watch.

ii. Is foreign television taking over as the primary source of information and entertainment for the Nigerian middle class?
The average decision mean for this question was 4.6. Being greater than the accepted decision mean value of 3.0, the answer is yes for-
eign television programmes are the primary source of information and entertainment. What this means for stakeholder management is that
all decisions, policies and campaigns aimed at influencing stakeholder opinions must put foreign television programming at the forefront.

iii. Do foreign TV programmes affect the middle class opinion?
Adolph Hitler’s chief propagandist during the World War II was quoted as saying; “No matter how slippery a wall is, when you keep throwing
mud at it, some will stick”. All respondents watch TV, with an average decision mean of 4.90 owning and watching TV daily, and 75 % of
respondents choosing to watch foreign TV programmes over local ones, yes, foreign TV programmes affect middle class opinions. Because
what this translates into is that the Nigerian middle class trusts and attaches more credibility to foreign TV programmes, especially news.
Also, as shown in the chart, 136 out of 160 respondents say watching foreign TV programmes made them change their opinion at one
time or the other.

In summary, the research has established that foreign television has become the primary source of information and entertainment for the
Nigerian middle class. It plays a large role in the lives of the Nigerian middle class by shaping opinion because people are influenced by
what they watch on TV.

Conclusion
From the findings in this study, television viewing plays a large role in the lives of the Nigerian middle class. It has become its primary
source of information and home entertainment and helps form and shape the opinions of this class.

The value of television programmes as a means of mass communication and a tool for national reorientation and education cannot be under estimated. But, if the bulk of the educated, urban dwelling middle class watch more of foreign programmes, what does that portend for local PR practitioners? What does it say of the relevance of local television programmes and broadcasts? The middle class wield a lot of influence on the illiterate masses and having opinions shaped from outside the shores of Nigeria may not be a good thing for national development.

As the world gets to be a global village in the face of sophisticated communication, it holds that he who controls the channels of
communication is likely to wield the greater influence on people.

A situation where, as Olusola (1985) writes that local television alienates the viewers, especially in terms of information dissemi-
nation cannot be a good thing.

Television should be a vehicle for integration and selling us to the world and not a channel to import foreign ideas wholesale.

Implications
The implication of the findings of this research is that the Nigerian middle class sees the world through foreign “eyes” and that’s how it will
be interpreted to the audience where they are opinion leaders. Another implication is that, Nigerian PRO may begin to look for opinion
leaders outside Nigeria to help him in his reputation project.

Any programme idea that seeks to sway, shape or affect the larger majority of the Nigerian populace will have to take into con-
sideration foreign type broadcasts.

References
Cable News Network, CNN (2000)
Mander, Jerry (1978) Four Arguments for Elimination of Television Congress of Cataloguing New York
Salama G. (1978) Television in A Developing Country