

ABSTRACT

Politicians believe that their appearance on television would enhance their performance in elections and lure voters to their favour. For voters with strong partisanship, the appearance of their favoured candidate on television will reinforce their decisions to give him their votes. But for the undecided voters, television broadcasts may either pull or push the candidates away from receiving their votes. This study sought to find out the influence of television broadcasts on voters who had not yet decided to vote for any particular candidate that contested during the 2007 Nigerian presidential election. Using voters 1,183 undecided voters from Ado-Odo/Ota communities, it was found that television broadcasts actually influenced their choices of candidates. Nevertheless, television's influence was not so overwhelming as it was moderated by discussions with family members and friends.