

## ABSTRACT

The study examined the influence of broadcast educational programmes on academic performance of senior secondary school students in southwestern Nigeria. Selected government and private senior secondary schools in southwestern Nigeria were used as case study.

The study was grounded in social responsibility theory, uses and gratification theory and agenda setting theory. The study utilized the survey method as research design and multi-stage sampling technique was used to select the senior secondary schools. To obtain data, focus group discussion and structured close-ended questionnaire were administered to respondents drawn from the schools.

The study finds that senior secondary school students get enlightened through the academic information disseminated in the educational programmes aired by the broadcast media especially television thereby improving their academic performance especially in the science subjects. The study also found out that more needs to be done to improve the standard of educational programmes aired on television, in conjunction with the preparation for writing the final senior secondary school certificate examination and also increase the time allotted to educational programmes aired on the broadcast stations.

### KEY WORDS

Educational programmes, Academic performance, Broadcast media, Senior secondary school.