



Students' Perception of Political Communication as an Academic Discipline: A Survey of Mass Communication Students of the Federal Polytechnic Nekede, Owerri

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Abstract

This study sought to provide knowledge and contribution in closing the knowledge gap raised by the perception of students on political communication as an academic course of study. Is political communication worth being a course of study in Mass Communication department? If No, why not? This prompted the researchers to the study. This study was anchored on Experiential Learning theory and social learning theory. This study centred on students of Mass Communications in Southeast Nigeria, but findings had it that other Higher Institutions with University of Nigeria Nsukka do not teach nor offer this course as at the time of the research and such limited the study to Federal Polytechnic Nekede Owerri. So, the population of this study comprised final year students of mass communication of Federal Polytechnic Nekede Owerri. We used the Wimmer and Dominick sample size calculator to extract the sample size. This study has three research objectives that guided the study and such includes; Find out the perceptions of Nigerian Students on political communication as an academic discipline. Ascertain the Willingness of Nigerian students to study political communication as an academic course. Examine the performance of Nigerian Students on political communication as an academic discipline.

Keywords: Students' perception , political communication, communication, Academic discipline

Introduction

The subject of political communication is one of recent courses that have gained intromission in the academic discipline of mass communication not only in higher institution in Imo State, but across the

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