

CERTIFICATION

I certify that this work was carried out by ODETUNDE, OLUWADAMILOLA at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria, under my supervision.

Dr. Babatunde Oni

Signature and Date.....

DEDICATION

This research work is dedicated to Almighty God for his direction throughout this project and for giving me the grace to see the end of this project.

ACKNOWLEDGMENTS

I would like to express my gratitude and special thanks to God Almighty for giving me the wisdom while writing this project. Without Him, nothing can be done. He saw me all through this project work.

My appreciation also goes to my parents, who have supported my education journey to this point of my life. May God continue to provide for them and give them long life for them to reap the fruit of their labour in Jesus name.

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ABSTRACT

This research was conducted to examine the influence of television viewing on environmental pollution awareness and behavioural change among public university undergraduates in Lagos State. The purpose of the study was to evaluate the effectiveness of television in creating environmental awareness through campaigns. The study adopted the behavioural change theory as the theoretical basis and survey as the research methodology. A questionnaire with close ended questions was used as the instrument of data collection. Out of 389 copies of the questionnaire that was distributed, 323 were returned, making about 80 percent return rate. Findings showed that television remained influential in creating awareness on environmental campaign and that it influenced undergraduates’ behaviour towards their environment. Most respondents easily recalled seeing programs on environmental pollution and believed that environmental issues are well framed on television. They believed also that television environmental campaigns have influenced behavioural change in them. It is recommended that more television programmes on environmental awareness be created as they seem to be effective in creating environmental awareness among youths. It is also recommended that similar studies be conducted among the adult population in the state so as to ensure a more generalizable conclusion.