

**AUDIENCE PERCEPTION OF WOMEN DEVELOPMENT PROGRAMMES, ON  
PLATEAU RADIO TELEVISION (PRTV) JOS**

**BY**

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ZARIA, NIGERIA**

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## DECLARATION

I declare that the work in this thesis entitled AUDIENCE PERCEPTION OF WOMEN DEVELOPMENT PROGRAMMES, ON PLATEAU RADIO TELEVISION (PRTV) JOS. has been carried out by me in the Department of Mass Communication, Ahmadu Bello University, Zaria. The information derived from the literature has been dully acknowledged in the text and a list of references provided. No part of this thesis was previously presented for another degree or diploma at this or any other institution.

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Name of Student

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Signature

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Date

## CERTIFICATION PAGE

This Dissertation entitled AUDIENCE PERCEPTION OF WOMEN DEVELOPMENT PROGRAMMES, ON PLATEAU RADIO TELEVISION (PRTV) JOS by Martha Asumata AGAS meets the regulations governing the award of the degree of MSc Mass Communication of the Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

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## **DEDICATION**

I dedicate this study to the Almighty God, my parents Pastor Yakubu Agas and Mrs Agnes Agas and to my Aunties, Late Ms Juliet Audu and Late Ms. Gladys Namadi. Thank you for being part of my formative years. May your souls continue to rest in peace in the Lord.

## **ABBREVIATIONS**

**DEVCOMM:** Development Communication

**DOI:** Diffusion of Innovation Theory

**FAO:** Food and Agriculture Organisation

**INNOVATION:** information or knowledge

**PRTVC:** Plateau Radio Television Corporation: name of the organization transmitting the selected women development programmes for this study.

**PRTV:** Plateau Radio Television, name of the television station

**UNDP:** United Nation Development Programme

**UCLA:** University of California at Los Angeles

**LGA:** Local Government Area

## ABSTRACT

The study conducted in Plateau State set out to find out the perception of the residents in the selected study areas of Jos North, Jos South and Bassa Local Government Areas on the role of the programmes, *Women in Action* and *Muryar Mata* in creating demand for development and providing relevant information to promote the development of women as designed by the Plateau Radio and Television Corporation (PRTVC). The programmes are being transmitted for more than a decade to address women developmental issues. The study seeks to find out the level of awareness of the programmes, examine opinions of the respondents on the relevance of the programme in meeting the information needs of women to facilitate and promote their self development and find out the strengths and weaknesses of these programmes. The study adopts the Selective Perception Model and Diffusion of Innovation theory and uses survey research method and multi stage as its sampling technique. A total of 492 copies of the questionnaire were administered in the study areas in Plateau State. Findings from the study reveal that 95.5 per cent of the male respondents are aware of the programme *Women in Action*, while 100 per cent of the female respondents are aware of the programme *Muryar Mata*. Generally, findings reveal that factors which affect level of awareness of these programmes are the broadcast language, access to its channel of transmission, issues discussed, its clarity, time schedule and duration of the programmes. The programmes were rated by respondents as relevant in meeting the information needs for women to promote their development through the aforementioned factors. Findings show that the weaknesses of the programmes are audience low appeal in viewership, lack of confidence on the relevance of its guests' expertise in handling questions, the strengths of the programmes are its content, broadcast language, clarity, access to channels of its transmission and its time schedules. The Study recommends re-invention of these programmes through constant improvement to increase its capacity to satisfy the needs of different segment of its audience, this entails providing more quality information on health, education and economic empowerment for women development, more duration and frequency for the programmes, use of indigenous languages and more interaction with the audience by including a phone in segment.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

Communication for development is a tool for social transformation which deploys the methods and instruments of interpersonal communication, community media and modern information to share ideas, innovations and information leading to improvement in the quality of lives of communities and vulnerable groups (Jenatsch & Bauer, 2016). In order to fast-track development, the use of communication for development was conceived to play a vital role in prioritizing communication systems and processes to improve the quality of lives of people especially identified vulnerable groups (Waisbord, 2001). Waisbord (2001) further explains that the primary objective of Development Communication (DEVCOM) as a discipline is to empower people as well as lay emphasis on issues related to human-centered development for the purpose of fostering empowerment process in order to achieve target goals in developed nations. In view of the above assertion, DEVCOM becomes an important vehicle to bring about positive change in a variety of ways and through diverse channels.

Isah (2010) asserts that information on steps to be taken to enhance appropriate action on developmental needs is facilitated through communication. This entails that stakeholders are engaged in intensive discourses and debates to address various social and development issues. These measures, to a large extent, create awareness among the general public or specific groups of people about significant issues of public concern and existing social services. Furthermore, it has been observed to empower people by influencing them to take actions through the use of various media to inform and persuade peoples in disadvantaged communities for social change.

People need to be informed on the possibilities for improving their lives; Dominick (2011) explained that how to effect such necessary change to improve lives is facilitated by

the media as agent of development. The media as agents of development discharge this role through communication, according to Gupta (2015), development partners understand the role communication can play in empowering people to influence the decisions that affect their quality of lives and so adopt it in their campaigns and interventions.

Identified marginalized and vulnerable groups have been recognized to have special development needs which can be addressed through communicating them in the media for appropriate action. According to a report by UNDP in 2015, women, one of the most vulnerable groups worldwide are the poorest especially in developing countries because they do not have adequate access to education, quality health service delivery, political representation and economic ventures (UNDP, 2015). The report stated that almost two-thirds of women in the developing world work in the informal sector and girls account for the majority of children out of school.

This plight of women have hindered their self development and can be addressed through the media's role of creating awareness on the need to address their challenges, sensitize the public on their plight, provide information to address that and engage policy makers and other stakeholders for discussion to facilitate appropriate action.

The struggle for women development has been the concern of women groups, development workers and the local and international communities. According to a report by the UN Women Watch (2010), despite the key role women play in supporting their households and communities in achieving food and nutrition, security, generating income and improving rural livelihoods, every day around the world, rural women and girls face persistent structural constraints that prevent them from fully enjoying their human rights (*UN Women Watch Report, 2010*). The report stated that this has hampered their efforts to improve their lives as well as others around them. Women globally have challenges in accessing quality

healthcare, education, political relevance and economic empowerment. In Nigeria also, women face similar developmental challenges.

In Nigeria, the history of women has been one that is associated with abject poverty as in other parts of the world. The culture has been the grim responsibility of women, like other members of the underprivileged and downtrodden class, to feed, serve, work, fight and even die for the privileged class (Usman, 2015:122)

This plight of women in Nigeria indicates the importance of producing media programmes specially designed to engage critical stakeholders for appropriate action in order to fast track their development.

According to Fapohunda (2012), many Nigerian women largely live in poverty, lacking access to basic education, decent nutrition, adequate health and social services which the development process is supposed to provide. Thus, the participation of women also in politics and governance is very low which may impair them in roles such as policy making to improve on their lives, Fapohunda (2012) noted that even though there has been considerable progress in developing the capabilities of women, their participation in economic and political decision making remains very limited. According to Badamasiuy (2012), cultural prejudices could be the hindrance for such roles. This therefore implies that they require special attention for their needs to be addressed. Communicating their needs to policy makers, development workers, and donor agencies through the media for appropriate action is necessary to fast track social transformation thus their development, while also providing them with information for their self development.

Media can assist in promoting women development because of its power of influence. According to Khan and Moin (2013), the media is considered effective in creating demand for development through moulding opinions and providing relevant information for them for appropriate action. This therefore implies that the media is important and instrumental in

championing the needs and challenges of women in the society, in addition to providing relevant information to enhance improvement in their lives.

### **1.1.1 Overview of Women Programmes on PRTVC**

Various women development programmes have been conceived in PRTVC as part of the organization's social responsibility to address challenges affecting women. These magazine programmes have been transmitting for more than ten years except the *Baroness* which only began transmission in January 2016. The format of all the programmes are consistent but the contents vary according to the topics of discourse. This Researcher adopted two programmes, *Women in Action* and *Muryar Mata* for this study.

The programmes cover a wide scope of women developmental issues which includes new information on access to their basic necessities of education, quality health service delivery, empowerment opportunities, political participation and the campaign against cultural discrimination and gender-based violence amongst others. The programmes aim to discuss women challenges and provide relevant information on how to address them. They strive to create a demand for women development through their campaign messages by engaging key stakeholders, highlighting women challenges as setback in their development, providing new information to enhance improvement on their lives and making appropriate recommendations. The programmes were also conceived to address the structural constraints leading to the high poverty rate in the women.

### **1.1.2 Women in Action**

The programme *Women in Action* is one of the oldest television programmes on Plateau Radio Television Corporation (PRTVC). Broadcast of the programme dates back to when PRTVC was established in 1980s. However, the first documented episode of the programme was in 1997. It was initially created as 'ladies world' before its present title *Women in Action*. It is 25 minutes weekly magazine programme aired 5pm on Fridays and a

repeat broadcast on Mondays by 9.30am. Unfortunately, there is no precise documentation on when the name was changed but the Director for Programmes of PRTVC explained that the change became necessary as part of the organization's efforts to rebrand the programme to improve on its content thus attract wider audience.

The programme, *Women in Action*, broadcast in English was conceived to publicize the activities of women in the state, their challenges and make recommendations or input appropriately. The programme is aimed to promote women development which entails providing information on their economic prowess, education, health, children and any other relevant issue that affects them and ways of improving it. The programme whose target audience is the general public especially the women, feature mostly women personalities, mentors, artisans, religious and community leaders amongst others, who are excelling in their fields- as professionals, advocates for empowerment and social change and girl-child education crusaders amongst others. Also, men are invited as professionals or as policy makers to discuss topical issues and activities which centers on women, challenges affecting them, the children, the family and other issues relevant to them and proffer concerted efforts on how to address such challenges.

The programme begins with background information on the topic of discourse usually in the form of a short documentary before the discussion forum commences. Some discussions on topics with guests and episodes are not necessarily transmitted from the station's studio, several episodes has transmitted from health centers, schools and vocational centers to give truism and vivid picture of current challenges of women and their potentials.

The topics of discourse are selected based on challenges of women and children especially on issues that bother on health, education, cultural discrimination and empowerment. Special national and international days like the Women's Day, International

Day of the Girl Child and Women Equality Day amongst others are specially marked by the television programme.

### **1.1.3 Muryar Mata**

*Muryar Mata* (the voices of women) is a Hausa programme first transmitted on PRTVC in 2006. It was conceived after the 2001 crisis in Jos with the aim of facilitating the reintegration of displaced women and children through facilitating access to information on interventions to assist women, providing information on their source of livelihood, encouraging and championing enabling environment for women participation in governance and campaigning against violence on women and children whilst engaging policy makers for appropriate action to access to health care for the affected women.

The programme was created in partnership with the West African Network on Peace Building (WANEP) and is a member of the Women in Peace Building Network (WIPNET). Topics selected for discourse cuts across all human endeavors affecting women and the society in general. It is a discussion programme which host professionals, technocrats, policy makers, politicians and ethno-religious leaders. It is a 25 minutes programme transmitted weekly on Thursday 8.00 to 8.30pm, the programme is aired simultaneously on both the television and radio arm of PRTVC, however currently, the programme is currently aired only on the radio arm since 2017.

## **1.2 Statement of the Research Problem**

The media is supposed to create awareness and consensus regarding improved status in society by providing relevant information that can be adopted to improve the quality of lives for women and promote both individual and communal interests and rights. The women development programmes on PRTVC were conceived to accelerate women development through the programmes' campaign messages, meeting their information needs, publicizing activities of women and addressing development issues affecting them. The programmes were

designed to provide information to address women's need for self development, engaging relevant stakeholders on discussions and public debates on women challenges inhibiting their self development for appropriate action.

However, even with streamlined objectives, some media programmes conceived to fast track development are said to have deviated from their objectives, Reiz (2008) asserted that the media is solely use for commercial purposes to make profits with little regard on championing the needs of the people which includes the women even when such programmes are designed to address these issues. It is in line with this, that this study was conducted to assess audience perception on whether these programmes are working in line with their objectives of providing information to promote women self development and engaging relevant stakeholders to address the challenges of women.

The transmission of PRTVC's women development programmes for more than a decade is expected to improve on the quality of lives of women in Plateau State, according to Fapohunda (2012), the status of women in Nigeria is still rated poor despite the transmission of various women development media programmes, thus the need to find out and assess audience perception of these women programmes in line with their designed objectives, according to McQuail (2005), audience research is necessary to test media products and services; improve its effectiveness; evaluate media performance from an audience perspective, uncover audience interpretations of meaning and chart audience motives for choice and use amongst others.

The study was targeted at finding audience perception of the programmes in three focal areas of access to education, health service delivery and economic empowerment. According to PRTVC, there has been no assessment of these programmes since its inception.

### **1.3 Aim and Objectives of the Study**

The aim of this study is to assess audience perception of PRTVC women development programmes in creating demand for development and addressing their information needs to facilitate development.

### **1.4 Objectives of the Study**

- i. To find out the level of audience awareness on women development programmes of PRTVC.
- ii. To examine audience opinions on the relevance of PRTVC women development programmes in meeting the information needs of women to facilitate their development.
- iii. To examine the strengths and weaknesses of the women development programmes of PRTVC and how it can be improved?

### **1.5 Research Questions**

- i. What is the level of audience awareness of the women development programmes of PRTVC?
- ii. What is the audience opinion of how information from the PRTVC women development programmes is addressing women's need for their self development?
- iii. What are the strengths and weaknesses of the women development programmes of PRTVC and how can it be improved?

### **1.6 Significance of the Study**

Women empowerment in nation building is an integral part of social and economic development in the society as they play key roles in enhancing societal process. As suggested by World Bank in 2002, one of the criteria for measuring the progress of development should be on issues that affect women because they are one of the most vulnerable groups in the

society and are significant by their roles as vehicles of social transformation (Gibbons, Somma & Warren, 2004).

Women are asserted to break the cycles of poverty if empowered, UN News Centre (2009) reported that Ban Ki-Moon, the former United Nations Secretary argued that ``investing in girls and women would likely prevent inter-generational cycles of poverty and yield high economic and societal returns``. As reported by the British Council for Nigeria, women are Nigeria's hidden resource, therefore investing in them will increase productivity; promote sustainable growth, peace and better health for the next generation (*Gender in Nigeria Report, 2012*).

Studies such as Nimala (2015), Odurume (2015), Adekoya, Akintayo and Adegoke (2015) and Asemah, Edegoh and Olamuji (2013) were conducted on media roles towards improving women's health, access to education and their overall well being. Nimala (2015) for instance stressed the importance of these studies in the dissemination of information for women to facilitate their economic empowerment and political emancipation. Asemah, Edegoh and Olamuji (2013) highlighted that the media has a critical role in the promotion of girl- child education while Adekoya, Akintayo and Adegoke (2015) noted the effectiveness of radio political programmes in promoting participation of women in Nigeria's politics.

According to Gupta (2014), the quality and kind of messages are often studied in terms of their comprehensibility, interest arousal and attention, value and the final impact. Studies on audience perception are important to ensure the aim of communication produces the intended effect on receivers. As further explained by Gupta (2014), the audience characteristics- its size, composition, geographical distribution, interests, attitudes, opinions and behaviors have been the focus of communication studies such as Hoag, Grant and Carpenter (2017) and Sajjacholapunt and Ball (2014) to find out respondents' perception on products advertisement and choice of courses in colleges. The studies give insight on reasons

for their choice and provide recommendations for other choices in line with their needs. Scholars such as Akhter and Naheed (2014) and Meti (2014) appraised the significance of media through its programming in exposing the challenges of women and creating awareness on policies on development but gave less emphasis on audience perception of these programmes which was conceived specially for them. This should be assessed over a period of time, thus, further studies on factors that affect audience perception of media messages would further guide media managers on reception of its contents across various demographics and ensure objectives are achieved. This study is premised on the need to add more literature on audience perception of programmes designed to meet specific needs, factors that may affect its reception and ways to strengthen them amongst others. The study is expected to contribute to the body of knowledge on assessing the effectiveness of development strategies adopted by media organizations in promoting women development by its audience. The success of a media programmes is determined by the use of appropriate content, this study will highlight such importance. It will serve as a guide to public or private owned media on how the issues of women development can be championed to attract conviction by women and the general public to improve their quality of lives.

The study can also be adopted as a needs assessment to development workers, donor agencies and women intervention programmes on areas that need utmost attention regarding women development and possible partnership with the Plateau Government to address that. It can serve as a blue print to encourage more commitment to the women struggle and proffer ways of strengthening the programmes *Women in Action and Muryar Mata*.

### **1.7 Scope of the Study**

This study is simply focused on assessing audience perception of the role of PRTVC's women development programmes in accelerating women development in Plateau State. The study was conducted in Jos-South, Jos-North and Bassa LGAs. The Local Government Areas

were selected because of their cosmopolitan nature consisting residents of different occupation and ethno religious groups. The study covered a period of 10 years, from 2006 to 2016 , this is because one of the programmes *Muryar Mata* started transmission in 2006. The period of coverage was also selected because it is easier to get access to information from that period.

### **1.8 Limitations of the Study**

The Survey research method adopted limits the generalization of this study. According to Asika (2009), a survey research can be considered for generalization if the strict rules of random sampling are applied, however in this study, probability and non-probability sampling techniques were adopted to administer copies of the questionnaire. The research team was compelled to administer copies of the questionnaire to wards that are semi urban with access to public power supply since the women development programmes are being aired on both the television and the radio arm of the PRTVC.

In some parts of the study areas, cluster sampling was adopted to administer copies of questionnaire because of the fear of security challenges in some communities. The researcher was challenged with limited time and resources to select major streets in all the selected wards, so administered the copies of questionnaire in markets and the local government secretariats where people from different wards converge for different engagements.

Even though the study hinged on the television arm, some respondents in some rural areas submitted their responses based on their listenership on radio. The researcher also adopted 80 % as its confidence level in calculating the study's sample size and had limited resources so could not engage research assistants in all the selected wards, thus not all the selected wards were covered.

## 1.9 Definition of Operational Terms

- i. **Women development:** Empowerment of women through access to education, quality health service delivery and sources of livelihood.
- ii. **Women development programmes:** *Women in Action* and *Muryar Mata*.
- iii. **Perception:** Audience opinion of the selected women development programmes.
- iv. **Audience:** Residents of the selected study areas who watch or listen to either or both the programmes, *Women in Action* and *Muryar Mata*.
- v. **Awareness:** Knowledge of the programme by the audience.
- vi. **Innovation:** knowledge, information.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Women are one of the most vulnerable groups who suffer hardship in the society especially in developing nations of Africa and Asia where culture makes it difficult for a woman to get access to formal education, source of livelihood and participate in governance amongst others (Ikoumola & Okunola, 2011). Development workers, donor agencies and non-governmental organizations have identified women as one of the most vulnerable groups especially in communities worse hit by crisis.

Even though media programmes are being transmitted to address women challenges to fast track their development, there is a need to conduct studies to find out audience perception of such programmes as literature shows that still globally, including Nigeria, women still are lagging behind in access to education, economic empowerment, quality health services delivery amongst others.

Literature in this study includes conceptual review of perception, DEVCOMM and women development, empirical review of similar studies, theoretical review of perception theories and approaches; development and its theories and theoretical framework for this study for the purpose of learning, appraisal and finding a gap for the study.

#### **2.2 Conceptual Review**

##### **2.2.1 Perception**

Perception depends on a complex of variables such as psychological disposition, past experiences, cultural expectations and social relationships. According to Forgas and Melamed (1976), perception is the process of information extraction that determines how humans interpret their surroundings. As defined by Tubbs and Moss (2000), perception is an active process the receiver of messages selectively perceives, organizes and interpret situation based on past experiences, assumptions about human behavior, knowledge of the others

circumstances, present moods, wants, desires and expectations. These are factors communicators are required to consider when producing programmes, in order to get the desired results because they can limit the impact of media messages to its target audience.

In the 1940s and 50s, Paul Lazarsfeld and other researchers started a scientific approach towards mass communication with empirical social research methods. He advocated conducting carefully designed, elaborate surveys and field experiments to observe media influence and measure its magnitude. By mid-1950s, the empirical media researchers after interpreting the data collected found out that mass media was not all powerful, but various other factors such as personal relationships and attitudes affected media messages. They concluded that the effect of media was limited on an individual (Nanda, 2017).

Also in experimental studies on the power of media such as the works of Carl Hoovland, a methodological innovator who introduced new standards of evaluating media influence, his studies also found out that media lacked the power to instantly convert average people away from strongly held beliefs as proposed by the bullet theory who assumed media users are passive beings who are easily influenced. Pooley (2008) as cited in Baran and Davis (2012) explained that during the World War II years, Lazarsfeld and Hoovland conducted these media studies to understand the power of propaganda, the threat it posed and how it can be influenced and controlled. They got the support of the government of United States which was anxious to control the media from the influence of the communist ideology and nuclear weapons. Their works are till date used to explain why some media programmes who have been transmitting for a period of years do not achieve the results it was designed for as media users are not passive but interrogate media messages through factors such as their individual differences, socio-economic strata and beliefs amongst others.

Baran and Davis (2012) observed that the influence of mass media is rarely direct because it is mostly mediated by individual differences and by group memberships or

relations, these generalizations they explained are consistent to the limited effects perspectives of the media and gave rise to middle range theories of media effects. In explaining perception of media messages, perception theories were propounded to explain media effects on members of the society and to also explain factors which can lead to such action or reaction.

### **2.2.2 Development Communication**

To facilitate the improvement of lives in third world countries, development communication was conceived to fast track the process. Moemeka (1981) described DEVCOMM as the application of the processes of communication to the development process through the use of the principles and practice of exchange of ideas to fulfill development objectives. These objectives are streamlined to generate debates for appropriate action for social transformation in the society, to Todaro (1981) as cited in Voth (2004), development as a multidimensional process involves facilitating change in social structures, attitudes, institution, economic growth, reduction of inequality and the eradication of poverty which are all key indicators to measures of progress in any society. To achieve this result therefore required the third world countries to involve the use of communication processes. The dividends of adopting this is the access to basic necessities of life in marginalized societies and identified vulnerable groups, one of the objectives of development as mentioned by Todaro and Smith (2003) is to increase availability and widen the distribution of basic life sustaining goods such as food, shelter and health.

The availability to these necessities would also fast track women self development since their productivity is enhanced by their well being and an enabling environment to fully harness their potentials. To drive the development process, media reports and programmes have become instrumental to fast track social change, to Ogo-Ochi (2005), development communication through the use of media programmes is aimed at diminishing poverty, unemployment and inequality through constructive education, entertainment and motivation

for people hence these objectives should be maintained. In support of the instrumentality of media in facilitating development, Forseberg (2006) as cited by Ojenike, Ougbemi and Ojenike (2016) stated that media as a vehicle for development communication can create awareness and motivation for material development and social change by promoting both individual and communal interests and rights. This implies issues affecting women development can be addressed through creating awareness of it to relevant stakeholders for appropriate action thus its relevance in promoting women development. The social transformation of the woman is basically access to improved standard of living which Anaeto and Anaeto (2010) stated can be facilitated through DEVCOMM, where it creates opportunities for their empowerment through engaging in business, learning a skill or white collar jobs, acquiring knowledge through formal or non-formal education and having access to quality health care delivery amongst others. Even though DEVCOMM was conceived to fast track development, more commitment is required from the media to achieve this feat, Asif (2013) stated that the media still needs to do more to promote the development of vulnerable groups. The access to information to improve the standards of living is emphasized in DEVCOMM, in line with this, Gupta (2014) stated that the role of media in development communication is to circulate knowledge that would inform people of significant events, opportunities, dangers and changes in their community, country and the world; provide a forum where issues affecting the national or community life may be aired; teach those ideas, skills and attitudes that people need to achieve for better life; create and maintain a base of consensus that is needed for the stability of the state which are all ways to fast track development.

In Nigeria, as part of efforts to promote women development, many media organization have conceived women programmes to address developmental needs of women, examples of such are: *Women in Focus* on Nigerian Television Authority Network which

hinges on women personalities, their success stories and challenges they encountered while striving to reach the top in their careers or businesses; *Woman to Woman* in Federal Radio Corporation of Nigeria (FRCN) Kaduna which hinges on the potentials of women, issues affecting them both good and bad, and a similar programme, *Women to Women* on Highland FM Jos whose objective is to campaign against violence on women and girls amongst others were all created to discuss issues that affect women and make recommendations appropriately. These programmes including those being transmitted on PRTVC's engage stakeholders on various discourses on women which are anchored by the women themselves. This action is also in line with FAO (2005) description of the media as significant to facilitate women development by encouraging debate and dialogue on its various platforms on their challenges (FAO, 2005).

It is for this similar purpose of championing the plight of women through the media that the Plateau Radio and Television Corporation (PRTVC) conceived some women programmes which are *Women in Action*, *Muryar Mata (the Voices of the Women)*, *the Baroness* and *Dandalin Mata (Women's Platform)* as part of its development strategy for promoting women development. This is through providing access to relevant information to improve their lives and engaging stakeholders on discourse for appropriate action. The strategy is in line with the media's influence of setting public agenda, giving a voice to marginalized groups and engaging stakeholders to create enabling environment to promote their self-development. In support to the role of these media programmes in addressing developmental issues, Nanda (2017) explained that the engagement of stakeholders and policy makers, establishes favorable environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change through sustainable development. Nanda (2017) further explained that techniques to achieve this include information

dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change and community participation.

## **2.2 DEVCOMM and Women Development**

Women empowerment involves transformation of the economic, social, psychology, political and legal circumstances of women who were largely ignored in planning, design and implementation of development programmes or policies which affects them directly (Arum 2010). This is despite the roles they play which are central to development process. Various factors have been mentioned to impede women development. This ranges from the perception of women as second class citizens in the society, the rigidity of cultural values, ethno religious affiliations, low representation in political parley and resources constraint amongst others. As noted by Oluwasola (1998:59):

A number of factors were responsible for the situation whereby women's roles in promoting economic and social change continues to be inadequately recognized and undervalued, such factors include: the male dominated cultures in Nigeria like in most developing nations which give women an inferior position in the society; customs, taboos and the sexual division of labour which keeps women subordinate to men; the failure of economics to put value on unpaid production activities performed by women at the domestic front, and in their family farms.

With these structural, economic and political challenges women face in the society, DEVCOMM conceived to prioritize communication processes to improve the quality of lives of people especially vulnerable groups and marginalized societies is necessary to adopt in addressing women challenges. Waisbord (2001) further explained that DEVCOMM commonly refers to the application of communication strategies and principles in the developing world. As explained by Udoakah (1998), it consist of information appealing to members of the society to adopt new ideas and improved ways of doing things to improve on

their quality of lives, this could be through evidence of achievement of similar struggle by others and testimonies of others who have passed through that similar stage successfully with evident results. The quest for women to improve their lives is premised on the reality that they are one of the poorest in the society, lacking access to the basic necessities of life and are one of the most vulnerable groups in the society marginalized by culture, especially in developing nations of Africa and Asia who need special attention for the intervention of stakeholders (UNDP, 2015; Fapohunda, 2012). One of the key stakeholders to help accelerate the development of women is the media through the function of directing public attention and other critical stakeholders on their issues of development for appropriate action which should set agenda in the society (Oso, 2002).

The adoption of this function of DEVCOMM can facilitate the development of women through providing platforms where women can access information to improve the quality of their lives, are aware of new ideas and improve their skills to facilitate their self development. The media is ascribed the role to educate, inform and entertain thereby influencing many aspects of our social, political and economic patterns. To Tosanwumi and Ekwuazi (1994), development programme designers and implementers can use the information on developmental challenges to solicit support and mobilize the intended beneficiaries for active participation which would eventually fast track development. This is probably the reason for the proliferation of media programmes showcasing the plight of vulnerable groups especially in developing nations (Oso, 2002). Media's role in empowering women has been appraised by scholars like Grisprud (2002) who viewed media as a source of power that influences, controls and promotes new standards in society, this influence of the media can be facilitated in promoting women development through its various programmes or publications on the broadcast, print and new media.

Promoting women development may be feasible through the media, Khan and Moin (2013) stated that the media is considered as the most potent and influential platform because it has persuasive capacity in moulding opinion. It is thus vital to utilize for improving the status of women and divulging their role in national development which is eventually made the public agenda. The plight of women as deprived of basic necessities in life can be addressed with the media's role in assisting to diminish poverty, unemployment and inequality through constructive education, entertainment and motivation for people through its various platforms (Ogo-Ochi 2005). This points out that the focus of the media on women issues would show emphasis on the importance of addressing their needs which can attract the support of key stakeholders for appropriate action. The media programmes designed for women development can also be adopted as a tool to create awareness on the need for special intervention in specific areas that affects them. The media assumes powerful effects on a mass society, to Ineji (2012), this is through news and documentaries, and the power of the media to focus public attention on a defined and limited set of issues, while ignoring others. The result is that some issues/topics which are favoured by the mass media are widely debated beyond the media in the public sphere, while others are ignored (Folarin, 2006). The role of the media as a public agenda setter is facilitated through making issues of women prominent in various discourses and engaging the relevant stakeholders in debates on appropriate action to address that.

However, the issue is that the women may be portrayed in a certain manner in the media and the audience are likely to perceive them in such manner, in a study by (Amobi 2013, Ali, Krantz, Gul, Asad, Johansson and Mogren, 2011) have noted that women roles and development as perceived through culture and the media is their prowess in the kitchen, their reproductive characteristic or the huge pictures placed on the news papers to acknowledge them as beautiful women who may be useful only as models, this portrayal can

make the audience perceive them linked solely with the responsibility of only taking care of the home and their reproductive function of bringing forth children thus their information needs, political aspirations, education, economic and entrepreneurial skills amongst others not regarded important, even though Gupta (2014 ) stated that despite these portrayals, individual differences such as beliefs, environment affect interpretation of media messages so women may not be viewed that way but Hasan (2013) stated it does not occur in all communication processes.

It is expected of the media to set agenda in the society, but it can choose to promote issues on its platform detrimental to women development, submissions, by Lustgarten and Debix (2005, p.364) asserted that the media's preference for ``flashy audience-grabbing and ratings-soaring image or story makes them to be nonchalant in matters which are of interest to the public, owing to their inability to pursue events in detail``. This assertion is evident in the media's focus more on elitist lives, their businesses, political alienations illustrating media's function as being commercialized and issues that affect women may not be made priority excepts it has financial benefits for the media owners and their friends (Jon & Kim, 2011). In related to this, Reiz (2008) observed that the media is solely use for commercial purposes to make profits with little regard on championing the needs of the people, this situation can also affect media programmes designed for women development who may suffer low publicity through inconsistency in its transmission or repetition of the same episode for paucity of funds to produce new ones.

To Owen (1999), the agenda of the media is still controlled by media and political elites and will go as far as to stimulate public discussions and feedback for their purposes hence the primary aim of the development programmes may be defeated. In relation to this also, studies have been submitted by Jon and Kim (2011) and Nwabueze, Ezebuenyi and Ezeoke (2012) that the media may not perform the function of exposing areas of need to

stakeholders because of its ownership which may be solely for commercial and or political reasons. The thesis of the dependency theory also explained that in the quest to promote development, the developing nation may be impoverished by the developed nations thus the margin may not be bridged so women resident in these countries are also affected by such predicament.

Many media organizations lament that operating their stations especially the electronic media requires huge financial obligation of paying public power supply bills or funding alternative power source especially with the epileptic power supply in Nigeria. This condition may require that some programmes require sponsorship and even despite the significance of such

programmes to development in the society and the social responsibility attribute required of the media organisations, such programmes may be dumped if there are no funds or if the media owners have specific interest that would generate resources to operate their organizations.

However, to Dalal, Lawoko and Jansson (2010), despite these challenges, the media has facilitated women development by highlighting areas of their challenges and creating a platform to address these by stakeholders concerned, however, the result of this assertion is not commensurate with the large number of women still living in poverty and lacking access to the basic necessities of life (UNDP, 2015).

In acknowledging the role of the media in facilitating women development, Purnima (2011) stated that the media play key roles in their development and is essential it devotes a good percentage of its programmes to create awareness among women and the society on issues that affects their development. To Purnima (2011), programmes to strengthen women development should be enforced and news adversely affecting their development should be censored or banned as this is detrimental to their development, this then highlights the

significance of the media as a veritable tool in the empowerment of the women in education, access to medical facilities, entrepreneurship and skills acquisition amongst others.

The role of the media in facilitating women development has been highlighted by studies mentioned here and its significance as an information channel to enhance improvement in their quality of lives, but despite these submissions, the strategy the media adopts to develop its content in cognizance with the needs, culture and other demographics of its audience affects the perception of these programmes. To get feedback on media performance, more studies on audience perception on media's role in facilitating women development is required to evaluate if such media programmes designed for women are perceived by its audience as performing such function. This includes, their perception of its contents, structures and broadcast language amongst other factors, this stresses the importance of audience research necessary to evaluate media performance and services for more effectiveness in its function (McQuail, 2005).

### **2.3 Women in the Media: Empirical Review**

In relation to the study's research questions, many studies have been reviewed here on media programmes that promote women development, by making issues that affect them public agenda and providing them with relevant information that would improve their lives. This is through highlighting challenges that threaten their development and engaging relevant stakeholders in adopting appropriate action towards addressing them.

#### **2.3.1 Factors Affecting Awareness of Women Development Programmes**

There is always an objective by a communicator for disseminating information, however, such objective can be achieved if its target audience are aware of this information, this is in line with the tenets of the Diffusion of Innovation theory which emphasizes on the need of awareness-raising to learn new ideas and also the use of sources and communication channels to facilitate the process (Baran & Davis, 2012). Awareness of women development

programmes can be facilitated by media organizations making deliberate efforts through their house policies to include women issues in their programme content and conduct audience analysis to consider factors such as the demographics of the target audience, their needs, broadcast language and time of transmission most suitable to achieve the communication objectives.

However, a study by Dunu (2015) have revealed that despite campaigns by development workers, women and Non Governmental Organizations, some broadcast stations still do not include women issues in their programme content. According to findings by Dunu (2015), majority of the programme content of community radio stations in South East Nigeria do not have issues about women. Even though community radio was established to fast track development process and be the closest platform where marginalized communities and vulnerable groups can access information for their development, there is no distinction between it and commercial or public broadcasting. The findings by Dunu (2015) further reveal the need for media organizations especially in developing nations where DEVCOMM was conceived to assign roles for the media in facilitating development and ensure its communication goals on such issues are streamlined during conception so that it achieve its objectives, in line with this, Gupta (2014) recommends that strategies in development communication must be carefully selected to achieve its communication goal. This is through selecting its target audience, channels familiar with the audience, appropriate language and content of the message and possible barriers to the free flow of communication. To Hasan (2013) also, age, maturity and educational background affects human communication as people interpret messages in terms of their values, beliefs and backgrounds. These factors can also affect awareness and perception of women perception of women development programmes.

To ensure achieving the communication objectives of developmental programmes, the broadcast language understood by the target audience should be adopted in its transmission. Nyekwere and Nyekwere (2012) in their study stressed the importance of adopting indigenous broadcast language and television drama as vehicles to portray women as important in the society and the need for their inclusion in political processes. The study findings reveal that criteria such as literacy level, knowledge on politics and age affected mass media influence on women participation in politics. These are factors highlighted by the selective processes which can affect exposure, retention and perception of media messages (Klapper, 1960). In line with this, findings also by Owens-Ibie and Ogwezzy (2011) indicate that awareness of programmes is mostly affected by issues discussed, age, time and presenters. The study was premised on factors affecting audience participation of call in programmes.

Awareness of women development programmes can also be achieved through its content, this is by peer-peer conversations and peer networks where contents of the programme are discussed and its significance in addressing their needs increasing its popularity. This is also in line with the tenets of the DOI theory, that innovation can be adopted when possible adopters perceive its importance in addressing their felt needs, (Robinson, 2009). The awareness of women development programmes can be facilitated through designing its content to ensure its objectives are achieved, the strategy makes it attractive to them and stakeholders who advocate for their self development, Purnima (2011) stated that the role of media has become more crucial for women empowerment as seen in India and tasked the media to focus on women issues in a decisive way to give information about machineries to approach for their all-round development. To Eastman and Ferguson (2009), the recipe for a successful programme production is to target a demographically desirable audience and choose appropriate programme for the audience.

Studies such as Geertsema (2008), asserted that the most important change that could significantly close the gender gap in media attention is an improvement in the literacy, education, and employment of women. As campaigns are still on going to get to that level, the development process in which DEVCOMM was conceived for is expected to emphasize the need for access to such social services (Fapohunda, 2012). A study by Awosola and Omoera (2008) asserted that television has helped to raise public awareness with regards to child rights, survival and development and can also be adopted to address women issues. Worldwide as noted by Graves (2007), the media is essential to give voice to marginalized groups, such as women and ethnic and religious minorities, as well as to promote their rights; therefore it should adopt development programmes whose content must suit its objective and its target audience. The suitability of these programmes as perceived by them also affects their perception on the programmes (Robinson, 2009).

### **2.3.2 Relevance of Women Programmes in Satisfying their Information Needs**

Opinion of media users is affected by the ability of media programmes to satisfy their information needs. Media programmers conceive short or long term objectives and a vision to engage all the necessary parameters to work towards programmes' success. The tenets of the DOI theory gives further explanations that the relative advantage of an innovation which is measured in terms that matter to media users, like economic advantage, social prestige, convenience, or satisfaction and its compatibility measured by how an innovation is consistent with the values, experiences, and needs of the potential adopters affects their opinion on the innovation and subsequently on media programmes (Robinson, 2009).

Perception of media programmes varies according to users, the views of the selective processes explained that the same media messages can be perceived differently because of factors such as previous experiences, current dispositions, needs, moods and memories of the audience (Folarin, 2006). A study by Ojenike, Ougbemi and Ojenike (2016), indicates that

the media's function in playing critical roles in increasing economic efficiency, stability, creating positive social and environmental change through providing information to members of the society to participate in the decisions and debates that shape their lives can perceive the media as relevant in improving the quality of their lives.

Nimala (2015) identified various radio programs in India which has helped women development by creating awareness among the women listeners about health, sanitation, education, food habits, and family systems. The study asserted that these programmes were pivotal in significant change in their daily lives and also influenced their social, economic, and political empowerment. It appraised the media as very significant in creating awareness on the need to demand for development through designing specific programmes for such objective thus stimulating relevant stakeholders and the affected group for subsequent appropriate action.

Bakhali, Almainan, Bahkali, Almainan, Househ and Alsurimi (2015) in their study revealed that an increased level of health awareness and comprehension amongst twitter followers was facilitated through health education and promotion enhanced by the popularity and accessibility of the social media. The study further highlights the relevance of the media in its potential to improve women's health in developing countries especially in the Arab world, where women's health interventions are lacking. In the rating of media programmes as successful and instrumental in sensitizing its audience to take certain actions to improve their lives, Adekoya, Akintayo and Adegoke (2015) stated that there is a positive indication that radio political programmes has indeed been effective in mobilizing women for political participation in Nigeria even though there is still more to be done especially in mobilizing them to contest for political positions. Odurume (2015) also appraised the role of the media in ensuring the success of health programmes through enlightening and sensitizing the citizenry. Notable successes being their role in the eradication of polio, awareness on family planning

and the containing of the Ebola virus. The study opined that media's health communication in Nigeria is becoming an instrument for sustainable health development because the information they disseminate is providing knowledge to the people on ways of combating diseases. The study adopted the successes of various health campaigns on polio, malaria control, HIV/ AIDS amongst others to draw its conclusions. However, despite the successes of these programmes, a survey on media users' assessment of these programmes would further validate its conclusions because the successes of the various health programmes may not be entirely because of media campaigns.

Even though the media is significant in facilitating development, Akhter and Naheed (2014) stated that serious attention to advertise fruitful ways to empower women instead of just showing pictures of women problems on the television, radio, internet, magazines and newspapers should be made the media's priority. Development process requires making issues of women public debates and discussions and engaging stakeholders to commit to appropriate action, (Oso, 2002). Akhter and Naheed (2014) in their study on 'the Perception of Educated Women About the Role of Media in Women Empowerment' appraised media's role in giving public attention to women violence cases, ways to change lifestyles, promoting social awareness and highlighting women problems amongst others. In relation to this, Gupta (2014) noted that health programmes telecast on Indian television provide information on common diseases and their treatment and was instrumental in focusing on social problems with a specialist doctor to answer the queries of the audience. However, the ratings of these programmes cannot be done only through perusing its synopsis, its effectiveness is also determined by its audience who are the recipients of these information, their opinions on the programme can validate it or not and can assess media performance in line with the communicator's objectives (McQuail, 2005). The assessment of development programmes by the audience is to also ensure it gives updated information and rebrand where necessary to

sustain audience interest and viewership (Robinson, 2009). In adhering to audience enquiry on the impact of media content to improve the quality of lives of women, Somolu (2013) findings revealed that women's responses indicated that media content accessed from radio programmes positively affected their lives because it has direct and practical application to their lives in all their endeavors.

Asemah, Edegoh and Olamuji (2013) in their study highlighted that the media has a crucial role to play in the promotion of girl- child education, but the extent to which the media was adopted in doing this was to a very minimal extent. The inference of this study is admissible as the opinions of the audience was enquired for this purpose.

The Media Monitoring Project Zimbabwe (2013) in a study asserted that the participation of more women in politics in Zimbabwe was facilitated through the media promotion of women's self-awareness, realization and identity of the political space available for them to occupy and through various media coverage supporting women's cause and rights in the new constitution of Zimbabwe. This is in line with DEVCOMM prioritization of communication processes to fast track development of marginalized groups (Udoakah, 1998). In line with this, Bau (2009) appraised media instrumentality in developing countries as a valuable tool in raising awareness of and ultimately challenging gendered power structures. The study noted that participatory media allows for diverse voices, including those of women to engage with channels of media communication so that their priorities are made known and issues discussed.

#### **2.3.4 Strengths and Weaknesses of Women Development Programmes**

Feedback for any communication is important to guide the communicator in the dissemination of information or meeting its communication objectives. The strength of a media programme is achieving its objectives as rated by its target audience but knowing the weaknesses also gives room for necessary adjustment to address such gaps. Even though basic

modalities are adopted to produce media programmes, they still have their strengths and weaknesses.

A study by Meti (2014) revealed that in India, mass media played a vital role through its social responsibility role in creating awareness about policies and programmes of development. The media was vital in motivating the people to be active partners in nation building especially through using the media for health related information. Corroborating on the achievement of media in promoting women development, Khan and Moin (2013) in a study stated that the new media plays an important and vital role in women's empowerment by creating an awakening inspiration to harness women potentials, this is through enlightening them of their rights and exposing them to new opportunities using blogs, publications and pictures.

The findings of Asif (2013) noted that media still has a big role to play in evolving support for vulnerable groups which includes the women. It asserted that the dominance of the media especially by politicians for their selfish interest and the commercialization of media programmes may position media as only praise singers or providing services for only those that can afford its charges, the study also hinged on factors like social, cultural and religious beliefs as having great influence on women's empowerment. The assertion can be related to postulations of the selective processes that factors such as beliefs and values affects media users exposure to some mass communications and consciously or unconsciously avoid information opposite to their views (Klapper, 1960). Oyelude and Bamigbola (2013) asserted that women are marginalized in accessing information needed for their empowerment in Africa and especially Nigeria, so their contributions to the nation's economic, social, and political input is far below expectation. This is related to a typical developing society where identified vulnerable groups and marginalized societies need the intervention of DEVCOMM to bringing about social change (Adeyanju, 2008). The study stressed that information

remains a critical commodity for empowerment and recommended collaborative efforts with radio and television houses in providing Access to Information (ATI) for women, to campaign for the removal, eradication, or reduction in the religious, cultural, and social practices that exclude them from gaining ATI.

It is important that the aim of a communication objective is achieved, to stress the advantage of ICT, Sanda and Kurfi (2013) noted that women access and utilization of ICT would facilitate their development in various areas and yield greater dividends for them. However, their adoption to use it is facilitated by factors such as their awareness of the advantage of ICT and their compatibility to it as highlighted by tenets of the DOI theory for this would stimulate its quick diffusion (Hasan, 2013).

Factors such as media ownership and its policies, culture and commercialization in coverage of media activities has affected its output, Babatunde, Ifedayo and Ishola (2013) noted that media coverage of women issues in Nigeria has been unimpressive. The study explained that the media is obligated to cover all issues in the society therefore women should not have to go out of their way to engage the news media for adequate coverage They asserted that if the media continued to engage in this selective coverage and reporting, then the thrust placed on the media could go into oblivion, but even with the assigned obligation of the media, Badamasiuy (2012 ) noted that the value system or beliefs of a particular environment may not accord the media the leverage to discuss women issues extensively since they are regarded as second class citizens, hence their issues regarded as not important. Notwithstanding, the media can sensitize women to be self reliant through enlightening them on the importance of their self development, Alade (2012) stated that such sensitization by the media can encourage women to take decision to control their lives and aspire to the highest standard attainable in life. Media's role as an agenda setter to the public can ensure appropriate actions are taken to promote women development, Adedokun, Adeyemo and

Olurunsola (2012) stated that with appropriate media content, good and collaborative efforts by development stakeholders, the media is valuable in challenging stereotypes on women. However, despite the instrumentality of some media programmes in facilitating development, some have been noted to default in meeting its objectives, findings of Lwoga and Matavelo (2005) revealed that in Tanzania, the available health programmes did not meet the information needs of the audience, as the programmes were organized without conducting an assessment of the information needs of audience. This communication gap indicates that media programmes conceived for promoting development must work in cognizant with the information needs of its target audience otherwise it may not effective (McQuail, 2005).

## **2.5 Theoretical Review**

### **2.5.1 Perception Theories and Approaches**

- i. **Individual Differences Theory:** The theory originated from the studies of social psychologists researching attitude formation and change (Tsfati and Cohen 2013). This theory posits that ``because people vary in their psychological makeup and because they have different perception of things, media influence differs from person to person`` (Baran & Davis 2012:180). As explained by (Nanda) 2017, the theory gives importance to the individual audiences and states that an individual's values, needs, beliefs and attitudes play a major role in how they react and use media. In other words, reaction of media message or content will differ according to motivation of audience members and their predisposition to accept or reject a given message.

The tenets of the individuals difference theory highlights that different personality variables result in different reactions to the same stimuli, therefore, people will react differently to same information or message. Nanda (2017) stated that factors such as values, needs and beliefs affect individuals' reaction to media messages. These factors also affect the perception of media programmes, in line with this, media activities such

as news, magazine programmes, features and documentaries can be perceived differently according to individuals' personality.

- ii. **Social Categories Theory:** The theory as propounded by DeFleur, "assumes that there are broad collectives, aggregates, or social categories in urban industrialized societies whose behavior in the face of a given set of stimuli is more or less uniform" (DeFleur 1970:122-123). DeFleur (1970) explained that variables such as sex, age and educational attainment to an extent affect the kind of media content individuals select. People with similar background such as age, income level and religious affiliation amongst others, will have similar patterns of media exposure and reactions, (Baran & Davis, 2012). The theory gives an insight that media users categorized using the aforementioned variables have high tendencies of similar interpretation of media messages.

### **2.5.2 Development Theories**

Several Development theories were propounded to relate to DEVCOMM and its applicability in the society. The theories explain the different stages of development and specific targets they hope to achieve.

- i. **Modernization Theory:**

After the world war, the third world countries who got independent that period desired to improve on the socio-economic status of their people through investing their capital on industrialization and urbanization. These steps were viewed by the third world countries as the same models the western developed nations adopted to become developed societies, this period marked the rise to the formulation of the modernization theory in the 1940s and 1950s (Gupta,2015). To achieve this transformation from traditional to modern societies, modernization was dependent on the use of technology. Adeyanju (2008) explained that the use of appropriate technologies can save the third world countries from being traditional

societies into the modern ones thus industrialization and urbanization are panacea for development.

Gupta (2015), explained that the indicators of progress during the period was measured using Gross National Product (GNP), literacy, industrial growth and urbanization, but to facilitate this, communication was viewed important to inform the public on such technologies, Lerner (1958) in explaining this theory as a dominant paradigm of development, stated the role of mass media was significant in modernizing and developing the world where in, increase in urbanization would lead to increase in literacy and mass media exposure. The potent power of mass media can easily propagate ideas of social change, Schramm(1997) observed that underdeveloped countries can optimize the power of the mass media for development and modernization of industry. The mass media as observed by him in the modernization era, was viewed as the most appropriate medium during the modernization phase, to spread socially engineered messages of development communication plans through all parts of the world, (Chaffee and Rogers 1997) cited in Gupta, (2015).

Gupta (2015) in agreement that modernization placed great emphasis on mass-communication stated that it was because of its instrumentality to disseminate information and the technologies of the developed societies to ensure that they were adopted in the less developed ones to facilitate their development.

ii. **Diffusion of Innovation Theory:**

The theory perceived social change in terms of diffusion of new ideas and practices as crucial component of modernizing process. The theory propounded by Everett Rogers in 1962 considered the media as direct force for development, (*Behavioural Change Model, n.d.*). As explained by Gupta (2015), the diffusion of innovation model resulted from an extension of agricultural practices disseminated to the developing countries which involved the transmission of information to farmers by a resource person. Baran and Davis (2012)

explained that Rogers' studies revealed that when new technological innovations are introduced, the media create its awareness. The DOI was premised on three primary elements - the target population of the innovation, the innovation to be transmitted and the sources and communication channels. For development communication to be effective, it had to be linked not only to the process of acquiring technical knowledge and skills, but also to the awareness-raising, politicization and organization processes. The belief was that while mass media allowed for the learning of new ideas, interpersonal networks encouraged the shift from knowledge to continued practice.

The concepts put forward by Lerner, Schramm and Rogers were contested worldwide, especially when it came to the role and power of mass media in influencing major behavioral changes. The Mass media were viewed as the source for the 'diffusion' of ideas and innovative practices through influential channels to different audiences at local level. The main criticism as explained by Gupta (2015) was that in this approach mass media were seen as having the powerful potential to act as key agents of change by facilitating modernization in traditional communities. Even with these criticisms, McPhail (2009) observed that while other theories and approaches have arisen to position themselves as alternatives to this theory, modernization theory continues to influence development communication interventions around the world.

Criticism of the modernization theory grew in the 1970s and 1980s, for more participatory approaches to development, this was aimed at empowering the communities toward collective decision-making and action through enhanced knowledge and skills to identify, prioritize and resolve problems and needs. The need for the third world countries to modernize their nations led to their dependency on the westernized developed nations for assistance which were most times given with certain conditions.

### iii. **Dependency Theory:**

Dependency theory emerged in Latin America in the late 1950s. The dissent in Latin America fostered against the modernization theory led to the genesis of the Dependency theory which explained the limitations of development in third world countries as its exploitation by the advanced industrialized nations. (Gupta, 2015). The Director of the United Nations Economic Commission for Latin America, Raul Prebisch and his colleagues observed that economic growth in the advanced industrialized countries did not necessarily lead to growth in the poorer countries. Their studies suggested that economic activity in the richer countries often led to serious economic problems in the poorer countries (Feraro, 2008). It was perceived that the main role of the underdeveloped nations was to supply raw materials and cheap labour to richer countries and this process was making it impossible for the third world countries to be developed. Dependency theory was viewed as a possible way of explaining the persistent poverty of the poorer countries. The theory had taken hold in many countries in Africa, Asia and Latin America highlighting for a more balanced flow of information at the global level. Adeyanju (2008) in explaining the dependency theory stated that policies of the developed world were not geared towards raising the standard of living of the masses in the third world countries and should not be mistakenly perceived as such, hence the continued dependence on the developed countries.

The core concept of dependency theory was that underdevelopment of the third world nations was due to the economic exploitation of these nations by European colonial powers. In 1970s, Rogers, put forward a new approach of development. This new approach included equality of distribution of information and socio-economic benefits, popular participation in self-development, planning and execution, self-reliance and integration of tradition with modernity (Rogers, 1976).

iv. **Functionalist Theory:**

The theory is based on the premise that society is integrated which makes it possible for change in one sector to affect other parts. The theory recommends changes in some aspects of life of people and institutions, these include reduction in population, agricultural revolution and adaptation of new technologies (Adeyanju, 2008). Such target have still not produced result yet as there is still a wide gap between the third world countries and the developed societies as increase in population was not in tandem to food production. Hale (1990) explained that the theory concludes that the inability to modernize could be located within the structures and cultures of the developing society which must be changed in order for a country to transform, which means more technology and change in cultural orientations.

v. **Marxist Theory:**

Karl Marx developed this theory in the late 19<sup>th</sup> century, during Europe most volatile period of change (Baran and Davis, 2012). According to Adeyanju (2008), the theory asserted that the internal conditions of the countries cannot be isolated from the external world to which they belong. As explained by Baran and Davis (2012), Marx identified that the industrialization and urbanization championed by the modernization theory was not bad but was exploited by unethical capitalists maximizing personal profits by exploiting workers. The thrust of the theory is that the wealth of some countries and regions and the poverty of others are and always have been systematically related. This situation observed by Max has been a major hindrance for development in the society which is still visible till date in developing countries.

vi. **The Development Media Theory:**

This theory was propounded by Dennis Mc Quail in the 1980s. The theory was premised to task government and media to work in partnership to ensure media assist in the planned beneficial development of the country (Baran & Davis, 2012). The normative theories

as developed in some parts of the world were assigned media social roles, in the same vein, the development media theory advocates media role for an existing political regime and its efforts to bring about national economic development in developing nations. Even though the theory frowns at media role in criticizing governments whose economy is not well established, the theory was formulated to assign roles for the media in bringing development to developing countries, marginalized groups and identified vulnerable groups.

Under the four classical theories, capitalism was legitimized, but the DEVCOMM theory highlights the role of the media in carrying out positive developmental programmes, accepting restrictions and instructions from the state to fast track change in its economic and political conditions, whereby communication is used to carry out development tasks in line with nationally established policy hence its formulation (Raza, 2012). Raza (2012) further explained that development media theory is concerned with what the media ought to be doing in society rather than what they actually do, its emphasis is that the obligations of mass media should be consistent with other values and arrangements in a given society. Adeyanju (2008) explained that the theory propounded in 1970s was to address the dilemma of having an enabling and acceptable development theory with particular reference to the role expected of communication in bringing about change. The limited application of the four normative theories of the press to a vast majority of the third World countries and the discovery that there can be no development without communication gave rise to the theory (Suresh, 2003). To Oso (2002), the theory seeks equal opportunities for development through engaging the media in facilitating the objective. Though the role of the media is clearly defined in DEVCOMM, there may be challenges in incorporating organization's structures, house policies, media ownership and professionalism in performing the function.

Mc-Quail (1987) explained that development media theory was to address the subordination of media to political, economic, social and cultural needs, its main task was for

communication to be used to carry out the development functions in a society. McQuail strongly advocates the power of mass media in mass dissemination of news, mass mobilization of people for good causes and for the promotion of democratic participation which is widely adopted in many developing countries including Nigeria even though this function is affected by factors such as media ownership, commercialization of news, house policy and high cost of managing media houses amongst others.

## **2.6 Theoretical Framework**

This study adopted the selective perception model from the selectivity processes approach and the Diffusion of Innovation (DOI) theory one of the development theories. The selective perception approach and the DOI theory were adopted because they are the most suitable theories which address the researcher questions and objectives of this study.

### **2.6.1 Selective Processes Model**

From the 1950s to the 1990s, media research shifted from the concerns on the role of propaganda in the society to focus on how people react to different media content. A category of communication research generally known as attitude change research focused on the phenomenon that different individuals may receive the same message but act on it quite differently, (Nanda 2017).

A methodologist, Paul Lazarsfeld's findings in the 50s showed that people tend to seek out media messages consistent to their beliefs and values and that people try to preserve their existing views by avoiding messages that threaten that. Findings by a mass communications theorist, Leon Festinger in the 50s and 60s also explained that information not consistent with a person's already held values and beliefs would create a psychological imbalance that must be relieved and if exposed to information of opposite hue, the receiver would in a variety of ways make them consistent and such ways are known as the selective processes (Baran & Davis 2012). Festinger explained that these processes act as barriers

between message and effect, thus limiting the direct impact of mass communication on people. Selective processes are the means by which individuals' preexisting beliefs shape their use of information in a complex environment.

In supporting the claim of these researchers, Baran and Davis (2012) explained that the studies of American researcher Carl Hovland in the 1940s and 50s gives an inference that people are very selective in how they use media; in the topics they expose themselves to, in how they interpret information, and in how they retain information obtained through the media. Klapper (1960) in explaining selective processes asserted that people tend to expose themselves to those mass communications that are in accord with their existing attitudes and interests and consciously or unconsciously avoid communication opposite to that. Klapper (1960) further explained that even when they are exposed to such communication, they easily forget, often seem not to perceive it or recast and interpret it to fit their existing views.

Selective processes are considered to be defense mechanisms and psychological ways of ensuring media messages are consistent with media users' beliefs or are routine procedures for coping with enormous quantity of sensory information constantly bombarding media users (Baran & Davis 2012). Lazarsfeld in his studies also found out that people seek to preserve their beliefs by avoiding messages which challenge that trend. He asserted that people embrace messages which are consistent with their beliefs and values (Baran & Davis, 2012). These defense mechanisms devised by media users can affect the objectives of media messages thus not generating the expected result. Selectivity process commences when the individuals have selectively exposed themselves to the messages in accordance with their preference, tend to remember the messages and interpret them in consistent with their beliefs and values. Selective processes are categorized into selective exposure, selective perception and selective retention.

i. **Selective Exposure** is a perspective of selectivity which explains that people expose themselves and access only those communications which are in accordance with their established beliefs and convictions.

Selective exposure is people's tendency to expose themselves to or attend media messages they feel are already in accord with their already held values and interests and the parallel tendency to avoid those that might create dissonance` (Baran & Davis, 2012:182). They tend to avoid those messages which are against their views or beliefs and seek out not only topics of interest to them but more importantly viewpoints with which they expect to agree, (Nanda, 2017). Thus, they use the media to reinforce existing biases. On occasions when people seek out opposing points of view, they often do so for the purpose of hearing the arguments so that they can refute it later.

ii. **Selective Retention:**

According to Baran and Davis (2012), this is the process by which people tend to remember information consistent with their preexisting attitudes and interests above any other information. Nanda (2017) explained that the opposing messages are often unconsciously forgotten and set aside and is likely to reinforce existing beliefs and attitudes, such tendencies make it less likely that the media can play a role in changing attitudes and behavior, thus affects the reception of media messages as designed by the communicator.

iii. **Selective Perception:**

Selective perception is the mental or psychological recasting of a message so that its meaning is in line with the person's attitude and beliefs (Baran and Davis, 2012). According to Nanda (2017), selective perception illustrates that people often interpret facts to suit their existing biases so prejudiced people misinterpret the meanings of anti-prejudice propaganda in such a way that it reinforced their existing biases. Thus the same information may carry different meaning for different people, this is particularly evident with people that have

different political, religious, cultural, ethnic, national or other substantial differences. In line with this, the same information on the selected women development programmes designed with specific objectives of improving the quality of lives of women may be interpreted differently base of this aforementioned factors. As Gupta (2014) pointed out, individual differences in factors such as personality, intelligence, memory or physical factors such as sex and age can be studied and used in understanding the source of variance in their perception. According to Hasan (2013), the thesis of selective perception explains that the audience would shape their interpretation of a news event according to their attitude and the tendencies of media audience members to misperceive and misinterpret persuasive messages is in accordance to their predisposition. He further explained that the news regarded as favorably is more likely to be recalled by a reader, viewer, or listener than the items that are regarded as unfavorable. In highlighting the limitation of this approach, Hasan (2013) stated that selective processes does not occur among all people in all communication processes so interpretation of media messages can be in line with the communicator's objectives.

Baran (2009) observed that people can recast the messages mentally to suit them, he stated that in addition to people interpreting messages in a manner consistent with their preexisting attitudes, they mentally or psychologically recast messages, so that its meaning is in line with their beliefs and attitudes. The approach points out that people perceive same message differently because the audience is a heterogeneous audience belonging to different socio economic strata, this feature Baran asserted is limiting the media's impact because content is selectively filtered to produce as little attitude change as possible.

According to Folarin (2006), each individual tend to perceive and decode communication messages in the light of previous experiences and current dispositions, needs, moods and memories. He opined that the language each individual speaks and words used also tend to circumscribe perception. Perception according to Baran and Davis (2006) are

filtering mechanisms that screen out unwanted sensory data while quickly identifying and highlighting the most useful patterns in the information.

In highlighting the weakness of the selective perception, Daramola (2003) pointed out that the approach implies, communicators cannot assume their messages will have the same meaning as intended for all receivers because they are influenced by number of psychological factors and social relationships. However, even though the selective perception theory explains interpretation of messages by individual members of audience, Hasan (2013) asserted that it does not occur among all people in all communication processes

The tenets of the selective perception approach shows that factors such as beliefs, values, predisposition, education and sex amongst others affects individual audience members' different perception of PRTVC women development programmes, these central tenets of the selective perception approach makes it appropriate for this study to explain factors that affect the level of awareness of the programmes which are respondents' beliefs, values and predisposition. The approach also gives further insight that demographics such as age, intelligence, environment and occupation affects interpretation of messages. This is also reflected on the opinions of the audience on the programmes relevance in meeting the information needs to facilitate women self development. The approach is relevant in interpreting different responses on the perception of the programmes and in analyzing their opinions on the programmes.

### **2.6.2 Diffusion of Innovation Theory**

The Diffusion of Innovation (DOI) theory developed by Everett Rogers in 1962 was adopted for this study. It originated in communication to explain how, over time, an idea or product gains momentum and diffuses through a specific population or social system. The projection is that people, as part of a social system, adopt a new idea, behavior, or product.

Gupta (2014) pointed out five distinct stages identified by the scholars who studied diffusion and adoption process as: Awareness-exposure to the information; Interest- as shown in the new idea thus make efforts to seek additional information; Evaluation – the mental application of the innovation to an individual’s personal situation; Trial-the test running of the innovation on a pilot stage to decide on its utility and relevance; and finally the Adoption stage.

As explained by Robinson (2009), DOI offers three valuable insights into the process of social change in: What qualities make an innovation spread; the importance of peer-peer conversations and peer networks and understanding the needs of different user segments as innovation spreads when they evolve to meet such needs.

The theory explained that the reception or adoption of messages can be segmented based on audience propensity to adopt an innovation, they are at five different levels of categories of: venturesome innovators (cosmopolitan category), early adopter (local system), early majority, late majority and laggards. Rogers’ deductions are that messages or innovation would be accepted at these different levels because of a number of factors (Baran and Davis, 2006). These factors influence and determine the variation for adoption of an innovation. As explained by Rogers (2003), these five qualities determine between 49 to 87 per cent of the variation in the adoption of new products and are at play to a different extent. They are:

- i. Relative Advantage - The degree to which an innovation is seen as better than the idea, program, or product it replaces. Robinson (2009) explained that this is measured in terms that matter to those users, like economic advantage, social prestige, convenience, or satisfaction.
- ii. Compatibility - How the innovation is consistent with the values, experiences, and needs of the potential adopters.

- iii. Complexity - Simplicity and ease of use as explained by Robinson (2009) accelerates adoption.
- iv. Triability - It represents less risk to the user because, to an extent, the innovation can be tested or experimented with before a commitment to adopt is decided.
- v. Observability - The extent to which the innovation provides tangible result, lowers uncertainty, stimulates discussion and request for more information.

The DOI theory as posited by Rogers (1962) has four elements in any analysis of the diffusion process, they are: innovation; communication of one individual to the other; the social system and time taken from the stage of innovation to the stage of adoption.

Rogers (1983) explained that `Newness` in an innovation may not imply new knowledge because an individual may have known about an innovation for some time but have not yet developed a favorable or unfavorable attitude toward it, nor have adopted or rejected it. The "newness" aspect of an innovation may be expressed in terms of knowledge, persuasion, or a decision to adopt. The propounder asserted that there are also five stages in the innovation-decision process identified as:

- i. **Knowledge:** An Individual can be exposed to the new innovation but not show any interest due to insufficient knowledge about the innovation.
- ii. **Persuasion:** At this stage, there is expression of interest on the innovation and search to get more information on the innovation.
- iii. **Decision:** At this stage, the positive and negative analysis of the innovation is made and decision to either accept or reject it.
- iv. **Implementation:** Individuals make efforts to identify the dependence of the innovation and collect more information about the usefulness of the innovation and its prospects.

- v. **Confirmation:** An individual confirms or finalizes their decision and continues to use the innovation with full potential.

Even though, according to Hasan (2013), researchers also pointed out some prior conditions such as previous practice, felt needs/problems, innovativeness and norms of the social systems affecting the innovation-decision process. While some factors stimulate and facilitate quick diffusion of innovation and transfer of technologies, some others inhibit adoption. One of the hurdles to change is cultural incompatibility. Certain social systems do not encourage adoption of innovation. Individuals in such a system are very slow and rigid in accepting new ideas, practices and technologies.

Some of the consequences of DOI theory as asserted by Rogers (1983), however noted that there are the changes that occur to an individual or to a social system as a result of the adoption or rejection of an innovation which may be: desirable versus undesirable consequences- depending on whether the effects of an innovation in a social system are functional or dysfunctional; Direct versus indirect consequences- depending on whether the changes to an individual or to a social system occur in immediate response to an innovation or as a second-order result of the direct consequences of an innovation; Anticipated versus unanticipated consequences- depending on whether the changes are recognized and intended by the members of a social system or not (Robinson, 2009). Change agents usually introduce innovations into a client system that they expect will be desirable, direct, and anticipated, but, often, such innovations result in at least some unanticipated consequences that are indirect and undesirable for the system's members.

The theory is relevant to this study to explain because it explains that qualities that makes an innovation spread is the importance of peer-peer conversations and peer networks and understanding the needs of different user segments as innovation spreads when they evolve to meet such needs. The central objectives of the DOI theory explains that the

aforementioned different elements come into play in affecting awareness of the women development programmes. The five distinct stages of diffusion and adoption process as: awareness, interest, evaluation, trial and the Adoption stage further explains that the perception of the women development programmes is shaped by these aforementioned factors. This also explains factors that affect decisions and interpretations of media messages of the women development programmes by their various audience members. The audience may watch these programmes when they feel it is in line with their needs and their reception may be at different levels. The DOI elements also come into play in analyzing factors that affect the reception and interpretation of the programmes' messages for this study which are: its relative advantage; compatibility with the values, experiences, and needs of the potential adopters; complexity of the innovation in terms of understanding and its use; Triability - The extent to which the innovation can be tested or experimented with before a commitment to adopt is made, observability - The extent to which the innovation provides tangible results.

The five stages of DOI theory for its innovation-decision come in to play in this study in explaining why certain actions are taken on the messages in the various women development programmes. These processes are: knowledge-which highlights that interest is expressed in an innovation depending on the knowledge derived from it in satisfying the information needs of members of a population and its ability to add knowledge to its audience, this also affects perception of the programmes; persuasion-is an expression of interest where more information on the innovation is enquired, this increases level of awareness and perception of the relevance of the programmes in addressing issues on women development. Conviction by the audience that the programmes provide information and more knowledge triggers them to seek more of such benefits from the programmes; decision-this stage is the analysis of the positive and negative aspect of the innovation before decision to accept or reject it. The messages of the programmes are analyzed, the audience form an

opinion on it and may have different perception of its messages ; implementation – this stage is accepting the innovation and seeking more efforts to understand its importance and sustainability- in related to this, if the audience perceive the programmes as advantageous, it implies regular viewership to access information and knowledge and; confirmation- which is the level where decision to adopt innovation is made and its potentials harnessed. The rating of the programmes as viable with prospects of more benefits increase the level of its awareness and relevance in facilitating women development.

The theory is relevant to this study because according to Robinson (2009), it stresses on reinvention as a key principle in Diffusion of Innovations and the success of an innovation dependent on how well it evolves to meet the needs and demands of individuals in a population. The concept of reinvention is important because it explains that no product or process can rest on its laurels: continuous improvement is the key to spreading an innovation as recommended by this study on *Audience Perception of PRTV Women Development Programmes*.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter provides information on the research methodology adopted in this study to collect data. It includes procedures employed for selecting the sample size for this study, instruments and method of data collection. It is important to ensure findings and inferences are appropriate in any study thus the importance of appropriate research methodology (Bordens & Abbott, 2008).

#### 3.2 Research Method

Quantitative Research was adopted for the collection of data in this study, the method entails representing data in numerical values (Abbas, 2006). According to Adamu (2006), the method is appropriate where quantifiable measures of variables of interest are possible. This study variables were quantified and its data used for analysis. The study relied basically on the collection of primary data from the respondents.

The study adopted the survey method and employed questionnaire as its instrument aimed at finding out from respondents their perception of the role of the PRTVC's Women development programmes in promoting women development in Plateau State. This is through creating demand for development and providing relevant information to improve their quality of lives thus development. The survey method according to Adamu (2006), is appropriate for estimating the characteristics of a large population of interest based on a smaller sample from that population, this is illustrated in the selection of the sample size to represent respondents from the selected study areas. Asika (2009) also explained that the survey method focuses on data collected from the population for intensive study.

### **3.3 Study Areas**

The study areas covered for this study are Jos South, Jos North and Bassa Local Government Areas (LGAs). This is because they are densely populated and cosmopolitan in nature. It therefore indicates that there is a more general representation of diverse occupations and ethno religious groups in these areas.

Jos South with headquarters at Bukuru is one of the metropolitan LGs in Plateau. It has an area of 510km<sup>2</sup> and 20 wards. The area has surrounding suburbs made up of different ethnic groups. The major languages spoken in this area are English, Berom and Hausa. The predominant religion in the local Government is Islam and Christianity.

Jos South houses the headquarters of the State thus its high population of civil servants. Agricultural and trading activities are major source of livelihood thus the location of some major markets in the area. The area was chosen for this study because of its cosmopolitan nature of different ethno-religious groups.

Bassa L.G.A. is also majorly an agrarian area located in the north of Plateau State, bordering Kaduna and Bauchi States with headquarters in Bassa town. It has an area of 1,743 km<sup>2</sup>. The Local government has 20 wards with the highest number of ethnic groups. Languages spoken in Bassa are English, Hausa, Irigwe, Amo, Rukuba, Buji, Chawe and Jere amongst others.

Jos North has 20 wards which extends over an area of 291km<sup>2</sup>. It shares boundaries to the west with Bassa LGA, to its North with Toro LGA of Bauchi state, to its East with Jos East LGA and Jos South LGA southward. It is described as the heart of the town because of the location of some major markets in the area. Terminus, the largest market in the state and the popular fruits and vegetable market in Farin-Gada amongst others. It also houses many government organizations and industries thus have the highest population in the State. Languages spoken in Jos North are Hausa, Birom Anaguta and Jarawa amongst others.

### **3.4 Population**

The population for the study was the residents of the selected study areas because the programmes were designed for residents of Plateau in all the Local Government Areas. This is also because all members of the society in general are major stakeholders in promoting women development and information on these programmes can be spread to the women through social interactions thus the importance of assessing their perception which may appraise or strengthen the programmes. In the African society, men are major decision makers in the home, their perception of the television programmes may also affect the perception of the women thus their inclusion as part of the population.

Jos South LGA has a population of 311,392 as at the 2006 census with projection of 407,912 in 2016 as calculated by the National Population Commission. Bassa LGA has a population of 189,834 as at 2006 census. The projection of its population in 2016 is 248,868. Jos North LGA has a population of 417,217 according to the 2006 census, with a projection 546,539 in 2016.

### **3.5 Sample Size**

This study adopted the Sample Size Calculation (SSC) using SurveyMonkey application to get the sample size for the three LGAs which was calculated separately. According to Nayak (2010), sample size calculation is a very important aspect of any study and should be done at the time of planning a study and base on the type of the research question and study design. SSC gives out the number of sampling/observation needed for a measurement based on the population size. The result of the calculation was 164 each sample size for Jos South, Jos North and Bassa LGAs, making a total of 492 respondents which were administered copies of the questionnaire for this study, (See appendix A).

### **3.6 Sampling Technique**

The sample of this study was selected using multi-stage sampling technique. It was adopted for this study because of the series of sampling techniques that was embarked upon before the final selection of respondents. This, as described by Battaglia (2008), is done when the sample is selected in stages and the population is too large and scattered for it to be practical to make a list (sampling frame) of the entire population from which to draw a sample. Multi stage sampling method can be adopted if the population is complex, it also includes identifying large clusters and randomly selecting from them (Asika, 2009; Bordens & Abbott 2008).

The sample for this study was drawn in stages. The first stage was using the random draw style for the selection of 10 wards each from 20 wards each in the selected study areas. The second stage using simple random sampling by conducting a raffle draw to select major roads to represent each of the ten wards in the LGAs, in wards where there were no road names, numbers were allotted to facilitate the selection. In Bassa LG, clusters were selected for the administration of copies of the questionnaire. Also convenience and accidental method was adopted to administer copies of the questionnaire in some wards for security reasons. The researcher with four research assistants administered a minimum of 16 copies of questionnaire in each of the wards selected for the study

### **3.7 Method of Data Collection**

The researcher together with four research assistants personally administered 492 copies of questionnaire in the study areas. This is because the researcher alone cannot administer copies of the questionnaire to the entire population in the selected local Government areas because of the physical and mental exertion required in its administration. Respondents were debriefed on the instruments content and their consent requested before administering copies of the questionnaire.

### **3.8 Validity and Reliability of Research Instrument**

The research instrument was subjected to assessment by the supervisors of this study and experts in media practice, this was to ensure the instrument was designed to measure what the study seeks, this as explained by Bordens and Abbott (2008) is required to ensure its validity. A pilot study was conducted in Pankshin LG to ascertain the validity of the instrument through testing the questionnaire. A sample size of 10 per cent of the population was selected for the study. Copies of the questionnaire were administered to 49 respondents which was 10 per cent of the study sample.

The findings of the Pilot study revealed that some respondents did not understand some questions while some found it difficult responding to the open ended questions. The researcher also observed that the questionnaire would be best administered in semi urban areas because the programmes are simultaneously transmitted in both the radio and television arm of the station PRTV where they need access to power supply and electronics. Residents in the rural areas were found to be engaged in farming activities during time of the programmes transmission especially the repeat broadcast 9.30am Monday rebroadcast of *Women in Action*, so do not watch or listen to the programmes, while some especially the women are mostly engaged in house chores during the evening transmission period.

To address the ambiguity in the questionnaire, the study supervisors' advised the researcher to expunge some questions which were irrelevant; redesign some questions for clarity and easy analysis, substitute some answer options with more appropriate ones, incorporate more questions in tandem with the objectives of the study and reduce the number of open ended questions. Their observations, recommendations and comments were incorporated into the final design of the instrument before administering to the respondents.

The reliability of the instrument was assessed using the Cronbach Alpha method. It is used for interpreting alpha for dichotomous questions or Likert scale questions thus its

adoption for this study (Tavakol & Dennick, 2011). Copies of the questionnaire were administered to 49 respondents to ascertain its reliability. At the end of the administration, the Cronbach Alpha technique was used to determine the reliability of the questions and a value of 0.989 was obtained, a reliability coefficient of .70 or higher is considered in most social science research situations (UCLA, 2017).

This agreed with the view of Ary, Jacobs, Razavieh and Soorensen (2006) that an instrument must have a Cronbach Alpha Value of 0.7 or above to be considered to have adequate internal consistency and reliable for use for a given population.

### **3.9 Definition of Variables**

The study adopted the questionnaire as its instrument of data collection using the likert scale and multi choice questions to get responses from the respondents. According to Asika (2009), likert scale is used to measure respondents' perceptions of a certain phenomenon in social science thus its adoption for this study.

#### **3.9.1 Independent Variables**

- i. Sex: categorization of individuals' base on their reproductive roles.
- ii. Age: identification of individuals period of existence based on the age range in the questionnaire.
- iii. Marital status: respondents' status of conjugal union.
- iv. Occupation: source of livelihood of respondents: (a) skilled: have undergone the period of being supervised in a chosen craft (b) Apprentice: a person who is still learning a craft or being groomed in learning a skill. (c) Professional: a learned person, trained through formal education in a certain field. Others: includes housewives, applicants, and business people.
- v. Level of education: academic qualification of respondent.
- vi. Area of residence; location of respondent in the selected study areas

### 3.9.2 Dependent Variables

- i. Factors for level of awareness of the Programmes: the elements in the selected programmes that affects viewership of the programmes.
- ii. Relevance of guests to the programme: Are guests featured on the selected programmes appropriate or knowledgeable enough in meeting the information needs of the women in the selected thematic areas of health, education and economic empowerment
- iii. Rating of respondents responses
  - a) Assessment of programmes' content with ratings from 3 to 0
  - b) Very highly satisfied - (3) respondents excellently pleased.
  - c) Highly satisfied (2) - respondent very pleased
  - d) Satisfied (1) - respondent averagely pleased
  - e) Not satisfied (0) - null rating of response(not pleased)
- iv. Guests and content suitability
  - a). To a large extent (3) - high level of acceptability of statement
  - b). To some extent (2) - average level of acceptability of statement
  - c). To a low extent - (1) - below average level of acceptability of statement
  - d). Not at all - (0) non acceptance of statement
- v. Assessment of programmes
  - (a) Very effective- excellent rating of the programme as a good platform for meeting the information needs of women in the selected thematic areas of health, education, empowerment prowess.
  - (b) Effective- very good rating of the programme as a good platform
  - (c) Moderately effective- average rating of the programme as a good platform
  - (d) Not effective- poor rating of the programme as a good platform

- (e) Undecided- inability to allot ratings.

### **3.10 Method of Data Presentation and Analysis.**

The data for this study was presented using table of frequency and percentages because it ensures information is interpreted easily and can show absolute or relative frequency such as proportion or percentages (*Australian Bureau for Statistics, 2013*). The Data were analyzed with Statistical Package for Social Sciences (SPSS), using charts and tables.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

#### **4.1 Introduction**

This chapter presents, analyze and interpret the data from the study using the relevant statistical tools to answer the research questions. A total of 492 copies of questionnaire were administered in the three study areas and 450 retrieved representing 91.5% response rate.

#### **4.2 Data Presentation and Analysis**

The study adopted a computer based software, Statistical Package for Social Sciences (SPSS), for its data presentation which was analyzed using tables and charts.

#### **SECTION A: Demographic Information of Respondents**

**Table 1: Socio-Demographic Variables of the Respondents**

<b>S/N</b>	<b>Variables</b>	<b>Categories</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>1.</b>	<b>Sex</b>	Male	189	42.0
		Female	261	58.0
		<b>Total</b>	<b>450</b>	<b>100</b>
<b>2.</b>	<b>Age Range</b>	18-28	144	32.0
		29-38	136	30.0
		39-48	143	31.8
		49 & Above	27	6.0
		<b>Total</b>	<b>450</b>	<b>100</b>
<b>3.</b>	<b>Marital Status</b>	Single	99	22.0
		Married	234	52.0
		Divorced	73	16.2
		Widow/Widower	44	9.8
		<b>Total</b>	<b>450</b>	<b>100</b>
<b>4.</b>	<b>Occupation</b>	Skilled(Artisan)	54	12.0
		Apprentice	99	22.0
		Professional	153	34.0
		Others	144	32.0
		<b>Total</b>	<b>450</b>	<b>100</b>
<b>5.</b>	<b>Education</b>	Primary	9	2.0
		Post – primary	45	10.0
		OND/NCE	109	24.0
		HND/Degree	91	20.2
		Post Graduate & others	196	43.6
		<b>Total</b>	<b>450</b>	<b>100</b>
<b>6.</b>	<b>Area of Residence</b>	Jos North	159	35.3
		Jos South	140	31.1
		Bassa	151	33.6
		<b>Total</b>	<b>450</b>	<b>100</b>

Table 1 shows that majority of the respondents were female, this may be because the programmes even though targets the general public, were designed to discuss issues expected to facilitate their self development. The result justifies the selective processes which its perspective of selective exposure explains that people would expose themselves to information in line with their interest, values, beliefs, occupation and predisposition, which same factors also affect their reaction to media content. The distribution of respondents can be explained using the tenets of the DOI theory which highlights that the success of an innovation is dependent on how well it evolves to meet the needs and demands of individuals in a population, (Robinson, 2009), the individuals according to this table are the women. The distribution of demographics according to the various age-ranges may also hinge on the aforementioned theories that the programmes are in line with their beliefs, values, predisposition and evolves to meet their needs. Majority of the respondents are married, it implies the programmes meet the information needs of the group. While the professionals in the occupational group were the highest number of respondents, this may be because the selected study areas are cosmopolitan in nature.

## **SECTION B: Cross Tabulation of Demographic Variable and Responses**

**Table 2: Respondents Distribution on Level of Awareness of Programmes**

<b>S/N</b>	<b>Variables</b>	<b>Women in Action</b>	<b>Muryar Mata</b>	<b>Total</b>
	<b>Sex</b>			
1.	Male	180	9	189
	Percentage %	95.2	4.8	100
2.	Female	0	261	261
	Percentage %	0.0	100	100
	<b>Total</b>	<b>180</b>	<b>270</b>	<b>450</b>
	<b>Percentage %</b>	<b>40</b>	<b>60</b>	<b>100</b>

Table 2 shows 40% of the respondents were aware of the programme *Women in Action* while 40% were aware of the programme *Muriyar Mata*. Findings show 180 out of 189 male respondents were aware of the programme *Women in Action*, this shows high level of awareness of the programme compared to the female respondents who none were aware of the

programme, while all the 261 female respondents were aware of the programme *Muriyar Mata*.

Awareness of these programmes is premised on the various groups' interest and exposure to the information of the programmes, this is facilitated by the ability of the programmes to add knowledge on improving the quality of women lives, (Gupta, 2014). This finding also is in line with the thesis of the DOI theory which highlights that the potential of an innovation to address an individual personal situation can increase its awareness. The theory highlights the importance of peer-peer conversations and peer networks in awareness creation through social interactions within the groups on the programmes' capacity to address the felt needs of the women, (Robinson, 2009).

**Table 3: Respondents Channel of Knowing the Programmes**

S/N	Variables Age(years)	Through family	Through friends	Television	Radio	Total
1.	18 -28	2	2	140	0	144
	Percentage %	1.4	1.4	97.2	0.0	100
2.	29-38	0	0	27	109	136
	Percentage %	0.0	0.0	19.9	80.1	100
3.	39-48	0	0	0	143	143
	Percentage %	0.0	0.0	0.0	100	100
4.	49 & above	0	0	0	27	27
	Percentage %	0.0	0.0	0.0	100	100
	<b>Total</b>	<b>2</b>	<b>2</b>	<b>167</b>	<b>279</b>	<b>450</b>
	<b>Percentage %</b>	<b>0.4</b>	<b>0.4</b>	<b>37.1</b>	<b>62.1</b>	<b>100</b>

The women development programmes are transmitted simultaneously in the television and radio arm of PRTV. The findings show that respondents were most aware of the programmes through the radio and television, this is because the study areas chosen were semi urban. The table shows that 97.2% in the age range of 18-28 through the television, 80.1% respondents of the age range 29 -38 through the radio, 100% respondents of the age range 39-48 a through the radio and also 100% of age range 49 above were aware through the radio. The high awareness of the programme on radio may be because it is portable, affordable and

not always dependent on public power supply which is epileptic in semi urban areas where the respondents were selected. Television and radio as the most popular channels has an advantage in facilitating access to the programmes. Selecting channels familiar with the audience is a good strategy to achieve communication goals (Gupta, 2014).

**Table 4: Distribution of Respondents on Frequency of Viewership**

S/N	Variables	Sometimes	Not at all	Total
<b>Marital status</b>				
1.	Single	99	0	99
	Percentage %	100	0	100
2.	Married	234	0	234
	Percentage %	100	0	100
3.	Divorced	7	66	73
	Percentage %	9.6	90.4	100
4.	Widowed	0	44	44
	Percentage %	0	100	100
<b>Total</b>		<b>340</b>	<b>110</b>	<b>450</b>
<b>Percentage %</b>		<b>75.6</b>	<b>24.4</b>	<b>100</b>

The findings on Table 4 show 75.6% of respondents view these programmes, this shows its high viewership, 100% of the single respondents and 100% of married respondents watch the programmes while 90.4% of the divorced respondents and 100% of the widowed respondents do not watch the programmes. This may be because the programmes are not addressing their felt needs, (Robinson, 2009). The respondents may not show interest in the programmes because they are not consistent with their beliefs and values (Baran & Davis, 2012).

**Table 5: Distribution of Respondents on Duration of Viewership**

S/N	Variables Occupation	Less than a year	1 to 2 years	3 to 5 years	6 to 10 years	Total
1.	Skilled(artisan)	54	0	0	0	54
	Percentage %	100	0	0	0	100
2.	Apprentice	99	0	0	0	99
	Percentage %	100	0	0	0	100
3.	Professional	9	144	0	0	153
	Percentage %	5.9	94.1	0	0	100
4.	Others	0	9	56	79	144
	Percentage %	0	6.3	38.9	54.9	100
	<b>Total</b>	<b>162</b>	<b>153</b>	<b>56</b>	<b>56</b>	<b>450</b>
	<b>Percentage %</b>	<b>36.0</b>	<b>34.0</b>	<b>12.4</b>	<b>17.6</b>	<b>100</b>

The table shows that only 17.6% of respondent have been watching this programmes for 6 to years despite its transmission for more than 10 years. Majority of the respondents have been watching the programmes for less than 2 year, this indicates they require reinvention, according to Robinson (2009) while explaining reinvention as a key principle in DOI stated that continuous improvement is important and key to spreading an innovation because no product or process can rest on its laurels.

**Table 6: Respondents Level of Understanding Broadcast Language**

S/N	Variables Level of Education	Yes	No	Total
1.	Primary	9	0	9
	Percentage %	100	0	100
2.	Post Primary	45	0	45
	Percentage %	100	0	100
3.	OND/NCE	109	0	109
	Percentage %	100	0	100
4.	HND/Degree	91	0	91
	Percentage %	100	0	100
5.	Post-graduate	6	190	196
	Percentage %	3.1	96.9	100
	<b>Total</b>	<b>360</b>	<b>90</b>	<b>450</b>
	<b>Percentage %</b>	<b>80</b>	<b>20</b>	<b>100</b>

The two broadcast language for these programmes are English and Hausa. Findings from this table show that 80% which is majority of the respondents across different level of educational understand the broadcast language which is a basis in adding knowledge to

women to facilitate their self development. In line with this, Nyekwere and Nyekwere (2012) highlighted the importance of adopting indigenous broadcast language for programmes to facilitate its effective reception. To also achieve communication objectives, the selection of appropriate language is important so that the audience understand the media messages (Gupta, 2014).

**Table 7: Respondents Rating of Programme Content**

S/N	Variables Area of Residence	Very Highly Satisfied	Highly Satisfied	Satisfied	Not Satisfied	Total
1.	Jos North	90	69	0	0	159
	Percentage %	56.6	43.4	0	0	100
2.	Jos South	0	128	12	0	140
	Percentage %	0	91.5	8.5	0	100
3.	Bassa	0	0	112	39	151
	Percentage %	0	0	74.2	25.8	100
	<b>Total</b>	<b>90</b>	<b>197</b>	<b>124</b>	<b>39</b>	<b>450</b>
	<b>Percentage %</b>	<b>20.0</b>	<b>44.0</b>	<b>27.6</b>	<b>8.4</b>	<b>100</b>

Findings from Table7 show that 8.4 % of the respondents were not satisfied with the programme content. The table shows that 56% of the respondents in Jos North LGA were very highly satisfied with the content of the programmes, 43.4% in Jos North LGA, 91.5% respondents in Jos South LGA were highly satisfied with the programmes' content while 8.5% were satisfied in Jos South LGA, also 74.2% of respondents in Bassa LGA were satisfied with content and 25.8% from the same LGA were not satisfied. The findings indicate that majority of the respondents from the study areas were satisfied with the contents at different levels. These different levels of satisfaction as explained by the DOI theory are rated in five categories of: venturesome innovators (cosmopolitan category), early adopter (local system), early majority, late majority and laggards. The theory highlights that messages or innovation would be accepted at these different levels because of a number of factors such as its relative advantage, compatibility, complexity, triability and observability, (Baran & Davis, 2006). The tenets of the theory explains that adoption of innovation and its success is

dependent on it evolving to meet the needs of individuals or its prospective adopter. In line with this, Gupta (2014) stressed the need of appropriate media content as a major criterion to achieve communication objectives. To Owens-Ibie and Ogwezzy (2011) also, content of programmes is important because it contributes to its awareness.

**Table 8: Respondents Level of Satisfaction for Programme Duration**

S/N	Variables Sex	Very Highly satisfied	Highly Satisfied	Satisfied	Not Satisfied	Total
1.	Male	117	72	0	0	189
	Percentage %	61.9	38.1	0	0	100
2.	Female	0	126	93	42	261
	Percentage %	0	48.3	35.6	16.1	100
	<b>Total</b>	<b>117</b>	<b>198</b>	<b>93</b>	<b>42</b>	<b>450</b>
	<b>Percentage %</b>	<b>26.0</b>	<b>44.0</b>	<b>20.7</b>	<b>9.3</b>	<b>100</b>

The table shows that 61.9% of the male respondents were very highly satisfied with the programmes' duration while 38.1% were highly satisfied, also, 48.3% female respondents were highly satisfied with duration, while 35.6% were satisfied and 16.1% not satisfied. Robinson (2009) explained that possible adopters would adopt an innovation if they perceive the simplicity and ease of use it and its ability to present less risk to them. For this to be feasible, the initiators of this adoption or communicators must consider the duration of programmes to address raised issues.

**Table 9: Respondents Satisfaction for Time Schedule of Programmes**

S/N	Variables Age(Years)	Very Highly Satisfied	Highly Satisfied	Satisfied	Not Satisfied	Total
1.	18 -28	108	36	0	0	144
	Percentage %	75.0	25.0	0	0	100
2.	29-38	0	136	0	0	136
	Percentage %	0	100	0	0	100
3.	39-48	0	26	73	44	143
	Percentage %	0	18.2	51	30.8	100
4.	49 & above	0	0	0	27	27
	Percentage %	0	0	0	100	100
	<b>Total</b>	<b>108</b>	<b>198</b>	<b>73</b>	<b>71</b>	<b>450</b>
	<b>Percentage %</b>	<b>24.0</b>	<b>44.0</b>	<b>16.2</b>	<b>15.8</b>	<b>100</b>

Findings from the table show that 75% respondents of the age range 18 to 28 years were very highly satisfied with the time schedule for the programmes, 25% of the same group, 100% respondents of age range 29 to 38 years and 18.2% of the age range 39 to 48 years were all highly satisfied with the programmes, while 30.8% also of the age range 39 to 48 years and 100% respondents of the age range 49 and above were not satisfied with the time schedule. The findings are in line with selective perception process which gives insight that demographics such as age contributes to molding opinion on societal issues which includes media messages. Hasan (2013) also explained that backgrounds such as age and beliefs affects interpretation and opinions on media messages. In addition to this view, the objectives of media programmes to its target audience can be achieved if communicators conduct surveys to examine the appropriate time to transmit the programmes for maximum attention and high awareness (Owens-Ibie & Ogwezzy, 2011).

**Table 10: Respondents Satisfaction of Programmes Transmission Days**

S/N	Variables	Very Highly Satisfied	Highly Satisfied	Satisfied	Not Satisfied	Total
1.	Single	98	1.0	0	0	99
	Percentage %	99	1.0	0	0	100
2.	Married	0	170	64	0	234
	Percentage %	0	72.6	27.4	0	100
3.	Divorced	0	0	45	28	73
	Percentage %	0	0	61.6	38.4	100
4.	Widowed	0	0	0	44	44
	Percentage %	0	0	0	100	100
	<b>Total</b>	<b>98</b>	<b>171</b>	<b>109</b>	<b>72</b>	<b>450</b>
	<b>Percentage %</b>	<b>21.8</b>	<b>38.0</b>	<b>24.2</b>	<b>16.0</b>	<b>100</b>

Findings from table 10 show that the 21.8% of respondents were very highly satisfied with days of transmission of the programmes, 38.0% were highly satisfied, 24.2% satisfied and 16.2% not satisfied. For media services especially its programmes to have the intended impact, transmission days should also be carefully selected to achieve that, this is because it gives the programme more awareness and makes it a public agenda to facilitate appropriate

action, (Folarin, 2006). The divorced and widowed group were least satisfied with the transmission days, this implies they may not be abreast with the issues discussed in the programmes or their information needs on women self-development not adequately addressed.

**Table 11: Respondents Satisfaction on Clarity of Programmes**

S/N	Variables Occupation	Very Highly Satisfied	Highly Satisfied	Satisfied	Not Satisfied	Total
1.	Skilled(artisan)	54	0	0	0	54
	Percentage %	100	0	0	0	100
2.	Apprentice	37	62	0	0	99
	Percentage %	37.4	62.6	0	0	100
3.	Professional	0	118	3	0	153
	Percentage %	0	77.1	0	0	100
4.	Others	0	0	140	4	144
	Percentage %	0	0	97.2	2.8	100
	<b>Total</b>	<b>91</b>	<b>180</b>	<b>139</b>	<b>40</b>	<b>450</b>
	<b>Percentage %</b>	<b>20.2</b>	<b>40.0</b>	<b>30.9</b>	<b>8.9</b>	<b>100</b>

The findings on Table 11 show that 20.2% of respondents were very highly satisfied with the clarity of the programmes, 40% were highly satisfied, 30.9% satisfied and 8.9% not satisfied. 37 out of the 99 respondents who are apprentice were very highly satisfied and 62 highly satisfied while the all 144 respondents in the other categories comprising of housewives, applicants, and business people were not satisfied with the clarity of the programmes. The findings imply that the high rate of programme clarity by the group of skilled workers and professionals indicate the high tendency of them understanding the programmes' messages thus meeting their information needs and adding knowledge to them. This also implies that the broadcast language, content and discussants are appropriately selected in cognizance with the objectives of the programmes and various demographics of its target audience. The success of media programmes is determine by its clarity, therefore broadcast language and media content must be carefully selected to achieve its communication goals (Gupta, 2014).

**Table 12: Respondents Opinions on Relevance of Guests to Issues Discussed**

S/N	Variables	To a large extent	To some extent	To a low extent	Not at all	Total
1.	Primary	9	0	0	0	9
	Percentage %	100	0	0	0	100
2.	Post Primary	45	0	0	0	45
	Percentage %	100	0	0	0	100
3.	OND/NCE	45	64	0	0	109
	Percentage %	41.3	58.7	0	0	100
4.	HND/Degree	0	35	47	9	91
	Percentage %	0	38.5	51.6	9.9	100
5.	Post Graduate	0	0	0	196	196
	Percentage %	0	0	0	100	100
	<b>Total</b>	<b>99</b>	<b>99</b>	<b>47</b>	<b>205</b>	<b>450</b>
	<b>Percentage %</b>	<b>22</b>	<b>22</b>	<b>10.4</b>	<b>45.6</b>	<b>100</b>

The findings in Table12 show that 22% or respondents were satisfied to a large extent on the relevance of guests to issues discussed, 22% were satisfied to some extent while 10.4 to a low extent and 45.6% not satisfied at all. Majority of respondents were not satisfied with the relevance of guests to issues discussed, this may be because they are not addressing their information needs on the topics discussed. It is the role of media to circulate knowledge that would inform people of opportunities, teach ideas, skills and attitudes that would facilitate them improve on their quality of lives (Gupta, 2014). However, this objective can only be achieved if appropriate people who are knowledgeable, experts on their fields and have experience in such issues are engaged as agents of change for media programmes. The findings also indicate that respondents' educational qualification affects their opinion on the relevance of guests to issues discussed. Gupta (2014), points out that individual differences in factors such as personality, memory and intelligence affects variance in perception. Literacy level contributes to the understanding of media messages, according to Hasan (2013), educational background affects human communication as people interpret messages in terms of their values, beliefs and backgrounds.

**Table 13: Respondents Opinion on Discussants Expertise in Responding to Questions**

S/N	Variables Area of residence	To a large extent	To some extent	To a low extent	Not at all	Total
1.	Jos North	99	46	14	0	159
	Percentage %	62.3	28.9	8.8	0	100
2.	Jos South	0	0	140	0	140
	Percentage %	0	0	100	0	100
3.	Bassa LG	0	0	9	142	151
	Percentage %	0	0	5.9	94.0	100
	<b>Total</b>	<b>99</b>	<b>46</b>	<b>163</b>	<b>142</b>	<b>450</b>
	<b>Percentage %</b>	<b>22</b>	<b>10.2</b>	<b>36.2</b>	<b>31.6</b>	<b>100</b>

Findings in this table shows that 22% of the respondents agree to a large extent on discussants expertise in responding to questions, 10.2% to some extent while 36.2% to a low extent and 31.6% do not agree at all. Majority of the respondents were not satisfied with the expertise of the discussants however the responses in Jos South and Bassa LGAs show they have similar opinions which is in line with the tenets of the selective perception model, that individuals interpret or react to media message in respect to their beliefs, values, predisposition, (Baran & Davis,2012). The result from the same LGAs also implies that the programmes are not meeting the information needs and adding knowledge to the respondents. As explained by the thesis of the DOI theory, factors like relative advantage, compatibility and simplicity of innovation amongst others elements affects reception of programmes, (Rogers, 2003).

**Table 14: Respondents Opinion on Level of Women Health Issues Discussed in the Programmes**

S/N	Variables Sex	To a large extent	To some extent	To a low extent	Not at all	Total
1.	Male	151	12	26	0	189
	Percentage %	79.9	6.3	13.8	0	100
2.	Female	0	0	174	87	261
	Percentage %	0	0	66.7	33.3	100
	<b>Total</b>	<b>151</b>	<b>12</b>	<b>200</b>	<b>87</b>	<b>450</b>
	<b>Percentage %</b>	<b>33.6</b>	<b>2.7</b>	<b>44.4</b>	<b>19.3</b>	<b>100</b>

Table 14 shows that majority of the respondents were not satisfied with the level of health issues discussed, this shows that it is not addressing the health information needs to

promote women development. Robinson (2009) stated the success of an innovation is dependent on how well it evolves to meet the needs and demands of individuals in a population. Findings also show that the sex of respondents affect their opinion on women health issues discussed on the various programmes, this finding is in line with Gupta (2014) explanation that one of the factors that affect perception of media messages is the sex of individuals.

**Table 15: Respondents Opinion on Women Learning Preventive and Curative Measures of Diseases on the Programmes for Their Development**

S/N	Variables Age(years)	To a large extent	To some extent	To a low extent	Not at all	Total
1.	18 -28	99	45	0	0	144
	Percentage %	68.8	31.3	0	0	100
2.	29-38	0	27	109	0	136
	Percentage %	0	19.9	80.1	0	100
3.	39-48	0	0	90	53	143
	Percentage %	0	0	62.9	37.1	100
4.	49 above	0	0	0	0	27
	Percentage %	0	0	0	100	100
	<b>Total</b>	<b>99</b>	<b>72</b>	<b>199</b>	<b>80</b>	<b>450</b>
	<b>Percentage %</b>	<b>22.2</b>	<b>16.0</b>	<b>44.2</b>	<b>17.8</b>	<b>100</b>

The results from Table 15 is in consonance with the selective theory which highlights that demographics which includes age can affect the perception of individuals. All respondents of the categories of 49 years and above responded they do not learn preventive and curative measures of diseases that facilitate women development, also their opinion could be affected by their peer networks, according to Robinson (2009), one of the factors that offers valuable insights into the process of social change as asserted by the DOI theory is the importance of peer-peer conversations and peer networks and understanding the needs of different user segments as innovation spreads when they evolve to meet such needs.

**Table 16: Respondents Opinion on Programmes' Platform in Highlighting Education as an Empowerment for Women**

S/N	Variables	To a large extent	To some extent	To a low extent	Not at all	Total
1.	Single	81	81	0	0	99
	Percentage %	81.8	81.8	0	0	100
2.	Married	0	107	109	18	234
	Percentage %	0	45.7	46.6	7.7	100
3.	Divorced	0	0	0	73	73
	Percentage %	0	0	0	100	100
4.	Widowed	0	0	0	44	44
	Percentage %	0	0	0	100	100
	<b>Total</b>	<b>81</b>	<b>125</b>	<b>109</b>	<b>135</b>	<b>450</b>
	<b>Percentage %</b>	<b>18.0</b>	<b>27.8</b>	<b>24.2</b>	<b>30</b>	<b>100</b>

Findings on Table 16 show that majority of the respondents were not satisfied that the education issues discussed in the programmes would promote women self development. The different variation of responses from the groups hinges on the theory of selective perception which Folarin (2006) explained that each individual tend to perceive and decode communication messages in the light of previous experiences and current dispositions, needs, moods and memories. This highlights that the reception of messages was affected by these factors thus the same message may have different reaction by individual members in the society. This is reflected by different responses from the various groups.

**Table 17: Respondents Opinion of Programmes Platform in Providing Information on Women Access to Micro Credit Facilities**

S/N	Variables	To a large extent	To some extent	To a low extent	Not at all	Total
1.	Skilled(artisan)	54	0	0	0	54
	Percentage %	100	0	0	0	100
2.	Apprentice	27	64	8	0	99
	Percentage %	27.3	64.6	8.1	0	100
3.	Professional	0	0	153	0	153
	Percentage %	0	0	100	0	100
4.	Others	0	0	26	118	144
	Percentage %	81	64	187	118	450
	<b>Total</b>	<b>81</b>	<b>64</b>	<b>187</b>	<b>118</b>	<b>450</b>
	<b>Percentage %</b>	<b>18.0</b>	<b>14.2</b>	<b>41.6</b>	<b>26.2</b>	<b>100</b>

Findings on Table 17 show that majority of the respondents were not satisfied with the programmes in providing information on women access to micro credit facilities. Audience would show more interest to these programmes if they are addressing their felt needs, (Robinson, 2009). The same response of all respondents in the skilled category and all respondents in the professional category show that opinion on innovation can be molded through peer networks and conversations (Robinson, 2009), the occupation in this situation is the peer network. The findings also indicate that the artisans watch or listen to the programmes because it is not only providing them with information but in line with their values, beliefs or predisposition (Baran & Davis, 2012).

**Table 18: Respondents Opinion on Programmes Meeting Women Information Needs on Interventions, Skills Acquisitions, Professional Trainings and Business Ideas**

S/N	Variables Level of education	To a large extent	To some extent	To a low extent	Not at all	Total
1.	Primary	9	0	0	0	9
	Percentage %	100	0	0	0	100
2.	Post primary	45	0	0	0	45
	Percentage %	100	0	0	0	100
3.	OND/NCE	36	73	0	0	109
	Percentage %	33.0	66.9	0	0	100
4.	HND/Degree	0	27	54	10	91
	Percentage %	0	29.8	59.3	10.9	100
5.	Post Graduate	0	0	0	196	196
	Percentage %	0	0	0	100	100
	<b>Total</b>	<b>90</b>	<b>100</b>	<b>54</b>	<b>206</b>	<b>450</b>
	<b>Percentage %</b>	<b>20</b>	<b>22.2</b>	<b>12</b>	<b>45.8</b>	<b>100</b>

Findings show that majority of the respondents were not satisfied with the programmes in meeting the information needs of women on interventions, skills acquisition, professional trainings and business ideas. All respondents in the primary and post graduate categories share the same opinion of the programmes instrumentality in meeting their information needs as against the majority opinion, this supports the postulations of the selective perception model that education can affect audience's opinions on media messages

(Gupta, 2014). This also can be premised on their peer networks and conversations where they share opinions on issues that affect their well-being. Respondents in the post graduate category all share the same opinion which is also affected by their peer networks and conversations even though Hasan (2013) asserted that it does not occur among all people in all communication processes. The response of these groups is also in line with the DOI theory which highlights that factors like relative advantage, compatibility, complexity, triability and observability affect the success or acceptance of an innovation and this results to their different level of response, reception and adoption of messages. These categories can be segmented at different levels of venturesome innovators (cosmopolitan category), early adopters (local system), early majority, late majority, and laggards (Baran and Davis, 2006). The primary and post primary school holders are the venturesome in this situation, the category of OND/NCE early adopters, HND/Degree early majority and post graduate as the late majority.

**Table 19: Relevance of the Programmes Recommendations in Addressing Development Needs of Women**

S/N	Variables Area of residence	To a large extent	To some extent	To a low extent	Not at all	Total
1.	Jos North	90	46	23	0	159
	Percentage %	56.6	28.9	14.5	0	100
2.	Jos South	0	0	140	0	140
	Percentage %	0	0	100	0	100
3.	Bassa	0	0	23	128	151
	Percentage %	0	0	15.2	84.8	100
	<b>Total</b>	<b>90</b>	<b>46</b>	<b>186</b>	<b>128</b>	<b>450</b>
	<b>Percentage %</b>	<b>20.0</b>	<b>10.2</b>	<b>41.3</b>	<b>28.4</b>	<b>100</b>

Findings in Table 19 show that majority of the respondents perceive the programmes as not effective in providing recommendations in addressing the development needs of women. All the respondents in Jos South LGA have the same opinion on the programmes, this is in line with the selective perception model that individuals react and interpret messages

which are consistent with their beliefs, values and predisposition, the respondents in the area may have the same beliefs and values thus have the same opinion (Baran & Davis, 2009). Gupta (2014) stated also that demographics such as environment affect interpretation and perception of media messages. The same opinion also means the recommendations are addressing the development needs of women in the area (Robinson, 2009). The opinion of the respondents can be molded in consonance with the DOI theory whose tenets highlights that factors that influence and determine the variation for adoption of an innovation are its relative advantage measured in terms of economic advantage, social prestige, convenience, or satisfaction; compatibility meaning how the innovation is consistent with the values, experiences, and needs of the potential adopters; complexity - simplicity and ease of use of innovation; triability - less risk to the user because before a commitment to adopt is decided; observability - the extent to which the innovation provides tangible result, lowers uncertainty and stimulates discussion (Rogers, 2003).

**Table 20: Respondents Rating of Programmes as Good Platform in Meeting Women Information Needs Required For Their Development**

S/N	Variables Sex	Very Effective	Effective	Moderately Effective	Not Effective	Total
1.	Male	90	63	36	0	189
	Percentage %	47.6	33.3	19.0	0	100
2.	female	0	0	112	149	261
	Percentage %	0	0	42.9	57.1	100
	<b>Total</b>	<b>90</b>	<b>63</b>	<b>148</b>	<b>127</b>	<b>450</b>
	<b>Percentage %</b>	<b>20.0</b>	<b>14.</b>	<b>32.9</b>	<b>33.1</b>	<b>100</b>

The findings on table 20 show that no male respondent rated the programme as not effective as a good platform in meeting women Information needs required for their development, this shows that demographic such as sex affect the opinions of the respondents (Gupta,2014). The high rating by the men may be based on their beliefs, values, predisposition and experience as explained by tenets of the selective perception perspective.

The response can be affected by factors such the programmes' perceived relative advantage and compatibility amongst others as explained by the DOI theory (Rogers, 2003). From the table, no female respondent rated the programme very effective in meeting their information needs, the response of women from these findings imply that the programmes needs reinvention, which Robinson (2009) mentioned as a key principle in Diffusion of Innovations in the adoption of an innovation, it is also dependent on how well it evolves to meet the needs and demands of individuals in a population. When a programme has no new information or idea, its viewership may decline thus the importance of improvement as highlighted by reinvention.

**Table 21: Respondents Rating of Programmes Relevance in Attracting Both Local and International Interventions for Women Development.**

S/N	Variables Age(years)	Very Effective	Effective	Moderately Effective	Not Effective	Total
1.	18-28	18	64	62	0	144
	Percentage %	12.5	44.4	43.1	0	100
2.	29-38 45	0	0	38	98	136
	Percentage %	0	0	27.9	72.1	100
3.	39-48	0	0	0	143	143
	Percentage %	0	0	0	100	100
4.	49 above 0	0	0	0	27	27
	<b>Total</b>	<b>18</b>	<b>64</b>	<b>100</b>	<b>268</b>	<b>450</b>
	<b>Percentage %</b>	<b>4.0</b>	<b>14.2</b>	<b>22.2</b>	<b>59.6</b>	<b>100</b>

Findings from Table 21 show that all respondents of age ranges of 39 to 48 and 49 and above have the same opinion in rating the programmes relevance in attracting both local and international interventions for women development, it shows that age affects opinion and interpretation of media messages which is often facilitated by peer networks and conversation (Robinson, 2009). The findings also indicate that the variations in opinions as highlighted by the tenets of the selective perception theory can be influenced by demographics such as sex, age, beliefs, values, predisposition etc. it also indicates the need for reinvention to ensure the

programme is improved upon to serve as platform to attract interventions which would facilitate improvement in the quality of lives of women.

**Table 22: Respondents Suggestions on Ways to Improve the Programme.**

S/N	Variable	Frequency	Percentage (%)
1.	More time and days should be allocated for the programmes	234	52.0
2.	Transmission should be extended to more Villages	63	14.0
3.	The programmes should be broadcast in many languages	108	24.0
4.	The programmes should be aired when people are at home, not when they are in their places of work	45	10.0
<b>Total</b>		<b>450</b>	<b>100.0</b>

### 4.3 Discussion of Findings

#### Question 1: level of audience awareness of the women development programmes

According to findings in this study, 40% of respondents are aware of the programme *Women in Action* while 60% are aware of the programme *Muryar Mata*. The level of awareness for the male respondents is high for the programme *Women in Action*, 180 out of the 189 male respondents are aware of the programme while 9 of them are aware of the Programme *Muryar Mata*. Findings show that all the 261 female respondents are aware of the programme *Muryar Mata* while no female respondent is aware of the programme *Women in Action*. Residents of Jos North LGA ratings are in line with Ojenike, Ougbemi and Ojenike (2016) assertions that the media plays a critical role in increasing economic efficiency and stability variations and this is facilitated by the level of awareness of its programmes to achieve that. In line with this, the discussants' expertise is expected to provide information regarding that to facilitate women development through the programmes' platform. In relation to this also, Nimala (2015) appraised the media as very significant in creating awareness on

the need to demand for development through designing specific programmes for such objectives and stimulating relevant stakeholders and the affected group for subsequent appropriate action. Findings show that the factors that facilitate level of audience awareness of the women development programmes include the use of radio and television as medium of transmission, broadcast language of the various programmes, content, duration of the programmes, time schedules and days of transmitting the programmes respectively and its clarity.

The result of table 6 shows that English and Hausa languages are popular and understood by respondents across different educational qualifications in the various study areas. This is in line with the view of Nyekwere and Nyekwere (2012) who stressed the importance of adopting indigenous broadcast language to achieve communication goals. Maina (2013) also recommended same to ensure inclusiveness of all classes of people and to meet their needs stating broadcast stations especially radio should transmit series of programmes in languages and dialects commonly used in the areas. Even though Hasan (2013) mentioned age and educational background as factors that affect human communication and interpretation of messages, all the respondents across different educational qualifications understand the broadcast languages adopted for these programmes. Findings in Table 7 reveal the rating of the programmes content by respondents in Jos North, Jos South and Bassa LGAs which supports the tenets of the selective perception theory that environment can affect interpretation and opinion of media messages, the individuals in these areas may have similar beliefs, values and experience though at different level of variations.

Table 8 shows that duration of a media programme is one of the factors that affect level of its awareness, the males were more satisfied with the duration of the various programmes, according to the thesis of selective perception theory as explained Gupta (2014), individual differences in physical factors such as sex and age can be studied and used in

understanding the source of variance in their perception, the male respondents showing more awareness can be in line with their opinions that enough duration is allotted to discuss issues that affect women development. The variation in responses also indicates the need for reinvention, in table 8, 42 out of the 261 female respondents were not satisfied with the duration of the programmes. Reinvention as explained by Robinson (2009) would help improve the programme and ensure it satisfied the different segment of media users. The time schedule and transmission days of the programmes contribute to its awareness.

In the period of this study, *Women in Action* is transmitted 5pm every Friday with a repeat broadcast 9.30 am on Tuesdays and *Muryar Mata* is transmitted 8.30 pm on Thursdays. Time schedule affects awareness of media programmes, in supporting this, findings of Owens-Ibie and Ogwezzy (2011) in a study, show that awareness of programmes is mostly affected by issues discussed, age, time and presenters. In table 9, cross tabulation using age as the independent variable gives insight that age affects the level of awareness of the women development programmes (Gupta, 2014). This is facilitated through peer network and conversations in line with these programmes meeting their felt needs (Robinson, 2009). This is more evident with the age range of 49 years and above where all the respondents have the same opinion on their satisfaction with the time schedules of the various programmes. Also, in stressing the importance of appropriate time schedule as a factor that affects level of awareness, Owens-Ibie and Ogwezzy (2011) stated the time schedule for programmes should be suitable for its target audience, one of the recommendations by respondents on table 22 on how to improve on the programmes, is to air them when its target audience are at home and not in their places of work, this is particular to the rebroadcast of *Women in Action* aired on Tuesdays by 9.30am where the respondents who reside in semi urban areas are expected to be in their places of work or farms.

Table 10: shows the variation in responses according to respondents' marital status. This is in line with the thesis of the selective perception theory that such factors can affect perception of media messages (Hasan, 2013). The level of awareness through marital status categorization gives insight that their response can be based on the relative advantage of the programmes in addressing their felt needs and in line with their values and beliefs (Baran & Davis, 2006). Table 11 also shows that variations in respondent's opinion on clarity of programmes can affect its level of awareness. When content is not clear, the level of its awareness can be low as audience do not understand the information disseminated so may lose interest in viewing or listening to the programmes. When a media programmes is also not clear, it does not have the capacity to circulate knowledge, teach skills, give new ideas or give information to facilitate the general improvement on the well being of women which is the major goal of the programmes (Gupta, 2014).

**Question 2: Audience opinion of the relevance of PRTV women development programmes in meeting the information needs of women to facilitate development.**

The respondents' opinions on the relevance of women development programmes in meeting their information needs includes: the relevance of guests invited to the programmes; the expertise of discussants in responding to questions; general health issues discussed in the various platforms which includes information on access to quality health care delivery including preventive and curative measures; campaign messages on education as an empowerment for women and implications of neglecting girl child education; information on where to access micro credit facilities and recommendations proffered on the programme towards effective strategies in addressing the development needs of women.

Table 12 shows that respondents across different level of educational qualification have different opinion on the relevance of guests to issues discussed in the programmes. All the primary and post primary school holders rated the guests as relevant in providing women

with relevant and new information on issues that affect their development. This result as explained by the DOI theory illustrates the element of observability, which affects reception and adoption of messages and occurs when an innovation provides tangible result, lowers uncertainty and stimulate discussions. This implies that the guests invited as perceived by these groups provide appropriate responses and information directed towards addressing audience queries. In some episodes, the guests who are mostly women narrate their personal experiences on the challenges they encountered to reach their current positions or their campaigns to better the lives of women, the stories and information they provide serve as a tangible result to the audience of the programmes. The result of the findings by the primary and post primary school holders also indicate that the invited guests discuss issues in line with audience beliefs, predisposition and values as posited by selective perception theory. The table shows 147 out of the 191 respondents with HND/Degree certificates agree to a low extent the relevance of guest to issues discussed while 9 respondents do not agree at all, this is in view with Gupta (2014) assertion that education affects opinions of audience on media messages.

Table 13 shows that the variation in respondents' opinion on discussants expertise was in line with their locations, the findings indicate that all respondents in Jos South LGA share the same opinion that the discussants do not have enough expertise and 94.7% respondents in Bassa LGA who also have the same opinions opined that the discussants on the programmes do not have expertise at all in responding to question. For the media to discharge its function of prioritizing communication processes for development, the need to involve appropriate stakeholders is necessary to generate public debates for appropriate action. This is also in line with Nimala (2015) appraisal of the media as very significant in sensitizing people on the need to demand for development through designing specific programmes for such objectives and stimulating relevant stakeholders and the affected group for subsequent appropriate

action. This however achievable with relevant person engage in media development programmes. The views of respondent in Jos South and Bassa LGAs implies that the programmes are not addressing the felt needs of women in the areas (Robinson, 2009). It also indicates the need of reinvention to improve on the programmes to meet the needs of women across different locations in the Plateau.

Table 14 shows that the male respondents rated the programmes high in discussing women health issues leading to their development. This is in line with Odurume (2015) view that the media is relevant and instrumental in facilitating the success of health campaigns and ensuring the success of health programmes through enlightening and sensitizing the citizenry. This also indicates that the information disseminated through these programmes is providing knowledge to the people on ways of combating diseases as also seen in Table 15 through meeting their felt needs (Robinson, 2009). However, the variations of responses specifically from the female respondents in Table 14 where 66.7% agree to a low extent and 33.3% do not agree at all that health issues leading to women development are discussed in the programmes indicates that the programmes are not relevant in addressing their information needs on health issues hence the of need reinvention as recommended by Robinson (2009). This is to ensure new ideas are infused in the programmes to meet the needs of different audience members. The tenets of the DOI theory as explained by Gupta (2014) requires that factors of: awareness-exposure to the information; interest- shown in the new idea through making efforts to seek additional information; evaluation-the mental application of the innovation to an individual's personal situation; trial-the test running of the innovation on a pilot stage to decide on its utility and relevance; and finally the adoption stage as prerequisites for adopting new innovation (Gupta, 2014). The male respondents' ratings of the programmes high and the females low on their relevance in providing health information and promoting women development was according to these processes. The findings in Table 16 to 21 is in line with

tenets of the DOI theory, the variation in responses as explained by Robinson (2009) highlights that these programmes were perceived in line with their relevance in accelerating women development through campaign messages, highlighting education as an empowerment for women, providing them with information on access to micro credit facilities, meeting women information needs on interventions, skills acquisitions, professional trainings and business ideas and general information to improve on their quality of life. The variations in opinions can be explained in relation to three valuable insights into the process of social change which is the qualities that makes an innovation spread; the importance of peer-peer conversations and peer networks and understanding the needs of different user segments (Robinson, 2009).

Even though there are varying opinions by the respondents of the programmes in facilitating women development, the major goal of DEVCOMM as Nanda (2017) explained, is the engagement of stakeholders and policy makers to establish favorable environments and promote information exchanges to facilitate positive social change through sustainable development. This is through information dissemination and media advocacy for social change amongst others. In support of this view, Baum (2008) asserted that radio programmes promote issues of gender equity, education, trade and commerce, poverty and social problems and enhances the capacities of local people to work together to tackle a range of social problems. Bau (2009) also stressed media instrumentality in developing countries as a valuable tool in challenging gendered power structures and its significance in engaging diverse voices, including those of women to engage with channels of media communication so that their priorities are made known and issues discussed.

### **Question 3: The strengths and weaknesses of the women development programmes of PRTV and how can it be improved.**

The strengths of the programmes are: high awareness of the programme *Women in Action* by the male respondents and *Muryar Mata* by the female respondents as seen in Table 2. The finding is in line with the views of the DOI theory where factors like relative advantage, compatibility, complexity, triability and observability play vital role in facilitating adoption and reception of innovation (Rogers, 2003). In stressing the importance of media's role in creating awareness, Meti (2014), through a study in India revealed that the mass media played a vital role through its social responsibility role in creating awareness about policies and programmes of development, the awareness as seen in table 3 was facilitated by the accessibility of the channel of transmission by the different age ranges which is a strategy to achieve a communication goal (Gupta, 2014). In creating awareness for programmes, channels engaged can also affect the results, the respondents across the different age groups are most aware of the programme through the radio, this is in line with the findings of Baum (2008) that the audience of radio programmes are high in number because of its accessibility and issues of social problems it strives to address. Robinson (2009) further explained the tenets of the DOI theory that an innovation can spread through peer-peer conversations and peer networks. The frequency of viewership by majority of the respondents which is 340 out of the 450 respondents as seen in Table 4 is a strength for these programmes, any development programme conceived to address a specific issue is expected to be viewed by the target audience, Eastman and Ferguson (2009) further explained that the recipe for a successful programme production is to target a demographically desirable audience and choose appropriate programme for the audience. The use of appropriate broadcast language as seen in table 6 where 360 out of the 450 respondents understand the languages facilitate its reception, according to Nyekwere and Nyekwere (2012) adopting indigenous broadcast

language is important in facilitating understanding of its messages and positive feedback. Gupta (2014) also stressed the need of selecting appropriate language(s) to achieve communication objectives, also good content of the programme ensures its success.

Table 7 shows only 39 respondents were not satisfied with the content. Adedokun, Adeyemo and Olurunsola (2012) stated that objectives of media programmes are achievable through the adoption of appropriate media content to suit target audience. The satisfaction of the content by the respondents was facilitated through the programmes meeting the felt needs of its audiences, as explained by Baran and Davis (2006), factors such as relative advantage and compatibility of innovation facilitates its reception and adoption. Media content is a major criterion to achieve communication objectives, to Owens-Ibie and Ogwezzy (2011), content of programmes affects its awareness. The duration of the programmes as seen in table 8 where only 42 respondents were not satisfied with it indicates the need for enough duration to address development issues even though the high cost of managing a media house has led to the commercialization of news, the transmission of only sponsored programmes, political agenda or interest of media owners to ease the financial burden. In relation to this, Reiz (2008) asserted that the media is solely use for commercial purposes to make profits with little regard on championing the needs of the people, also, Owen (1999) also made the assertion that the agenda of the media is still being controlled by media and political elites and will go as far as to stimulate public discussions and feedback for their purposes. Appropriate time schedule for media programmes affects its awareness and the number of audience that would view its programmes. Table 9 shows only 71 respondents not satisfied with its time schedule, this shows the importance of conducting surveys on the best time to air programmes to get the attention of the target audience. When the time is not appropriate for them, the objectives of the programmes would be difficult to achieve.

This is also to ensure optimum awareness of the programmes by the target audience and the assimilation of its content (Owens-Ibie & Ogwezzy, 2011). The days of transmitting the programmes were appropriate where only 72 respondents were not satisfied with it as seen in Table 10, there is a rebroadcast of the programme *Women in Action* to give its audience who have may have missed the 5pm transmission on Fridays or want to assimilate the content more watch it on Tuesdays by 9.30am. This is to ensure the programme gets the intended impact. Transmission days should be carefully selected to create awareness on issues raised in these programmes to make them public agenda and facilitate appropriate action (Folarin, 2006). The clarity of programmes as seen in table 11 where only 4 respondents were not satisfied with the clarity is facilitated through selecting appropriate broadcast language, content and discussants in line with the objectives of the programmes and its audience. To Gupta (2014), media content must be carefully selected to achieve its communication goal which entails its clarity.

The aforementioned strengths of these programmes were submissions by the majority of the respondents, disparity in their general responses or opinions as outlined using their demographics are in line with the selective perception model which explains that the values, beliefs, education, sex, environment and predisposition of media users affect their interpretation of media messages. This implies the same information may carry different meaning for different people. To Hasan (2013), the thesis of selective perception explains that the tendencies of the audience members to misperceive and misinterpret persuasive messages is in accordance to such factors. Another explanation of their disparities is the awareness of these programmes through various peer conversations and networks which is premised by the programmes addressing the felt needs of its various audience members categorized in this study by their sex, location, education, age range, marital status and occupation. Their opinions as explained by the tenets of the DOI theory is facilitated through the perceived

relative advantage of the information on the platform, its compatibility with their beliefs and values, its simplicity to use, its perceived less risk to the users and evidence of its result or impact (Rogers, 2003).

The weaknesses of these programmes includes lack of uniform awareness of the programmes, all the female respondents were not aware of the programme *Women in Action* while 4.8% of the male respondents were aware of the programme *Muryar Mata* as seen in table 2, this finding indicates the need of reinvention for these programmes, as explained by Robinson (2009), reinvention would help improve the programme and ensure it satisfies the needs of different individuals in a population. When the needs are address, it facilitates more interest and the ability of the programmes to add knowledge on improving the quality of women lives (Gupta, 2014). Inconsistency in programmes' viewership, as seen in table 4 where 90.4% of the Divorced respondents and 100% of the widowed respondents do not watch the programmes. The opinion of this group indicates the programmes are not in line with their beliefs or values, as explained by the selective perception model, interpretation of media messages would be in line with their beliefs, values and predisposition (Gupta, 2014) and the satisfaction of their needs and desires as explained by the DOI theory, where relative advantage of an innovation increases the interest and awareness of the programmes (Robinson, 2009).

This result also support Babatunde, Ifedayo and Ishola (2013) assertion that media coverage of women issues in Nigeria has been unimpressive. this indicates the need of reinvention where rebranding the programmes would create and sustain the interest of the viewers and ensure its ability as a platform for them to get updated information to improve the quality of lives of women; low appeal in sustained programmes' viewership in duration of review as seen in table 5 where 38.9% of the occupational category of `others` comprising of housewives, business persons and applicants view these programmes for 3 to 5 years and 54.9

% of the same group viewed them for 6 to 10 years, the remaining groups viewed them for less than 3 years. These programmes have been transmitting for more than 10 years, however for this study, the scope was for 10 years but even with this, viewers did not show interest in viewing these programmes for the 10 years duration, according to Gupta (2014), interest in programmes is facilitated if it is meeting the needs of its audience and adding knowledge to them, when the programmes do not provide new or relevant information, its audience would seek other platforms to satisfy their information needs.

Thus, in line with this, Babatunde, Ifedayo and Ishola (2013) stated that the commercialization of the media and its selective coverage weakens the thrust placed on it to expose the development needs of identified vulnerable groups and marginalized communities. To address this, there is a need for reinvention which recommends that no programmes should rest on its laurels but consistently be improved upon to meet the need of its various audiences. Time schedule of programmes as seen in table 9 shows that 100% of the age range 49 years and above, 30.8% of the age range 39-48 years were not satisfied with the time schedule, even though majority of the respondents were satisfied with the time schedule but the researcher highlighted it as a weakness because all respondents in a category were not satisfied with the time, this implies that this can hinder them from adding knowledge or getting information to improve the lives of women, in line with this, it indicates the need for reinvention to ensure the felt needs of all segment of media users are addressed. Other weaknesses identified such as programmes transmission days as seen in table 10, 100% of the widowed group and 38.4% of the divorced group were not satisfied with the days; views of the relevance of guests to issues discussed as seen in table 12 which shows that 77% of the HND/degree agree to a low extent of their relevance and 4.7 % of the same group do not agree at all of their relevance; low confidence by audience in discussants expertise in responding to questions as seen in table 13 which shows that 94.7 of the residents in Bassa LGA do not agree at all that the discussants

have the requisite expertise while in Jos South LGA, 100% agree to a low extent; one of the weakness of these programmes also is the extent of health issues discussed in the programme as seen in table 14 which shows that 200 out of the 450 respondents agree to a low extent agree that health issues affecting women development are discussed in the programmes while 87 respondents do not agree at all.

The programmes have been under utilized in addressing health issues which undermines the objectives of development communication which Anaeto and Anaeto (2010) stated can create opportunities for women empowerment through facilitating their access to quality health care delivery. The media has been appraised for providing relevant and new information on health when adopted in developing societies or for vulnerable groups, Bakhali, Almainan, Bahkali, Almainan, Househ and Alsurimi (2015) highlighted that the social media has the potential to improve women's health in developing countries through health education and promotion. Odurume (2015) also stated that the media is relevant and instrumental in facilitating the success of health campaigns and health programmes through enlightening and sensitizing the citizenry; another identified weakness of the programme is the lack of confidence in the programmes capacity in teaching preventive and curative measures of diseases as seen in table 15 which shows that 100% of the respondents of age range 49 years and above do not agree at all the programmes perform such function and 37.1% of ages 39 to 48 years also have the same views; inadequate enlightenment of education as an empowerment for women as seen in table 16 shows that 100% of both the widowed and divorced group do not agree the programmes perform such function, while 7.7% of the married group have the same view. It therefore requires reinvention to improve on the content of the programmes to address women education issues.

As a DEVCOMM programme, the women programmes are expected to facilitate women development through formal or non-formal education, as explained by Anaeto and

Anaeto (2010), DEVCOMM creates opportunities for empowerment through teaching skills, business opportunities and adding knowledge through formal or non-formal education to marginalized societies and vulnerable groups. In line with this, Asemah, Edegoh and Olamuji (2013) stated that the media has a crucial role to play in the promotion of girl- child education but the discharge of this role is at a minimal level. Oyelude and Bamigbola (2013) asserted that in Africa and especially Nigeria, women contributions to the nation's economic, social, and political input is far below expectation because most of them are marginalized in accessing information needed for empowerment. This access can be facilitated through education. Inadequate provision of information on women access to micro credit facilities as seen in table 17 shows that 81.9% of the group `others` do not agree at all, 100% of the professional group to a low extent, 8.1% of apprentice and 18.1% of the others also have the same view. Economic security is a critical part of women's overall well-being that contributes to their educational attainment, health, family stability, and community engagement (Heiss and Roman, 2016).

In relation to this, reinvention to include information on access to micro credit facilities is required for this programmes; the programmes meeting information needs of women in access to interventions, training and business ideas as seen in table 18 which shows that 100% of the post graduate group do not agree at all to the statement, 5.2% of the HND/degree group share the same view, 80.6 % of the same group to a low extent. However, this can be addressed as recommended by Tosanwumi and Ekwuazi (1994), through development programme designers and implementers using needs assessment information to solicit support for interventions and other development benefits. To, Grisprud (2002), the media can assist in promoting women development through media programmes or publications advocacy in addressing their issues, this is because the media is viewed as a source of power that influences, controls and promotes new standards in society, thus the

needs of women can be addressed on the platform through engaging critical stakeholders to champion the cause or take appropriate actions. Views of the relevance of the programmes recommendations in addressing development needs of women as seen in table 19 shows that 84.7% of the residents of Bassa LG do not agree at all to this position.; views of the programmes rating as good platform in meeting the information needs of women to facilitate their development as seen in table 20 shows that 57.1% of female respondents believe it is not effective to serve that function; all these weaknesses highlighted indicate the need for reinvention to address these disparity in opinion by the different categories of the audience.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter is a summary of the study conducted, conclusions drawn from findings, recommendations proffered and suggestions for further studies in relation to the research subject matter.

#### 5.2 Summary

This study was conducted to assess audience perception of women development programmes which are *Women in Action* and *Muryar Mata* on PRTVC in three study areas of Jos South, Jos North and Bassa Local Government Areas. The scope of this study was ten years from 2006 to 2016 because the programmes have been transmitting for more than ten years.

Relevant literatures were reviewed in this study which appraises the significance of the media in promoting women development through satisfying their information needs and adding knowledge to accelerate the process. Scholarly contributions consulted related to this study indicates that more literature on analysis of audience perception of women development using demographics is required to assist towards reinventing programmes and achieving its target objectives. The study adopted Selective Perception Model and Diffusion of Innovation theory. The selective perception model highlights that different perception by audience of the programmes can be premised by their beliefs, values occupation, age, predispositions and social status amongst others. The DOI theory explains that the success of an innovation is dependent on how well it evolves to meet the needs and demands of individuals in a population, hence perception would hinge on that.

The study adopted survey as its research method because it is appropriate for estimating the characteristics of a large population of interest based on a smaller sample from that population and multi stage sampling technique because of the series of sampling techniques that was embarked upon before the final selection of respondents, the sample was selected in stages because the population was too large and scattered for it to be practical to make a sampling frame of the entire population from which to draw a sample. The population for the study was the general public and 492 was its sampling size derived using the sample size calculator. The questionnaire was used as the study's instrument for data collection. A pilot study was conducted in Pankshin LGA to measure the instrument's validity and its reliability, the reliability was measured using the Cronbach Alpha technique which was 0.989.

Data analysis was done using the Social Sciences Statistical Package (SPSS) for study. Major findings show that there is a wide disparity on the level of awareness of the women development programmes between the male and female respondents, different categories of audience members had varying position on the programmes relevance in facilitating women self development but majority of them, which is 411 out of 450 respondents were satisfied with programme content, broadcast language, clarity, time schedule, transmission days and the duration but there is a need for more content on education, health and access to economic empowerment information, the major weaknesses are low appeal for viewership across different demographics, low confidence on relevance of guests to issues discussed and their expertise in responding to questions. These weaknesses indicate the need for reinvention to improve on the programme and ensure it addresses the needs of its various segment of audience members.

### **5.3 Conclusion**

The study concludes that the programmes are relevant in meeting audience information needs to facilitate women development. This is through the use of broadcast languages understandable to its audience, the access of its transmission channels across its various audience members and clarity of its messages. However it needs reinvention to ensure constant improvement in the programmes to sustain interest and viewership through improving on its content to meet women critical needs to facilitate their development. The programmes need review on the relevance of guests invited to the programme, expertise of discussants in responding to questions and more inclusion of information on health, education and economic empowerment on women to improve the quality of their lives. This is because different variations of opinions across various demographics of age, sex, occupation, location, marital status and level of education were recorded. This justifies the tenets of the selective perception model that interpretation and perception of programmes can be in line with the audience individual values, educational level, beliefs, social relationships predisposition and the DOI theory which highlights that programmes should evolve to meet the needs and demands of the potential adopters and is facilitated through awareness by peer network conversations and networks. The theories highlight, that these factors affect their interpretation and opinions on the programmes.

### **5.4 Recommendations**

Based on the findings of this study, the researcher recommends the following:

- i. The producers of the programmes should engage more relevant guests in their discourse to ensure it achieve its objectives and generate the appropriate action for women and the society to take to facilitate women self development.
- ii. The producers of the programmes should engage discussants who have the expertise in responding to questions asked or other enquiries.

- iii. Reinvention should be adopted by the management of PRTVC for all the women programmes, it should include more information on women health issues, preventive and curative measures of diseases, advocacy messages on education as an empowerment for women, information on women access to micro credit facilities, information on interventions, skills acquisitions, professional trainings and business ideas. This is to ensure constant improvement and meeting the needs of different segment of its audience.
- iv. The PRTVC management should increase the duration and frequency of the programme to become more empowered as an agenda setter in the society.
- v. The organization should expand its coverage areas to more communities in rural areas for more access to information and addition of knowledge by its media users.
- vi. PRTVC should include indigenous languages in Plateau State for the programmes transmission.
- vii. The programme should have a phone in segment where members of the audience can call in for enquiries, suggestions and recommendations.
- viii. The producers of the programmes should streamline their content to serve as a platform where donor agencies can access needs assessment of women in Plateau for appropriate action.

### **5.5 Suggestions for Further Studies**

Further studies can be conducted to add more literature on women development with these research topics:

1. A study on comparative analysis of women development programmes in PRTVC should be conducted on the different audience of the programmes, this is to examine

which is rated high by the audience and reasons for that. This would help proffer modalities on specific issues to address to improve the programmes. The study would also serve as a guideline for producers to compare notes on the various programmes, share experiences on the collective efforts to make women issues public agenda for appropriate action.

2. Assessment of radio programmes in improving small scale women farmers in Plateau. This study would help in evaluating radio programmes in addressing the information needs of Plateau rural women who are mostly farmers. Reports show that they have suffered over the years on crop disease such as potato blight, the information on the programmes can augment the various trainings they get to forestall more losses.
3. Audience perception of celebrities' endorsement in promoting women development programmes. The members of the society have celebrities in which they highly respect, their opinions on challenges of women would further amplify media efforts in setting public agenda to fast track their development. The study would appraise different celebrities who have conducted campaigns on issues of women development.

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**APPENDIX A**  
**SAMPLE SIZE CALCULATOR**

## Sample Size Calculator

This calculator gives out the number of sampling/ observation needed for a measurement based on requirements.

### Find Out The Sample Size

#### Result

You will need to measure **164** or more samples.

Confidence Level:	<input type="text" value="80%"/>	
Confidence Interval:	<input type="text" value="5"/>	%
Population Proportion:	<input type="text" value="50"/>	%. Use 50% if not sure
Population Size:	<input type="text" value="407912"/>	Leave blank if unlimited population size.
<input type="button" value="Calculate"/>		

### Find Out The Confidence Interval

## Sample Size Calculator

This calculator gives out the number of sampling/ observation needed for a measurement based on requirements.

### Find Out The Sample Size

#### Result

You will need to measure **164** or more samples.

Confidence Level:	<input type="text" value="80%"/>	
Confidence Interval:	<input type="text" value="5"/>	%
Population Proportion:	<input type="text" value="50"/>	%. Use 50% if not sure
Population Size:	<input type="text" value="546539"/>	Leave blank if unlimited population size.
<input type="button" value="Calculate"/>		

### Find Out The Confidence Interval

## Sample Size Calculator

This calculator gives out the number of sampling/observation needed for a measurement based on requirements.

### Find Out The Sample Size

Result

You will need to measure **164** or more samples.

Confidence Level:	<input type="text" value="80%"/>	
Confidence Interval:	<input type="text" value="5"/>	%
Population Proportion:	<input type="text" value="50"/>	%. Use 50% if not sure
Population Size:	<input type="text" value="248868"/>	Leave blank if unlimited population size.
<input type="button" value="Calculate"/>		

## APPENDIX B: RESULTS OF RELIABILITY

### Reliability

[DataSet0]

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.
	Excluded <sup>a</sup>	0	0.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.989	.991	20

## APPENDIX C

# QUESTIONNAIRE

Department of Mass Communication,  
Faculty of Social Sciences,  
Ahmadu Bello University,  
Zaria.  
3<sup>rd</sup> July 2017.

## QUESTIONNAIRE ON THE STUDY OF “AUDIENCE PERCEPTION OF PLATEAU RADIO TELEVISION (PRTV) WOMEN DEVELOPMENT PROGRAMMES”.

Dear Respondent,

This research is on the above subject and the researcher will like to solicit your cooperation in responding to the questionnaire for the women development programmes `Women in Action and Muriyar Mata being transmitted on PRTV. It is to conclude a study towards an M.Sc. programme in Mass Communication.

All information will be treated with utmost confidence.

Thank you for your kind consideration.

**INSTRUCTION:** Please tick only one appropriate answer in each case

### **SECTION A: Demographic information of respondents**

1. Sex a. Male  b. female
2. Age Range: a. 18-28 years  b 29-38 years  c.39-48 years  d. 49years & above
3. Marital status a. Single b. Married c. Divorced d. Widow/Widower
4. Occupation a. skilled (artisan)  b. apprentice  c. Professional  d. others (please specify)  
\_\_\_\_\_
5. Level of Education a. primary  b. post primary  c. OND/NCE  d. HND/Degree   
e. Post Graduate & others
6. Area of residence a. Jos North LG  b Jos South LG  c. Bassa LG

### **SECTION B: Level of awareness and factors that facilitate the level of awareness of Women**

#### **Development programmes in PRTV.**

7. Please tick if you watch any or all of these programmes?

1	<i>Women in Action</i>	
2.	<i>Muriyar mata</i>	

8. How did you know about the programmes?

- A. Through family
- B. Through friends
- C. The television
- D. Radio

<b>9.</b>	How often do you watch these programmes	Sometimes	Not at all
A	<i>Women in Action</i>		
B	<i>Muriyar Mata</i>		

<b>10</b>	How long have you been watching the programmes	Less than a year	1-2 years	3-5 years	6-10 years
A	<i>Women in Action</i>				
B	<i>Muriyar Mata</i>				

<b>11</b>	Do you understand the language of broadcast?	Yes	No
a.	<i>Women in Action</i>		
b.	<i>Muriyar mata(Hausa)</i>		

<b>12</b>	Are you satisfied with the content of these programmes	Very Highly satisfied 3	Highly Satisfied 2	Satisfied 1	Not satisfied 0
a.	<i>Women in Action</i>				
b.	<i>Muriyar Mata</i>				

<b>13</b>	Are you satisfied with the duration for these programmes?	Very highly satisfied 3	Highly satisfied 2	Satisfied 1	Not satisfied 0
a.	<i>Women in Action(thirty minutes)</i>				
d.	<i>Muriyar Mata (thirty minutes)</i>				

<b>14</b>	Are you satisfied with the time scheduled for these programmes?	Very highly satisfied 3	Highly satisfied 2	Satisfied 1	Not satisfied 0
a.	<i>Women in Action (5pm)</i>				
d.	<i>Muriyar Mata(8pm)</i>				

<b>15</b>	Are you satisfied with the day of transmission for these programmes?	Very highly satisfied 3	Highly satisfied 2	Satisfied 1	Not satisfied 0
a.	<i>Women in Action (Fridays)</i>				
d.	<i>Muriyar mata(Thursday)</i>				

**SECTION C: Audience opinion of the programmes in promoting women development**

<b>16</b>	Are you satisfied with the clarity of the programmes?	Very highly satisfied 3	Highly satisfied 2	Satisfied 1	Not satisfied 0
a.	<i>Women in Action (Fridays)</i>				
d.	Muriyar mata (Thursday)				

<b>17</b>	Do you think guests invited are relevant to issues discussed in these programmes?	To a large extent 3	To a some extent 2	To a low extent 1	Not at all 0
a.	<i>Women in Action (Fridays)</i>				
d.	Muriyar mata(Thursday)				

<b>18</b>	Do the experts or discussants during the programmes show enough expertise in handling questions?	To a large extent 3	To a some extent 2	To a low extent 1	To a low extent 0
	<i>Women in Action</i>				
	<i>Muriyar Mata</i>				

<b>19</b>	Are issues that affect women's health leading to their development discussed in the programme?	To a large extent 3	To a some extent 2	To a low extent 1	Not at all 0
a.	<i>Women in Action (Fridays)</i>				
d.	Muriyar mata(Thursday)				

<b>20</b>	Do you learn preventive and curative measures of diseases which affect women development?	To a large extent 3	To a some extent 2	To a low extent 1	Not at all 0
a.	<i>Women in Action (Fridays)</i>				
d.	Muriyar mata(Thursdays)				

<b>21</b>	Do these programmes highlight the importance of education as a form of empowerment for women development?	To a large extent 3	To a some extent 2	To a low extent 1	Not at all 0
a.	<i>Women in Action (Fridays)</i>				
d.	Muriyar mata (Thursdays)				

<b>22</b>	Do the programmes provide information on where and how to access microcredit facilities for women empowerment?	To a large extent 3	To a some extent 2	To a low extent 1	Not at all 0
a.	<i>Women in Action (Fridays)</i>				
d.	<i>Muriyar mata(Thursday)</i>				

<b>23</b>	<i>Do the programmes provide information on where to get interventions like skills acquisition training, professional trainings etc to facilitate women development?</i>	To a large extent 3	To a some extent 2	To a low extent 1	Not at all 0
a.	<i>Women in Action (Fridays)</i>				
d.	<i>Muriyar mata(Thursdays)</i>				

**SECTION D: Assessment of the selected programmes**

<b>24</b>	Are the recommendations made on the programmes relevant in addressing development needs of women?	Very effective 3	Effective 2	Moderately Effective 1	Not Effective 0
a.	<i>Women in Action</i>				
b.	<i>Muriyar Mata</i>				

<b>25</b>	Rate the programme as a good platform in meeting women information needs required for their development.	Very effective 3	Effective 2	Moderately Effective 1	Not Effective 0
	<i>Women in Action</i>				
	<i>Muriyar Mata</i>				

<b>26</b>	Do you think the programmes are relevant in attracting both local and International interventions for women development?	Very Effective 4	Effective 3	Moderately Effective 2	Not Effective 1	Undecided 0
	<i>Women in Action</i>					
	<i>Muriyar Mata</i>					

**SECTION E: Ways of Improving the Programmes (suggest as many as you can)**

**27.** How can the programme be improved upon?

A. Women in Action:

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B.Muriyar Mata:

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