THE ROLE OF THE MEDIA IN HIV PREVENTION: A CASE STUDY OF*GARI MUNA FATA*

BY

SUZAN OGABO
MA/ARTS/01459/2006/07

A THESIS SUBMITTED TO THE POSTGRADUATE SCHOOL, AHMADU BELLO UNIVERSITY, ZARIA, NIGERIA, IN PARTIAL FUFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS (M A), DEVELOPMENT COMMUNICATION

DEPARTMENT OF THEATRE AND PERFORMING ARTS,
FACULTY OF ARTS,
AHMADU BELLO UNIVERSITY,
ZARIA – NIGERIA.

JUNE, 2011

DECLARATION

I hereby declared that this thesis has been written by me. It is an original record of my own research work and has not been presented in any previous application for a higher degree. All borrowed materials have been acknowledged by me.

_____ _____

Suzan Ogabo Date

CERTIFICATION

This thesis entitled The Role of the Media in HIV Prevention by Suzan meets the regulations governing the award of the degree of Master of Arts (MA) in Development Communications of the Ahmadu Bello University, Zaria and is approved for its contribution to knowledge in Development Communications.

_____ _____
Professor Oga Steve Abah Date
Chairman Supervisory Committee

_____ _____
Professor Jenkeri Zakari Okwori Date
Member Supervisory Committee

_____ _____
Professor Ojo Razaki Date
External Examiner

_____ _____
Professor Samuel A. Kafewo **Date**
Head of Department

_____ _____
Professor Joshua Adebayo Date
Dean Post Graduate School

DEDICATION

This study is dedicated to God Almighty.

ACKNOWLEDGEMENTS

Thanks be to God Almighty for seeing me through in this journey.

I would like to sincerely thank and appreciate my supervisor, Professor Steve Abah for reading through the work and making constructive criticism which has made the work meaningful. In fact, his critical appraisal and incisive counsel stir me up.

My unreserved thanks and appreciation go to Professor. Jenkeri Zakari Okwori, my second supervisor who has shown me great love and affection by encouraging, aiding and guiding me through the research work. His positive sense of criticism and direction really helped in realizing this work. He really mentored me. I am greatly indebted to him.

I would like to acknowledge the timely intervention and assistance of Onoride E who supported me with materials that are invaluable for the research work. I cannot fail to mention Dr. Emmy Idegu, Professor Samuel A. Kafewo who are sources of encouragement to me through their positive advice.

I am very grateful to Dr O. Olaronke , who gave me a lot of information and materials for the realization of this work.

Special thanks go to Chief Mr. Charles Ushah, Mr.Terna U Paul, Mr. Bature Robert and Mr. Simon.U. Tersea who through their financial, moral and critical counsel help in bringing this work to reality.

Lots of thanks go to my Chief Mr. father, Peter I.Ushah. His positive vision to education has really helped in this research work. My mum, Mrs Patricia Ushah, I also thank her for being there for me.

Finally, my heartfelt appreciation goes to my husband, Mr. Gabriel Ogabo He provided me an anchor of hope and stability. His patience and understanding are great sources of encouragement.

Those, whose names do not appear here, yet played very important roles to the study, I am very grateful to them all.

ABSTRACT

Kaduna state with a prevalence rate of 7 % has consistently recorded higher HIV prevalence than the national average over the past 19 years . The prevalence rate varies from one locality to another, with Kafanchan having as high as 17.7%. Risky behavior (unprotected sex in non marital relationship) accounts for over 80% of new infections. The response to reduce the spread of the virus has improved over time with the government of the state, local and international partners committing huge resources to promote appropriate behaviours that would reduce the spread of the virus. *Gari Muna Fata*, a Radio drama programme is one of the interventions being implemented in the state to promote safe sex behaviours. While the programme has been aired over the past 8 years, very limited evidence exists to show the effect of this communication strategy on HIV prevention in Kafanchan. Thus the overall objective of this study is to determine the effect of mass media communication on prevention of HIV infection among men and women of reproductive age in Kafanchan using *Gari Muna Fata* as a case study. The study which will be limited to men and women of reproductive age will use both qualitative and quantitative research methodologies. Qualitative data will be collected using structured focused group discussions (FGDs) and in-depth interviews (IDIs) among targeted groups while quantitative data will be sourced from secondary sources. Descriptive analysis will be used to present result findings. In order to frame the study's analysis, the historical background of the HIV situation in Nigeria, the socio–cultural factors and the prevention strategy, are examined to provide the necessary materials for the study.

TABLE OF CONTENTS

Title page - - - - - - - - - i

Declaration - - - - - - - - - ii

Certification - - - - - - - - - iii

Dedication- - - - - - - - - - iv

Acknowledgements - - - - - - - - - vi

Abstract - - - - - - - - - vii

Table of contents - - - - - - - - viii

List of tables - - - - - - - - - xi

List of figures - - - - - - - - - xii

CHAPTER ONE

1.0 Introduction - - - - - - - - 1

1.1 Background - - - - - - - - 3

1.2 HIV and AIDS in Nigeria - - - - - - 5

1.2.1 Epidemiological Review - - - - - - 5

1.2.2 National Response - - - - - - - 7

1.2.3 Nigeria National HIV Prevention Communication Interventions - 9

1.3 HIV and AIDS and Radio Listenership in Nigeria - - 11

1.4 Factors Contributing to the Spread of HIV in Nigeria - - 13

1.5 HIV Prevention- - - - - - - - 15

1.6 Why Drama Rather Than Other Communication Methods? - 17

1.7 Statement of Problem - - - - - - - 19

1.8 Aim and Objectives of the Study - - - - - 20

1.9 Justification of Study - - - - - - - 21

1.10 Hypothesis - - - - - - - - 22

1.11 Hypothesis - - - - - - - - 22

1.12 Scope and Area of Study - - - - - - 23

1.13 Limitations of the Study - - - - - - 23

CHAPTER TWO

2.0 Introduction - - - - - - - - 24

2.1. Mass Media and Society - - - - - - 24

2.2 Mass Media and Information Dissemination - - - 27

2.3 Mass Media Influence and Effects. - - - - 31

2.4 Radio Broadcasting - - - - - - - 35

2.5 Theoretical Framework - - - - - - 39

2.5.1 Use and Gratification Theory - - - - - 40

2.5.2 Strengths of the Uses and Gratification Theory - - - 41

2.5.3 Weakness of Uses and Gratification Theory - - - 41

2.5.4 Justification fort Theory Used - - - - - 42

CHAPTER THREE

3.1 Introduction - - - - - - - - 43

3.2 Research Design - - - - - - - 43

3.3 Population - - - - - - - - 44

3.5 Sampling Technique- - - - - - - 44

3.6 Sampling Size - - - - - - - 45

3.7 Method of Data Collection /Source of Data - - - 45

3.8 Instrument of Data Collection - - - - - - - 47

3.9 Data Analysis - - - - - - - - - 47

3.10 Data Presentation Method - - - - - - 48

CHAPTER FOUR

4.1 Introduction - - - - - - - - 49

4.2 Presentation and Interpretation of Data - - - - 49

4.3 Data Analysis/Discussion of Findings - - - -

4.4 Discussion Relating to Research Questions - - - -

4.5 Roles of Radio - - - - - - - -

4.6.1 Role of Radio in Health Development - - - -

4.7 The Role of Mass Media Communication on HIV&AIDS- -

CHAPTER FIVE

5.1 Summary and Conclusions - - - - - -

5.2 Suggestions and Recommendation- - - - -

Definition of Key Words - - - - - -

References- - - - - - - - -

Appendix 1: FGD and IDI discussion Guide - - -

LIST OF TABLES

Table 1.1: Frequency of listenership of Gari Muna Fata 2002 – 2008 - 12

Table 4.1: Sex of Respondents. - - - - - - 49

Table 4.2: Occupation - - - - - - - 51

Table 4.3: Educational Status. - - - - - - 52

Table 4.4: Programme listenership. - - - - - 53

Table 4.5: Capital Sound Radio Listenership. - - - - 54

Table 4.6: Interest in the Programme - - - - - 55

Table 4.7: Listening Companionship - - - - - 56

Table 4.8: Discuss after programme. - - - - - 56

Table 4.9: Opinion on programme impact - - - - 57

Table 4.10: Awareness of the Impact of Radio Drama - - - 58

Table 4.11: Radio as a Health Promoting tools - - - - 58

LIST OF FIGURES

Figure 1.1: Nigeria HIV prevalence 1991 – 2010 - - - 6

Figure 4.1: Age - - - - - - - - 50

Figure 4.2: Marital Status - - - - - - - - 51

Figure 4.3: Radio Ownership - - - - - - - 53

Figure 4.4 Listenership of " Gari Muna Fata". - - - - 55

Figure 4.5: Audience Disposition towards the Drama topic issues - 59

Figure 4.6: Frequency of Listening - - - - - - - 60

Figure 4.7: Reasons for Listenership. - - - - - 61

CHAPTER ONE

1.0 Introduction

The modern age of communication is generally considered to date from the invention of printing. While this assumption is legitimate, two reservations must be made. First, it is important to note that the technique of multiple production by printing images appeared almost 21st C with the publication of newspapers, books, posters, etc. Secondly, the impact of this invention was at first more particular in promoting the spread and proliferation of knowledge and ideas (through books) than in developing mass information (Unesco,1980:6). More recently, the rising electronic media became an important feature in the emergence and growth of communication media which to a large extent is electrically driven. Therefore, as modern societies accelerate development of new resources, technique and technological devices in communication, particularly for transmitting and receiving signals and messages, the invention of these electronic media became a feature of life in the society. It offers it audiences with entertainment, information and education in a cheap and convenient form.The media,especially television and film make a powerful impression by enabling viewers to see events as they actually occur and at same time shape the popular perception of realities including the realities of distant societies (Fiske, 1987:13). It is therefore observed that the advent of media and their presence in our daily lives have been one of the major features of the contemporary world.

The term media is often used interchangeably with mass communication. Mass communication is seen to comprise the institutions and techniques by which specialized groups employ technological devices, press, television, radio etc. to disseminate symbolic contents to large heterogeneous and widely dispersed audiences, (Janowif, 1968). Underlining this definition, mass communication is taken to mean, the means of transmitting information from the sender to the receiver as well as passing knowledge and experiences of an individual or group to another. Mass media on the other is seen as the organised technologies which make mass communication possible, that is, the dissemination of information, knowledge, and idea to large groups (McQuail 1994:10). Marshal McLuhan sees the media more broadly as "extension of the organisation outside itself". This in effect means that media extends the human capacity to share and process information in the form of data, images, ideas and even feelings and therefore transmit to the receiving audience.

The successive development of media forms affects virtually every dimension of human social and personal life, as well as human ecology and creating new forms of cultural expression. In essence, they have the ability to create and shape perceptions and ideas (Greame,1993:46). So media no longer act simply as devices, organised institutions or neutral carriers of ideas, but are also the source of the ideas and meanings. (Steven, 2003:17). There are many media forms in contemporary society. These include: radio, television, internet, newspapers, cinema, the new media of mobile phones etc. However, among all

these forms, there are several characteristics they hold in common. They are: producers and distributors of news, entertainment and information. They engage in the handling of sophisticated technology of recording, distribution and reception. They distribute their news to very large and socially diverse audiences whose individual members are usually unknown to each other. The institutions are not simply companies or government agencies but complex organisations with symbolic functions. They are theoretically accessible to all. There is nothing in the science or technology itself that is designed for some specific group in society.They function primarily as broadcasters. They are powerful forces of capitalism in most societies. In economic terms, they are hugely wealthy and wield political as well as cultural and ideological powers. However, for the purpose of the study, radio shall be the focus of the study.

1.1 Background

Nigeria lies within latitudes 4^0 and 14^0 N and longitudes 2^0 and 15^0E. It is bordered in the north by Niger Republic; in the north east by the Republic of Chad; in the east by the Republic of Cameroun; in the west by the Republic of Benin and in the south by the Atlantic Ocean. It has a total surface area of approximately 923,768 square kilometres making her the 15^{th} largest country in Africa.

Nigeria remains the most populous country in Africa with a population of 140, 003,542 and a growth rate of 3.2% (Federal Republic of Nigeria Official

Gazette, 2007). Approximately two-thirds of the population live in rural areas (NPopC 2006). However, the population figures vary widely across the states, just like the terrain and land mass.

Currently, Nigeria is a democratic Federal Republic consisting of 36 States and the Federal Capital Territory (FCT). The States and the FCT are organized for political administration and are further divided into 774 Local Government Areas. They have also been grouped mainly on the basis of geographical proximity and political conveniences into six geo-political zones, namely North Central (NC), North East (NE), North West (NW), South East (SE), South South (SS) and South West (SW). The zones differ from each other in size, population, ecological characteristics, language, culture, settlement patterns, economic opportunities and historical background.

There are about 400 ethnic groups in Nigeria with Christianity and Islam constituting the major religions. The country has had a mixed public/private economy since independence with the national revenue being derived mainly from crude oil. Other sources of national revenue include agriculture, industry, solid minerals and trade. Most Nigerian rural dwellers are involved in the agricultural sector.

The Human Development Index (HDI) for Nigeria was 0.423 in 2010, thereby ranking her 142 among 169 countries which were assessed. The adult literacy rate for both sexes was 74.8% while the mean years of schooling (adults) were 5.0 years (UNDP HDR 2010). However, this has remained highly varied

across the country. The Gross Domestic Product (GDP) per capita (2008 PPP US$) was 2,289 and Gross National Income (GNI) per capita (2008 PPP US$) was 7.7 in 2010 (UNDP HDR 2010).

Kaduna State, located in the North West geo-political zone, has a population of 6.6 million, with a third of this population in two towns: Kaduna (the State capital) and Zaria. Kaduna town was the capital of the defunct Northern Nigeria and has remained the unofficial political capital of the core north. The predominant ethnic groups are Hausa /Fulani in the northern part of the state and a variety of ‘‘minority tribes’’ in the south. Subsistence agriculture is the predominant occupation and the poverty level in the state is higher than the average for the country.

1.2 HIV and AIDS in Nigeria

1.2. 1 Epidemiological Review

HIV and AIDS has remained the topical disease condition that has afflicted man in recent times. A significant proportion of the world’s population is burdened by the disease. A worldwide estimate of persons affected is still in the neighbourhood of 40 million (WHO 2009). Though the incidence of the disease has fallen significantly in the Northern and Western hemispheres, with greater awareness of and effective and widespread use of antiretroviral drugs (ARV), the incidence in most third world countries has remained unacceptably high. Presently, Africa is said to carry over 80% of the disease burden (WHO, statistics

2009). The spread of the disease has been influenced by varied factors including behavioural, cultural, political, moral and religious factors.

The first case of AIDS in Nigeria was identified in 1985 and reported at an International AIDS Conference in 1986. A sentinel surveillance system conducted among pregnant women age 15-49 attending antenatal care (ANC) has been used to track HIV prevalence in the country since 1991. Information obtained from the ANC surveys shows that, nationally, HIV prevalence increased from 1.8 percent in 1991 to 4.1 percent in 2010. In 2010, state HIV prevalence rates ranged from 1.0 percent in Kebbi State to 12.7 percent in Benue State (FMoH, 2010).

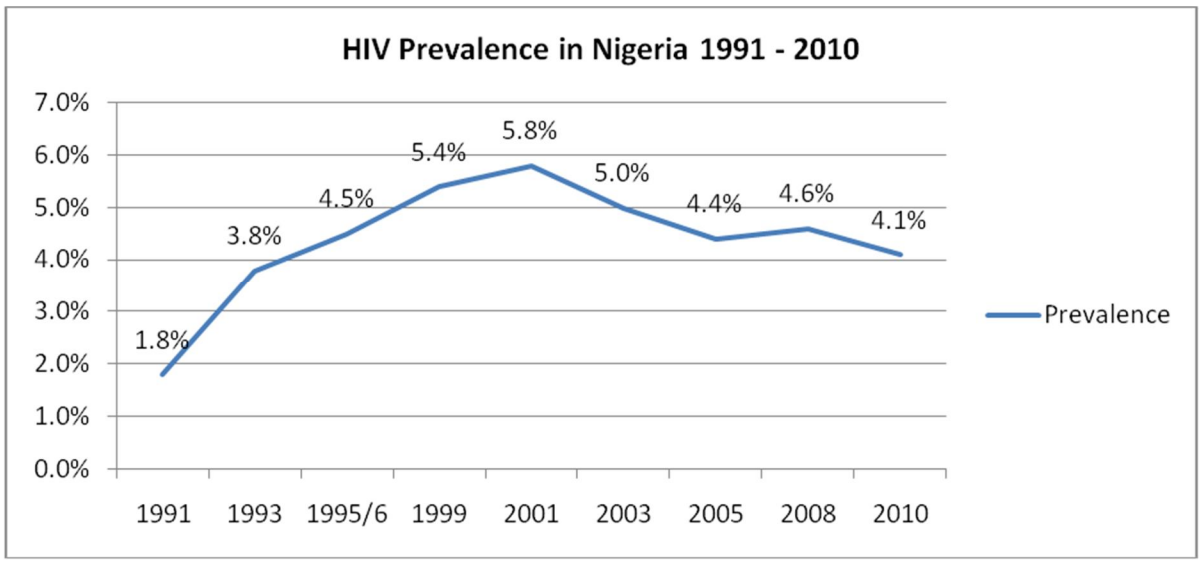


Figure 1.1: Nigeria HIV prevalence 1991 – 2010

UNAIDS in its 2008 global report stated that although HIV prevalence is much lower in Nigeria than in many other African countries such as South Africa and Zambia, the large size of Nigeria's population meant that by the end of 2007, there were an estimated 2,600,000 people infected with HIV in Nigeria and approximately 170,000 people died from AIDS in 2007 alone (UNAIDS, 2008).

The Federal Ministry of Health on its part in 2010 estimated the total number of HIV infection in the Nigerian Populace to be 3,140,000. New infectionsin the same year were estimated to be 281,000, while death as a result of infections was estimated to be 215,130 (FMoH 2010).

In recent years, life expectancy in Nigeria has declined partially as a result of the effects of HIV and AIDS. In 1991, the average life expectancy was 53.8 years for women and 52.6 years for men (UNFPA, 2005). The 2007 estimate had fallen to 50 for women and 48 for men (WHO, 2009).A lot of factors, including denial on the part of the Nigerian Government and the general populace might have led to its continued increase in the few years after its discovery. Poverty, low literacy levels, high rates of casual and transactional unprotected sex in the general population, particularly among youth between the ages of 15 and 24, low levels of male and female condom use, cultural and religious factors, as well as stigma and discrimination have also played very important roles in the transmission of HIV in Nigeria. (NACA, 2007)

Recent Modes of Transmission study (MOT) conducted suggests Nigeria's HIV/AIDS epidemic is generalized, as the bulk of new HIV infections will be coming largely from persons engaged in low risk heterosexual relationships. These are persons who are assumed to be having sex only with their married or co-habiting partners. This is as a result of the group refusal to play safe as they disregard the use of condoms and if used at all, it is very low, and any other preventive measures. Additionally, HIV infection acquired as a result of previous /

present high risk behaviours or relationships by one of the sex partners is easily transmitted to the other unsuspecting partner. (NACA 2009).

The future course of the national response to the HIV and AIDS epidemic depends on a number of factors including levels of HIV and AIDS-related knowledge among the general population; social stigmatisation; risk behaviour modification; access to quality services for sexually transmitted infections (STI); provision and uptake of HIV counselling and testing; and access to care and anti-retroviral therapy (ART), including prevention and treatment of opportunistic infections. (NACA 2007).

1.2.2 National Response

A national health sector-based response was established in 1986 as a result of the emergence of HIV epidemic in the country with the Federal, State and Local Government (LG) structures driving the response. In 2000, an expanded national multi-sectoral response was put in place with the establishment of a Presidential Council on AIDS (PCA) and National Action Committee on AIDS (NACA) to drive the response. State Action Committees on AIDS (SACA) and Local Government Action Committees on AIDS (LACA) also came into operation. NACA and some of the SACA including Kaduna SACA have since become statutory agencies in order to enhance their performance. Since then, prevention, treatment, care and support interventions have continued to expand impressively. These interventions are guided by the appropriate policies and framework such as

the National HIV and AIDS Policy and the National HIV and AIDS Strategic Framework.

The overarching priority of the 2010-2015 Nigerian National HIV Strategic Framework (NSF) from which both the National and State HIV prevention plans are based is to reposition prevention of new HIV infections as the major focus of the national HIV/AIDS response for the National HIV/AIDS Strategic Plan (NSP) 2010-15. This is to be achieved through the implementation of evidence-based behaviour change communication and HIV prevention interventions; creating an enabling environment for people living with HIV (PLHIV) to reduce the transmission of HIV to others through increasing access to positive health, dignity, and prevention (PHDP), interventions; and increasing access to anti-retroviral treatment (ART) for PLHIV who are eligible for treatment.

Prevention remains the most important strategy and the most feasible approach for reversing the HIV epidemic since there are no vaccines and no medical cure yet. The majority of Nigerians are HIV-negative and keeping them uninfected is critical for altering the epidemic trajectory. This underscores the importance of prevention as a cornerstone of the national HIV and AIDS response. Furthermore, persistent HIV-risky behaviour in spite of high level of HIV awareness requires continuous and concerted focus on effective preventive interventions that will address specific needs to the key population segments and stimulate adoption of appropriate behaviour that reduces the risk of HIV transmission. Communication holds a vital and indispensable place in HIV

prevention interventions. It has the potential to increase demand for HIV prevention services and have an impact on knowledge, attitudes, behaviours, and practices influencing the spread of HIV. Hence in the quest for the effective control of HIV and AIDS communication for behavioural change is key.

1.2.3 Nigeria National HIV Prevention Communication Interventions

The NSF 2005-09 placed much emphasis on the fact that behaviour change communication (BCC) holds a vital and indispensable place in HIV prevention interventions. While awareness of HIV/AIDS continues to be above universal levels 87.7% in 2003 and 93.8% in 2007, comprehensive knowledge of HIV transmission is still very low. Greater stakeholder participation and involvement in communication interventions have enabled the provision of improved BCC through innovative and non-traditional approaches targeting the general and specific population segments. Enter-educative, Information Education and Communication (IEC) programs providing both entertainment and education targeted at the general population aired on television, radio, and in the print media have been identified as possible channels for HIV communication. The NSF recommended the use of local language content (Yoruba, Hausa, and Ibo) as this improves access and comprehension to many listeners (NACA 2009).The key results communication interventions are most likely to achieve include:

- Increase in comprehensive knowledge of HIV and AIDS
- Adoption of appropriate HIV and AIDS related behaviour

- abstinence from sex,
- condom use in non-marital sex
- Reduction of sexual partners
- Increased demand for HIV counselling and Testing (HCT) services; and
- Higher acceptance and improved attitude towards People Living with HIV/AIDS

1.3 HIV and AIDS and Radio Listenership in Nigeria

Evidence shows that radio is the media most widely listened to in Nigeria and it reaches large groups of people. 2007 National HIV/AIDS and Reproductive Health Survey (NARHS) reported that 95% of respondents (96% of females) feel that radio is an appropriate medium for delivery of health related information. Nationally, almost 70% of respondents listen to radio at least once a week with 47% listening everyday or almost every day. This shows the appropriateness of the use of radio as a medium of communication, especially to reach the rural dwellers and those with poor access to television.

Over the years, there have been several radio edutainment or enter-education programme aired in Nigeria. Society for Family Health (SFH) began a radio drama series in 1997 with the original goal of entertaining and educating listeners on issues concerning oral contraceptives. The emphasis was on the side effects of oral contraceptives and their management. The first drama was entitled

One Thing at a Time (OTAAT) and was broadcast in English. The drama ran on sixteen radio stations in the south in 1998. Following a post broadcast evaluation, fresh episodes of the drama were produced in Pidgin English in 1998 and incorporating messages concerning HIV& AIDS. Recognizing the need to broaden communication networks to the north of the country, and being sensitive to the religious and cultural peculiarities of the region, SFH developed a Hausa language drama in 1999 called: *Gari Muna Fata, which means Town of Hope.* The Hausa drama, which was first aired in January 2000, however followed the same themes as had been used for *One Thing at a Time* in 1999. Since then, *Gari Muna Fata* has been aired in several stations in the Northern part of Nigeria, Kaduna State inclusive (KSMC and Nagarta FM.). The fifteen minutes radio drama is aired on Saturdays with a repeat broadcast on Wednesdays. *Gari Muna Fata* is aired to achieve the following HIV and AIDS prevention related objectives:

- Increased use of condoms with non-spousal sex
- Reduced incidence of unprotected sex
- Reduced numbers of sexual partners
- Delay in the age of sexual debut, particularly for girls
- Consistent condom use
- Increased uptake of HCT services
- Reduced cases of HIV and AIDS stigma and discrimination

Evaluation of the programme coverage between 2002 and 2008 shows a coverage of between 16.2% in 2002 and 36.4% in 2008 in the region where it was aired. This is shown in table 2 below:

Table 1.1: Frequency of listenership of Gari Muna Fata 2002 – 2008

Year	2002	2003	2004	2005	2006	2007	2008
Regions where it was aired	16.2%	26.2%	28.3%	35.6%	25.3%	15.4%	36.4%
Other regions	0.3%	0.7%	1.6%	2.2%	1.1%	1.4%	3.6%

1.4 Factors Contributing to the Spread of HIV in Nigeria

Lack of sexual health information and education

Sex is traditionally a very private subject in Nigeria as it is the case in most part of the world. Therefore, the discussion of sex with teenagers is often seen as inappropriate. Up until recently there was little or no sexual health education for young people and this has been a major barrier to reducing rates of HIV and other STDs infections. UNAIDS estimated that only 18 percent of women and 21 percent of men between the ages of 15 and 24 correctly identify ways to prevent HIV. Lack of accurate information about sexual health living has meant there are many myths and misconceptions about sex and HIV. Consequently, the ignorance contributes to increasing transmission rates as well as stigma and discrimination towards people living with HIV/AIDS.

HIV Testing

Another contributing factor to the spread of HIV in Nigeria is the distinct lack of voluntary and routine HIV testing. In a 2003 survey, just 6 percent of women and 14 percent of men had ever been tested for HIV and received the results. In 2005, only around 1 percent of pregnant women were being tested for HIV.

In 2006 President Obasanjo publicly received an HIV test and counselling on World AIDS Day in order to promote the services and information available to people in Nigeria. He stated on the day, “A great majority of Nigerians have now come to accept the reality of AIDS”. However, the statistics show that the

Nigerian government desperately needs to scale up HIV testing rates in order to bring the epidemic under control.

Cultural Practices

For reason of some cultural practices where women cannot question the authority of men, where they are secluded from the public, and as well as subjected to polygamous practices and early marriages make them easy prey to the epidemic in Nigeria. In 2006 UNAIDS estimated that women accounted for 61.5 percent of all adults aged 15 and above living with HIV. Traditionally, women in Nigeria marry young, although the average age at which they marry varies between states,a 2007 study revealed that 54 percent of girls from the North West of the aged between 15-24 were married by age 15, and 81 percent were married at the age 18. The study showed that the younger married girls lacked knowledge on reproductive health, which included HIV/AIDS. They also tend to lack the power and education needed to insist upon the use of a condom during sex. Coupled with the high probability that the husband will be significantly older than the girl and therefore is more likely to have had more sexual partners in the past, young women are more vulnerable to HIV infection within marriage.

Poor Healthcare System

Over the last two decades, Nigeria's healthcare system has deteriorated as a result of political instability, corruption and a mismanaged economy. Larger parts of the country lack even basic healthcare provision, thus making it difficult to

establish HIV testing and prevention services such as those for the prevention of mother-to-child transmission. Sexual health clinics providing contraception, testing and treatment for other STDs are also few and even if the health centres are there, they are ill equipped. This makes it particularly difficult to keep the spread of the epidemic under control.

1.5 HIV Prevention

Condoms

The total number of condoms provided by international donors has been relatively low. One report showed that between 2000 and 2005, the average number of condoms distributed in Nigeria by donors was 5.9 per man, per year. A study in 2002 found that 75 percent of health service facilities that had been visited did not have any condoms or contraceptive supplies. Similarly, the number of female condoms sold in Nigeria has significantly increased, which indicates a greater awareness of sexual health issues. In 2003 only 25,000 female condoms had been sold, which increased to 375,000 in 2006. The female condom can potentially help in reducing the spread of HIV, as it does not rely upon the willingness of the man to use a condom himself. However, the female condom is more expensive than the traditional male condom, and is too pricey for the majority of Nigerians.

Restrictions on condom promotion have hampered HIV prevention efforts. In 2001, a radio advertisement was suspended by the Advertising Practitioners

Council of Nigeria (APCON) for promoting messages suggesting that it is acceptable to engage in premarital sex as long as a condom is used. In 2006 APCON also started to enforce stricter regulations on condom advertisements that might encourage indecency.

Education

As the majority of new HIV infections occur in young people between the ages of 15 and 25, sex education at school is an important aspect of HIV prevention. In recent years a new curriculum has been introduced for comprehensive sex education for 10-18 year olds. It focuses on improving young people's knowledge and attitudes to sexual health and reducing sexual risk-taking behaviours. In the past, attempts at providing sex education for young people were hampered by religious and cultural objections. However, the new curriculum was developed with consultation from religious and community leaders and is expected to remain in place in the future.

Media Campaigns and Public Awareness

As Nigeria is such a large and diverse country, media campaigns to raise awareness of HIV are a practical way of reaching many people in different regions. Radio campaigns like the one created by the Society for Family Health (SFH) are thought to have been successful in increasing knowledge and changing behaviour. Similarly, programmes like *Future Dreams*, which was a radio serial was broadcasted in 2001 in nine languages in forty radio channels. It focused on

encouraging consistent condom use, increasing knowledge and increasing skills for condom negotiation in single men and women of between the ages of 18 and 34.

In 2005, a similar campaign was launched in Nigeria in a bid to raise more public awareness of HIV/AIDS. This campaign took advantage of the recent increase in owners of mobile phones and sent text messages with information about HIV/AIDS to about nine million people.

Another high profile media campaign was championed by Femi Kuti, the son of late Fela Kuti, the famous Afrobeat musician who died of AIDS in 1997. He appeared on billboards along roads throughout Nigeria with the slogan *AIDS: No dey show for face*, which means you can't tell someone has AIDS by looking at them.

1.6 Why Drama Rather Than Other Communication Methods?

1. There is now a wealth of evidence that a well-produced drama can be an effective impetus for behaviour change. In a soap opera or play, the social dilemmas facing the audience can be dramatized to reflect their own experiences.
2. Drama is popular. In virtually every country in the world, TV and radio drama serials are consistently the highest rated programmes broadcast.
3. Emotional Engagement. Skilful dramatists can create characters that the audience can engage with emotionally, and at same time create actions

whose trials and tribulations become enmeshed into the listener's own experience. In addition,through supposedly empathy, the cast can almost become part of the listener's extended family. In Nigeria, programmes such as *Papa Ajasco*, *One Thing at a Time* and *Super Story* have a large followership of interested listeners, and radio as a medium reaches everywhere in Nigeria.

4. Broadcast drama creates a shared culture. Conversations at work or school are stimulated by what was heard or seen on the media.The discussions that was provoked can raise the consciousness of the discussants.
5. Dramatic serials give characters time to explore the barriers to behaviour change and this can positively affects the way audiences think and behave
6. The radio dramas proposed should exploit these strengths to the full. Drama should not be used merely to recite messages or slogans related to the AIDS prevention programme or Family Planning, but should clearly show the consequences of behaviour change (or lack of it).

Maternal mortality for example or Vesico Vaginal Fistulae, or death of a child in child birth can be a good example of the consequences of failure to listen to advice on use of child spacing or attendance of antenatal care services. This can be further explored so that listeners can have a chance to understand the core lifestyle choices that may have led to such disastrous outcomes. This underlines the fact that to get a message to hit home, it is not

sufficient for two characters to have a discussion about the issue and then agree the solution. They must live the issue, act through the moral dilemmas it raises and then reach a conclusion based on their experiences over time. Instantaneous behaviour change is unlikely to be credible to the audience, while gradual changes in behaviour over time are more believable and audiences can come to identify with the characters as well as the issue raised.

1.7 Statement of Problem

Sexual and reproductive issues including HIV and AIDS are serious social issues that can hinder the development and guaranteed security of any nation where poverty, ignorance and preventable diseases are allowed to ravage the population. One of the key areas to address in the struggle towards the achievement of development in any society is health. A recent report by the United Nations in collaboration with World Bank revealed that 144 women die in Nigeria everyday from pregnancy and childbirth complications. The report attributed ignorance, illiteracy and inadequate facilities as prime factors for the increasing maternal mortality rate in the country. Research also indicates that globally, the maternal mortality ratio is 400 per 100,000 live births but in Nigeria the figure is 1500 per 100,000, which means that a woman dies approximately every 3 minutes from childbirth in Nigeria. And for every maternal death there are 30 morbidities arising from serious ailments. World Health Organizations statistics (WHO, 2009), also shows that the proportion of males between the age of 15 to

24 with compressive correct knowledge of HIV/AIDS is 21 %, while that of female within the same range is 18%, which is one of the lowest figures in their various categories.Furthermore , there is limited capacity for health related policy, plan and programme formulation, implementation, monitoring and evaluation at all levels.

Several efforts have been and are being made to address these issues including behaviour change communication through mass media activities. While the influence of mass media activities on desired behaviour has been researched in some interventions, very little evidence exist to suggest that the use of local language drama using mass media like radio has significant influence on HIV & AIDS. It is against this background that the role of mass media like *Gari Muna Fata* in HIV/AIDs prevention in Kafanchan, Kaduna state is the subject of study.

1.8 Aim and Objectives of the Study

To communicate is a uniquely human quality and a fundamental human need. It is a crucial and important part of any developed society. It thus can be a vehicle to achieve participation, prevention, and wellbeing. Therefore, due to its importance to the advancement of individual and collective participation in the affairs of their lives, this study is aimed at revealing the role of *Gari Muna Fata*in HIV/AIDS prevention among men and women of reproductive age in North Western geopolitical zone of Nigeria. Therefore, to achieve this aim, the study will:

1. Examine the proportion of persons (disaggregated by sex) who have heard the radio programme *Gari Muta Fata*.
2. Examine the frequency of listenership among those who have ever heard the radio programme.
3. Test whether there is significant difference on influence on Family planning and HIV&AIDS among those who have heard the radio programme and those that have not.
4. Test whether there is significant difference in influence on Family planning and HIV&AIDS as a result of different frequency of listenership to the radio programme.

1.9 Justification of Study

This study is significant because the health system constitutes a very important part of any community's overall development. This is why it is of great importance for educative and enlightening information to be provided by the mass media and, in particular, the radio in order to improve public health of the people .

Secondly, the fact that communication is the road whereby consciousness and liberation are attained,it is therefore within this process that ordinary people variously referred to as 'grassroots' can be involved in the conception, planning as well as implementing the process of their wellbeing. Since sexual and reproductive issues including HIV and AIDS are serious social and developmental

issues,several efforts have been and are being made to address these issues including behaviour change communication through the mass media.

Furthermore, for a country like Nigeria where the government and its citizenry are saddled with so much challenge of limited resources, both in human and material, in combating the HIV/AIDS epidemic particularly in the rural area, such creative dissemination of information becomes imperative.

The fact that many media activities have been engaged to educate the public on HIV/AIDS, very little evidence exist to suggest that the use of local language drama using mass media like radio has significant influence on HIV & AIDS prevention. Therefore, the study becomes very important.

1.14 Hypothesis

The two hypothesis used are explained below.

Null Hypothesis: Persons who listened to the Radio Drama are better informed and practice HIV prevention more than those who have not.

Alternative hypothesis: There is no difference in knowledge and behaviour of those who listened to the programme and those who did not.

11.1 Test of Significance:

The Pearson Chi-square statistical t- test is used to test the hypothesis. The Pearson Chi Square value of the test-statistics is calculated:

$$\mathrm{X}^2 = \sum_{i=1}^{n} \frac{(O_i - E_i)^2}{E_i}$$

Where

X^2 = Pearson's cumulative test statistic, which asymptotically approaches a χ^2 distribution.
O_i = an observed frequency;
E_i = an expected (theoretical) frequency, asserted by the null hypothesis;
n = the number of cells in the table.

The study recognizes some of the limitations of the use of Chi-square which include: Chi-square procedures can be legitimately applied only if the categories into which the N observations are sorted are independent of each other and that Chi-square procedures can be legitimately applied only if all values of E are equal to or greater than 5. The individual responses are independent of each other and the expected value in each cell is equal to or greater than 5.

1.12 Scope and Area of Study

The area of study will be in Kafanchan a local government area of Kaduna state. Since it is not possible to reach the 23 local governments areas, this research will focus its attention on Kafanchan with men and women of reproductive ageof 15 to 64 and 15 to 49 in men and women respectively.

1.13 Limitations of the Study

In the course of this research, some challenges were encountered. Some of such was access to current materials as it became very difficult to get current and reliable information. Also respondents were quite difficult to convince to fill the questionnaires.

In addition, as result of the consequences of identification of being positive, alot respondent did not answer some of the questions asked by the researcher.

Thirdly as a result of poor or lost of signals encountered during the transmission of the programme a lot of interested listeners could not comprehensively decipher the meaning of the message

Lastly, because radio is only an audio system, the effect of the message could not be completely felt as a large proportion of the popular appreciated audio-visual where the picture can complement the sound.

CHAPTER TWO

LITERATURE REVIEW AND TEORETICAL FRAMEWORK

2.0 Introduction

This chapter review mass media and radio broadcasting. It however examines the topics by breaking them down into various variables such as mass media and information dissemination, mass media and society, mass media influence and effects, and radio broadcasting. It is concluded by the theoretical framework.

2.1. Mass Media and Society.

For many centuries past, the vast majority of the earth inhabitants lived completely within the context of their own small-unit-the tribe or the village – with interpersonal communication being their main form of social contact. During those periods, such communication has been the ever present, uneasy with the communities, but unrivalled very important. This is because, it helped to strengthened values of comradeship, cooperation, and influence behaviour change. In many cases, it has socializing dimensions for encouraging works, harmonious group living, and banding them together in a struggle against external forces as well as enhancing collective decision making (Unesco, 1980:68). Overtimes, communication became institutionalized within socio-economic, political, cultural and technological groupings. Therefore, the evolution of mass media into these categories have professionalized them and at same time make them guardians of

individuals or collective memories, and transmission of certain messages within and without the society (Greame, 1993:50). Arising from this perspective, mass media is seen as:

> *All sorts of technological innovations which have their roots in the dissemination of Information, that opened the doors to larger audiences, expanded sources and resources for information and entertainment and supported important cultural and social changes (Unesco 1980:62)*.

Arising from this definition is the emphasis on technology which underlined the categorization of media and society in terms of socio-economic and technological development. Therefore, the mass media are seen as innovations in science and technology in a society and which also stimulate social and economic changes of that particular society (Melkote, 1991:62). In this context, the activities of the mass media are implied to mobilize human and material resources toward a particular social and cultural life.

Furthermore, the definition envisaged by Unesco above sees the mass media to have potentials to convey ideas and values which can be seen as the primary causes of social change in the society. The methodology is therefore to work through individual and, or collective motivations and action (McQuail 1994:62). So the underlining changes propagated through media forms and technologies can as well change people's experiences and their relations with one another. This is because the mass media has the ability to create powerful impression, language or symbols which enable its viewers and listeners to see and

hear events as they actually occur and thereafter shape the popular perceptions of realities including the realities of distant societies.

In a support statement to Unesco's definition, Masterman affirmed that:

> *The mass media are the systems for communicating messages and symbols to the general populace. It is their function to amuse, entertain, inform and Inculcate into individual values, beliefs and codes of Behaviour that will integrate them into the Institutional structures of the larger society (1985:48).*

The deduction from the above shows that, the mass media clearly have the capacity to inform and educate people. At the very least, they can provide the foundation for people's behaviour change and societal acceptance. Through their reportage, and with the interactions with other societal institutions, they can affect people's perception of social norms, which in turn support people's effort to change behaviour. In addition, the media can also play a powerful advocacy role for policies that support sustainable behaviour at the population level (Fatusi and Jimoh, 2006:335).

In as much as the mass media stimulate behaviour change in the society, the nature and relationship of the mass media with the society's and how these relate to the question of individual and collective development or change depend on the communication policy and system of the society. Since the mass media do not exist in a vacuum, their contents, ownership and organizational structures are reflections of the socio-economic, political, cultural and technological systems of

the society (Chimutengwende, 1985:142). In a statement posited by Dalas (1993: 43), he says that:

> *The media were beckoned ingot existence*
> *in the 19th century by the possibilities*
> *Which they opened out both to advertiser*
> *And society's moral and political guardian*.

What the above statement deduce is that the mass media are social institutions which are created and operated largely within the societal sphere are at the same determined by the rules that exist within the society. In addition, the social contents of the mass media are characterized or structured by the differences in economic, political and cultural powers in the society (Masterman, 1985:16). So the power blocks who own and control the mass media can influence the media for their socio-economic, political and cultural gains. Nevertheless, the ability of the mass media to activate, socialize and homogenize societal events and people can help the audience to think, shape and behave towards individual and societal wellbeing. In other words, the institutional and personality impact of the media on the audiences can as well be an invaluable asset for behavioural change.

Nevertheless, the definition posited by Unesco and the complementary ones see the mass media as an integral phenomena of the society. Media in this context are essentially technological devices of the society which engage in the transmission of messages from one point to another. Therefore, what concerns them is the act and mastery of innovations, and how best it can affect the receivers in perceiving what received is true and acceptable in the society.

2.2 Mass Media and Information Dissemination

The informational value of the mass media takes a centre point in media study. Since the mass media serve as the systems for communicating messages and symbols to the general public, these functions have made them invaluable to sending and receiving of information in the society. Against this background, the mass media serve to inform, educate and entertain individual and groups with beliefs, values and ideals that can help to integrate individuals and groups into the social and institutional structure of the larger society. Underlining this assertion, the mass media are seen as the:

> *Communication channels through which views, entertainment, education, data and promotional messages are disseminated (Fiske, 1992:43).*

The definition above underlines the importance of the mass media as the mediums whereby information, education and entertainment features are sent or transmitted from one point to another. In addition, through these features, they are responsible to promote mutual understanding, commonness and mobilization of audiences for a particular value or behaviour. Therefore the mass media are seen as the medium for information transmission or dissemination, mobilization of partners for programmes and societal participation (Huncik 2008:91).To further support the above definition, Yadava sees mass media as the channels that:

> *Provide glib entertainment…offer unprecedented scope for communication support for education and development of masses, disseminating*

> *information, relevant knowledge and skills for societal wellbeing (1993:114).*

The substantiation of Yadava's definition above stressed the mass media to be a tool for knowledge impartation as well as behavioural change.Since knowledge can be gotten from the amount of information available, so, the mass media are equipped with powerful informational and socializing news items for effective impartation of data that can enhance behaviour change.More so, the thrust of Yadava's definition equips the mass media to posses funds of knowledge, productive and entrepreneurial skills, technology and pro-change attitudinal infrastructures to replicate change among the audience through their products (Soola, 2002:10). On the other hand, the mass media are seen as change agents whereby society and human resources are thereby mobilized for the perceived values.

Fundamentally, they cannot be any change either in behaviour, attitude, development etc. without awareness and knowledge. In this context, knowledge is the acquired skills and understanding that are essential for purposeful living and progress. The conception arises from the understanding that:

> *All attempts to change attitude and behaviour involve the educative Process, since; in order to change People must first acquire fresh knowledge Insights and skills (Lowe, 1975:23*)

Seen in this light, education becomes a prime motivator to action. However, education referred to here is not the conventional one geared solely towards certification, but with the creation of an environment in which awareness is at its

height, aspirations are rationally raised, and willingness to work in order to progress becomes the rule rather than the exception (Moemeka, 1981:9). So the mass media and their educational programmes provide the benchmark for information about values and change, as well as the methods and means of change. In other words the mass media through these functions, help the society's transition to new practices, which in turn lead to changes in attitudes, beliefs and skills.

However, the disseminational functions of the mass media have to some extent rendered them to be seen as avenues of social control (Yadava, 1993:58). With their abilities to transmit and shape people's values, beliefs, perceptions and behaviours, their great impact on socialization and identity formation cannot be over overemphasized. Underlining this position, Freire says that:

> *In mass society, ways of thinking becomes as standardized as ways of dress and tastes of food. Men begin thinking and acting according to the presumption they receive daily from the mass media rather than in response to their dialectical relationships to the world (1985:61),*

To further stress the statement of Freire, Stevens affirmed that:

> *In almost every corner of the globe, the media shape the way most of us live our lives. Media contents flood in and swirl around us, affecting the way we think and act and dream (2003:16).*

From the above statements the media are major sources of definitions of images and social realities. They are also channels through which changing in social and cultural values occur among individuals and groups. These however can be

achieve through the information, forms and contents disseminated to their waiting audiences (McQuail 1994:1)

The positions of the exponents of mass media above focus on the contents and medium of information and transmission respectively rather than the context and effects. This means the process of transmission, the words and their meanings do not bother them but are concern about the appropriateness of the channels used in transmitting the information. In this regard others see the mass media as institutions that influence and regulate individual perception and behaviour.

2.3 Mass Media Influence and Effects.

The task of assessing the influence and effects of the mass media is obviously one with a host of important dimensions in media study. It clearly involves the ways in which mass media contents disseminated influence the beliefs, attitudes or behaviours of the audiences. In other words, the way the mass media reshape social and cultural arrangement of the society. Underlining this approach McLuhan defines the mass media as:

> *The extension of the human organization outside itself... Media extend the human capacity to share and process information in the form data, images, ideas and even feelings (1980:50)*

The deduction from McLuhan statement stresses the fact that the contents of the mass media are characterized and structured by the socio-economic, political and cultural conditions of the society and in particular 'human' centred. So the media

products, if there are to be of any value at all, cannot be conceived and transmitted in isolation of the human factors (Unesco, 1980:50). In addition, the effects of speech, sounds, images, etc. are the dimensions of human, social, economic, political, cultural values and feeling either at the individual or collective levels. Therefore, by the synchronization of all these dimensions, the mass media can be seen as important shapers of people's perception and ideas. In other words, they are seen as 'conscious industries' that provide not only simple information but complex ways of seeing and understanding the world (Hall, 1977:28). In this vein, Hall posited in a statement that says that:

> *As social group and classes live ... increasingly fragmented and sectionally differentiated lives, the mass media are more responsible: for providing the basis on which groups and classes constructs images of their lives, meaning, practices and values: for providing the image representations and ideas around which the social totality, composed of all these separate and fragmented pieces can be coherently grasped as a whole (1977:28).*

The idea that the media are 'conscious industry' take a further step to suggest that with all the mechanics of media production and transition, their principal products are not the audience as per se, but a particular kind of audience 'consciousness'. Supporting this position by Hall, Dalas affirmed that:

> *The prime item on the agenda of consciousness industry is producing 'people' who are ready to support a particular policy rather than some other policy (1993:42).*

Although viewing this position from the above perspective, the mass media may be dysfunctionally contributing to the disharmony of a society and stirring people to various forms of behaviour, nevertheless the labelling of physical and social life of the society can have an immediate or future impact on the viewing audience (The Open University, 2003:73). So the audience can be helped by the media in constructing meaning from the individual or the collective symbolic interaction of objects, as well as the exposure to information.

Without doubts, the mass media enable myriad encounters of ideas, artistic expressions and cultural meanings to flow down in many directions to the audiences (Steven 2003:25). Through the technique of 'repeated exposure' similar messages overtime become easy for people to accept as true, and more importantly, act on it even when they know the messages are false (Graunllet, 2007:22). It is also fundamental to see that sounds and images which can serve a narrative function in communication also help in creating influence on the audience. Sound, either in voices or musical form, have powerful emotional accompaniment to media content. Most significantly, it enhances realism by producing effect one would normally associate with action and events physically (Graeme 1993:58). Arising from this effect, the sound brings the illusion of reality through the provocation of the audience's emotion.

Furthermore, Graeme emphasized mass media influence and effect by highlighting the effect of images depicted through them. In a statement, he posited that:

> *Images reach us as already 'encoded' messages, already represented as meaningful in particular ways. Because of its live, pictorial character, and because it emphasizes personal, the audio – visual and the emotional, the contribution of images in the public is probably great (Graeme, 1993:54).*

The above statement underlines the importance of images as carriers of connotative meanings. To him, the mass media create images which are socially and culturally charged with the mental and physical concept of 'man' and which has the potential for social meaning (Graeme, 1993:54) .

To further buttress the concept of images in creating influence and effect by the mass media, Michael posited in statement that says that:

> *Media like many other companies use famous people to advertise their products (2007).*

What the above statement suggest is that when images represent celebrities who agree to a particular standpoint and used, the public audience will similarly agree with their position and endorse it. By implication of this approach, it shows that audience have regards for the celebrity used.

It should however be noted that the society is socially and politically organized in such a way that there are aspiration and desires they have toward certain goals. And society cannot achieve the desired goals without certain

institutions that can influence and regulate behaviours, and at the same time conduct the minds of the citizens to enhance conformity. The mass media is one of such institution that performs these functions. This is because; they revolve around features and ideas that are characteristics of the environment, perceptions and realities of their society (Real, 1997:102). Arising from this position, scholars whose positions are highlighted above see the mass media as institution that are not isolated phenomena of the society.

Secondly, their positions stemmed from the fact that society is based on the possibility of men living and working together for common ends. Therefore, through the mass media, men share information, knowledge and experiences, and thus understand, persuade, convert or control their fellows (Melvin, 1970:28). However, McLuhan and Hall stressed further to posit that, the mass media are carriers of values and contents that are synonymous to the values and contents of capitalism and consumerism. Based on this premise, the mass media tend to produce mental and emotional platform in which consumption becomes an end in itself, instead of fostering a culture based on the plurality of views.

Nevertheless, the mass media are agent of social change, and for social change to occur, ideological values also have to shift. Therefore, the media shift to local radio is the focus of this study.

2.4 Radio Broadcasting

The meaning and usage of the word 'radio' has developed parallel with development within the field of communication and can be seen to have three distinct phases: electromagnetic waves and experimentations; wireless communication and technological development; and radio broadcasting and commercialization (Dyer, 2008). It was on the bases of these trends that radio is seen and defined variously by different scholars. Defining radio from the first two phases, radio is seen to be a:

> *Wireless transmission trough space of electromagnetic waves in the appropriate frequency range from 10 kilohertz to 3000 megahertz (www. the free dictionary. com /radio)*

The deduction from the above definition shows that radio is a system of sending and receiving spoken messages by using electronic signals. This means messages are sent through advance technology without the physical connection between sender and receiver.

Another important feature in the definition is the notion of space. Space in this perspective refers to all places where radio is heard. Therefore, it suggest that radio is an auto- mass medium which has the ability and capacity to cut across all barriers or boundaries and which reaches far distance. It was against this background that Williams earlier sees radio as a:

> *System primarily designed for transmission and reception of information from one point to another (1975:20).*

The implication of the above view shows that radio was invented to produce short and long distance communication to the audience without requirement of literacy and affordability. In addition, it was also seen as an abstract process with little or no definition of processing contents. This is because it attempts to create vast public for it products (Unesco1980:11).

In an affirmation to the above position by Williams, Paterson declared that radio is a:

> *Media technology that permits one person or organization to communicates with many receivers over large distance via the electromagnetic spectrum and radio electrons (2010).*

From the above definition highlighted and advanced, they show that radio is basically a system of technological innovation and development. Secondly, it is the medium through which people who are often not reached by the print or any of the visual media can of course be reached. In addition, being a sound medium it can be used to persuade listeners both far and near to try the use of new products or to listen to entertainment . The fact that it can reach the grassroots, it therefore, can be the appropriate and suitable means of educating and enlightening people from diverse cultural group (Moemeka 1980:58)

However, by implication of its technology based medium, it is centred on modernization of technology, commercialization and the expansion of infrastructures. Secondly, since its operation is a one – way direction, the objective is to strive to transmit values and norms fostered by the dominant technological

groups (Unesco.1980: 16,17). Furthermore, the content of the radio may not be tailored to small communities but is usually prepared for general audience thus reducing relevance of local problems. Therefore, radio has become a technology looking for use rather than a response to demand for a new kind of service or content (McQuail 1997:19). In addition, the position also indicates that radio is taken to mean the technology to transmit information rather than a process of enhancing response, sharing of information or a site of interaction between the sender and the receiver (McQuail, 1994 :10).

The approach to see communication as essentially relative and related to varied needs of different societies provoked the meaning of radio from a different perspective. This perspective sees radio a social needs other than the technological need. This approach sees radio as a communication system that is:

> *Two –way process of communication which calls for active participation of the communities in the planning and production activities of the broadcast. It is the expression of the community rather than a channel for the community. It promotes the exchange of views, brings people closer together, stimulates information, and enhances the values of local knowledge (Paterson, 2010).*

The deduction from the above definition emphasizes the indispensability of radio as a medium of broadcast, especially for a community where majority are illiterate. Secondly it emphasizes the process of participation of the community in

the conception, planning and dissemination of information. In other words, the radio and the community can jointly confront ideas of social needs and at the same favour internal democracies. The point of participation is further stressed by Nair and White in a statement that says that:

> *Participation enhances opening of dialogue, source and receiver interacting continuously, thinking constructively about the situation, identifying social needs and acting upon it (1993:51)*

Underlining the principle of participation, radio therefore becomes a space or a meeting point where 'all' come to provoke, discuss, and dialogue needs, and at the same time pass on the information to others.

Furthermore, the definition also sees radio to be egalitarian. In other words, radio becomes a process in which the roles of the sender and the receiver are not defined on technology or class lines, but all are engaged in the endeavour on equal bases, and using local knowledge (Servaes and Amst ,199:109) .

Additionally, radio is seen from the perspective of the target community or from the local factor. This position negates the technological view of radio and which to a large extent is elitist and does not account for the interest of the less privileged andnon educated members of the society. Against this background, the medium of exchange is very important.The means of exchange is the language use. The language under this discourse is not only the system of nomenclature but includes:

> *all those systems from which people can select*

> *and combine elements in order to communicate. what language does is to construct , not libel reality. these include, sounds, gestures. Customs, images etc (Dalas1993:52).*

What the above statement suggest is that language is an element of local language, and therefore a radio that is garnished by the usage of local language enhance prompt and purposive dissemination of information as needs and not as want.

However, the earlier definition of radio from the technological perspective, does not consider the social, cultural and environmental variables, neither does it consider the levels of education, technology, exposure, wealth, etc. Therefore, it does not effectively transmit messages for the desired effect. This largely is as a result of the choice of words, the perceived meaning by both the sender and the receiver can be influenced by the sender's knowledge and expertise (Olaoye, 2003:169). Therefore, the radio that envisages the inclusion of the structure of the society and how people behave, exchange and interpret messages can best influence and regulate behaviour.

2.5 Theoretical Framework

A theory is a systematic explanation for the observed facts and laws that relate to a particular aspect of life. According to Daramola (2003:36) 'a theory is a systematic and delusive way of thinking about reality in other to described such reality'. Therefore, theories provide researchers with the framework for providing a forum for observations, analysis, discussion, debate and criticism as well as reporting or publishing their works. Theories help us to understand the complex

nature of communication which is vital to human relations. This research will however, focus attention on the theory which will be used.

2.5.1 Uses and Gratification Theory

The meaning of uses and gratification theory as propounded by Baran (2004:42) cited in McQuail (2005:4), states that, 'media do not do things to people, rather people do things with the media'. In other words, the influence of media is limited to what people allow it to be. The basic assumptions of this approach are as follows:

1. That media and content choice is generally rational and directed towards certain specific goals and satisfactions (thus, the audience is active and audience formation can be logistically explained).
2. That the audience members are conscious of the media related needs which arise in personal (individual) and social (shared) circumstances and can voice these in terms of motivations.
3. That broadly speaking, personal utility is a more significant determinant of audience formation than aesthetic or cultural factors.
4. That all or most of the relevant factors of audience formation (motivates, perceived or obtained satisfactions media choices, background variables) can, in principle be measured.

In addition, Wright (1974) cited in McQuail (2005:425) stressed further that the media is responsible with, 'serving the needs of the society'. To him, the media do

this through large circulations of public information of all kinds help the cohesion, cultural continuity, social control, etc. of the society. This in turn presupposes that individuals also use media for related purposes such as relations, adjustment, information and identity formation.

2.5.2 Strengths of the Uses and Gratification Theory

This theory identifies the fact that the media whether positively or negatively have an undeniable influence over its audience. The theory is also commendable for identifying the link or relationship between the audience reaction and the message as well as the role of the individual in the whole process of communication. It rightly describes the audience members as being active in using the content of the message to satisfy or gratify their needs. This theory has been verified to be true by many researchers overtime and innovations have been brought and goals realized based on the assumption of this theory.

2.5.3 Weaknesses of Uses and Gratification Theory

This theory was criticized in its own time as being too behaviourist and functionalist. According to McQuail (1984) cited in MQquail (2005), he argued that the theory failed to provide much successful prediction or casual explanation of media choice and use. This he said may lie partly in difficulties of measurement of motives and partly in the fact that much media use is usually very circumstantial and weakly motivated. He further argued that the approach seems

to work best in relation to specific types of content where motivation might be present. He concluded by emphasizing audience behaviour which is guided by specific and conscious motives has always been in dispute.

In another vein, Babrow (1988), cited in McQuail (2005), argues that people think more in terms of interpretative frameworks that are based on experiences and so some choices made by audience are only meaningful in terms of such frameworks rather than exposure which is based only on habits and reflexes.

Many other theorists have criticized this theory as they believe the public has no control over the media and what it produces. This theory has also been blasted by media hegemony advocates who say it goes further to claim that people are free to choose the media fare and the interpretations they want (Severin and Tankard).Another motive that weakened the theory is the low level attention given to media consumption of the people. Therefore,uniform effects as posited by the Uses and Gratification approach may not be effective.

2.5.4 Justification for Theory Used.

Since media could be used for resolving problems and meeting of needs in the process of problem seeking, Health is a need in every community and the radio as a medium can be use to meet this need. This theory is most suitable for this research because just as the theory states, the individual uses the media for information of all kinds which includes positive sexual behaviour change and

attitude or identity formation to influence right decision concerning of sexual health need. Since habits are, or can easily be formed either through information disseminated by the media or the use of image, people can easily identify with, choose the contents and thereafter make meaning and act on it. In the same way, if the media disseminate positive sexual behaviour change related information, there is a very high tendency that people will likely adopt it which will lead to a better and healthier life.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter examines the research methodology which was used for the purpose of this study. It includes the research design which state the procedure used for the study; the population where the research was carried out, the sample size, instrument used in the field. It also contains study variables, the sample technique, validity and reliability and method of data collection and the data presentation method.

3.2 Research Design

Research is defined as any organized enquiry that is aimed at providing information for solving identified problems. It is further said to be essentially,an investigation, recording and analysis of evidence for the purpose of obtaining and improving of knowledge. A research design is the overall plan on how to obtain answers to questions being study and how to handle some of the difficulties that may be encountered during the research process.

The procedure which was used for data gathering is questionnaire. This is because it is most suitable for the composition of the population which is a combination of a literate and semi literate. The target population is located in Kafanchan and the sample sizes was a questionnaires. The sampling procedure which was used is Non-probability sampling method, specifically the purposive

sampling method. Tables, charts and graphs were used to present the data gathered.

3.3 Population

A population is the complete set of individuals or objects in a target area for research, having some common observable characteristics. It is also group or class subjects, variables, concepts or phenomenon.

The population to be used for this research is located in Kafanchan, Jema'a local government area of Kaduna state. There are over 83,000 people living there and they are made up of different ethnic groups. Although, originally owned by kataf people, others tribes like Hausa, Yoruba, Igbo as well as others have settled there. The people seems to be semi-literate but they speak Hausa fluently and understand English language and because of this fact, my population of this research was the educated elites among them.

3.5 Sampling Technique

According to Oyinbo (1992:47), a sample is defined as a potion of population which has been selected for study in other that the characteristics of the population can be inferred from the finding. Simply put, it is a subset of the entire population. Sampling therefore refers to the process of selecting a portion of the

target population to represent the whole population. The sampling technique which was used is the non-probability sampling method. In non-probability sampling technique, there is no way of ensuring that every object or members of the population have an equal chance of being included in the sample. In other words, they did not have an equal chance of being selected to participate in the research. Furthermore, the researcher adopted the purposive/judgmental sampling method in the non-probability sampling. Therefore, due to this adoption, the researcher handpicked the subjects for specific characteristics or qualities for the research works. The purposive sampling methods was appropriate because the drama programme is broadcasted in four languages, a mixture of formal and informal languages including Hausa, Igbo and Yoruba. The languages of communication were somehow technical and because of this fact, not everyone understood it exactly. Therefore, to get a tangible result, the purposive/judgmental sampling method was used to handpick the respondents who really understood the languages used in the research work.

3.6 Sampling Size

Sampling size refers to the quality or a specific number of the population that is involved or will be chosen to participate in the research work. The data on the total number of the people was unavailable as at the time of this study was conducted, but five percent of the population size was used as the sample size of hundred questionnaires people were selected to carry out this research.

3.7 Method of Data Collection /Source of Data

Survey was used to collect data through purposive sampling method of the Non- probability. People sampling method was used in collecting data which was gotten from the respondents. People were approached at their places of work, on the street, in workshop centres and in the various relaxation spots in the community. On different days and at different period of the day, the respondents were approached with the questionnaire.

Furthermore, Data used for this study were obtained from three waves of the National HIV and Reproductive Health Survey (NARHS) conducted in Nigeria between 2003 and 2007. The NARHS consists of a nationally representative sample of females of aged 15 – 49 years and males of age 15 – 64 years. Survey participants were selected across the 36 states and the Federal Capital Territory (FCT) of Nigeria through a multi-stage probability cluster sampling technique at three levels. The sample was nationally weighted for states rural-urban locations and gender. Similar sampling frames were employed in each of the study waves to ensure comparison of results. Selection was based on the sampling frame of localities which is maintained by the Nigerian National Population Commission (NPC). A total of 31,692 respondents were included in the analysis.

The NPC provided a list of localities in the country stratified into major or big towns, medium and rural localities. The localities where the surveys were conducted were selected from the list comprising of a mixture of the three main

categories with more rural localities. Enumeration Areas (EAs) within the localities were also randomly selected, while eligible respondents were selected from the households within the EAs .

Equally used was the structured questionnaires which were pre-tested and revised by the researcher. Research personal were trained with the aim of acquainting them with the survey instruments. Questions were adapted from the UNAIDS general population HIV and AIDS indicator and the Nigerian Demographic Health Survey (NDHS) questionnaires. Due to the language complexity in Nigeria (over 250 languages), questions were primarily in English. Translation of key words into local languages were carried out at the central level training to enhance uniformity and standardization of questionnaire administrations. Enumerators who were versed in both English and the local languages of the communities where they work were used. For ethical appropriateness, the survey instruments and materials received the approval of the Federal and State Ministries of Health in Nigeria prior to implementation. Consents of the respondents were obtained individually and they were adequately informed of the survey objectives and the rights of the respondents, upon which an individual has the right to participate or otherwise without any fear of intimidation.

3.8 Instrument of Data Collection

The instrument which was used to collect data for research was questionnaire. The questionnaire is perhaps the most widely used instrument for data collection.It consists of a number of questions arranged in a systematic manner and aimed at eliciting information on the research questions and hypothesis as well as demographic data of the respondents. It is self administered by the respondents.

3.9 Data Analysis

A measure is reliable if it consistently gives the same answer. A valid measurement device measures what it is supposed to measure. Assessing validity requires some judgment on the part of the researcher. To test this, ten questionnaires were administered and the respondents were answered to according to the desired satisfaction.

3.9.2 Reliability

The reliability of a measuring instrument demonstrate the consistency of the measurement. A measuring instrument is reliable or consistent if it produces equivalent results for repeated measurement. To test this, a sample of ten questioners were distributed by the researcher and answers were provided the respondent and approved to be reliable for carrying out the study.

3.10 Data Presentation Method

The methods which was used for presenting the data are tables and graphs. They were used interchangeable so as to avoid monotony and boredom and provide the reader with varieties.

CHAPTER FOUR

DATA PRESENTATION, INTERPRETATION AND ANALYSIS

4.1 Introduction

This chapter presents the data gathered from the field of study. It will present the data gathered from the research carried out and the presentation will be in form of tables and graphs after which interpretation, analysis will be done, and will be concluded with the discussion of findings. A hundred questionnaires were administered, 99 were retrieved, 12 copies were void for inconsistency in response and for non compliance to the instructions given. This leaves the researcher with 87 copies.

4.7 Presentation and Interpretation of Data

SECTOPM A: Demographic Data

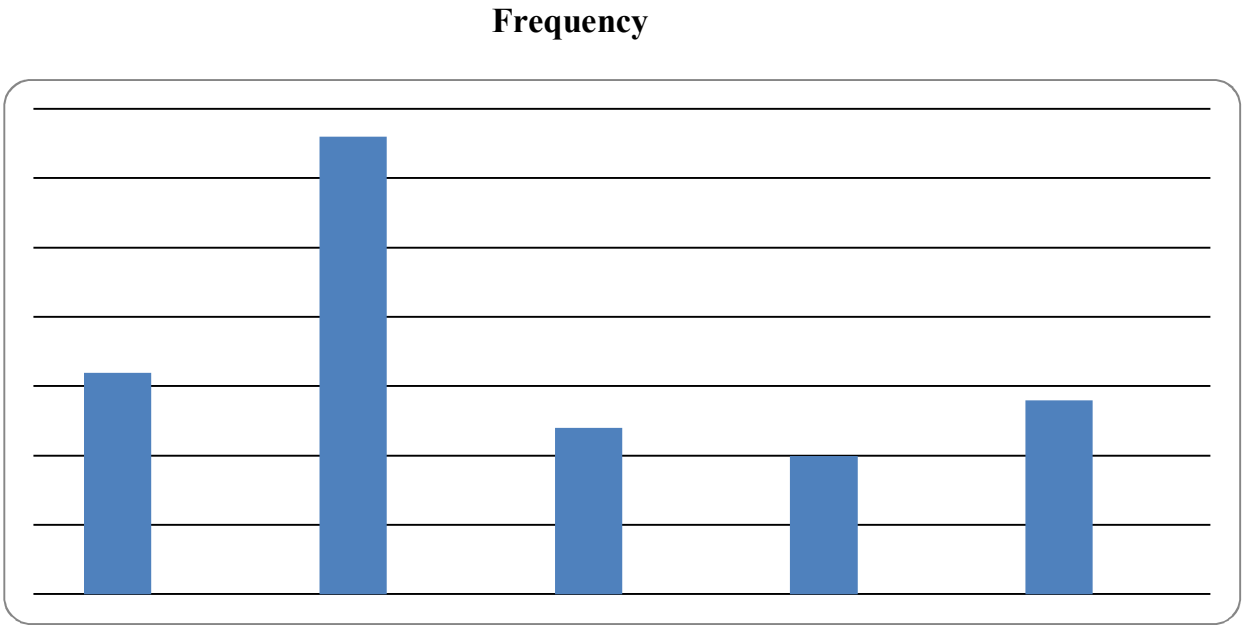
Table 4.1: Sex of Respondents.

Variable	**Frequency**	**Percentage (%)**
Male	49	56.3
Female	38	43.7
Total	87	100

Source: Field Survey, 2010

The table above reveals that the percentage of males (56.3%) surpasses that of females (4.35), meaning there are more males in the community than females. This may be connected with the dominant occupation there which is farming

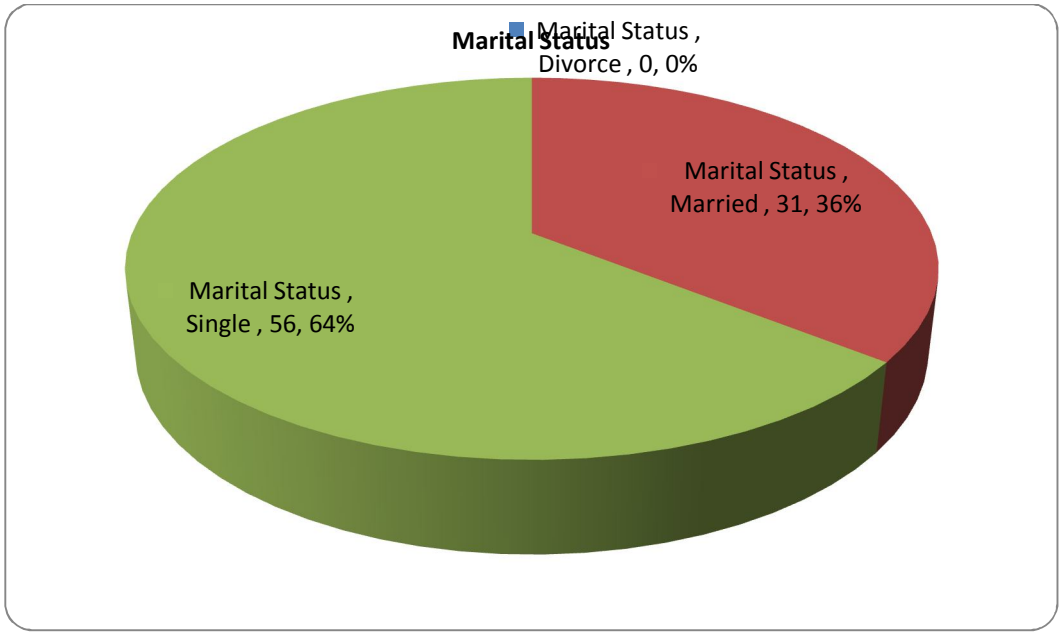
Figure 4.1: Age



Source: Field Survey, 2010

From the above, those within the ages of 21-25 are more (39.55) than the rest while those within the ages of 36 and above are the least (16.1%). The data signifies that there are more youths from the ages 21-25 years living in that community than any other age group. The youths of this age are at a prime age and are therefore, considered highly productive. Therefore, it is safe to say that the respondents of the age are more in number because they are likely to be more productive in farming, hence the reason for their large numbers.

Figure 4.2: Marital Status



Source: Field Survey, 2010.

The above pie chart shows that there are more unmarried people (64.4%) than the married (35.6%). This could be as a result of the low economic status and there probably have not been a steady job from which they can earn sufficient finance to get married.

Table 4.2: Occupation

Variable	Frequency	Percentage(%)
Students	**43**	**49.4**
Workers	**25**	**29**
Unemployed	**12**	**13.8**

Self employed	**7**	**8**
Total	**87**	**100.2**

Source: Field Survey 2010.

The result in the table above shows that 94.4% of the respondents are students, 29% are workers, 13.8% are unemployed, while 8% are self-employed. This indicates that the population in the community comprises most of students. This means the largest groups of people in this category are students while the least number of people are self-employed.

Table 4.3: Educational Status.

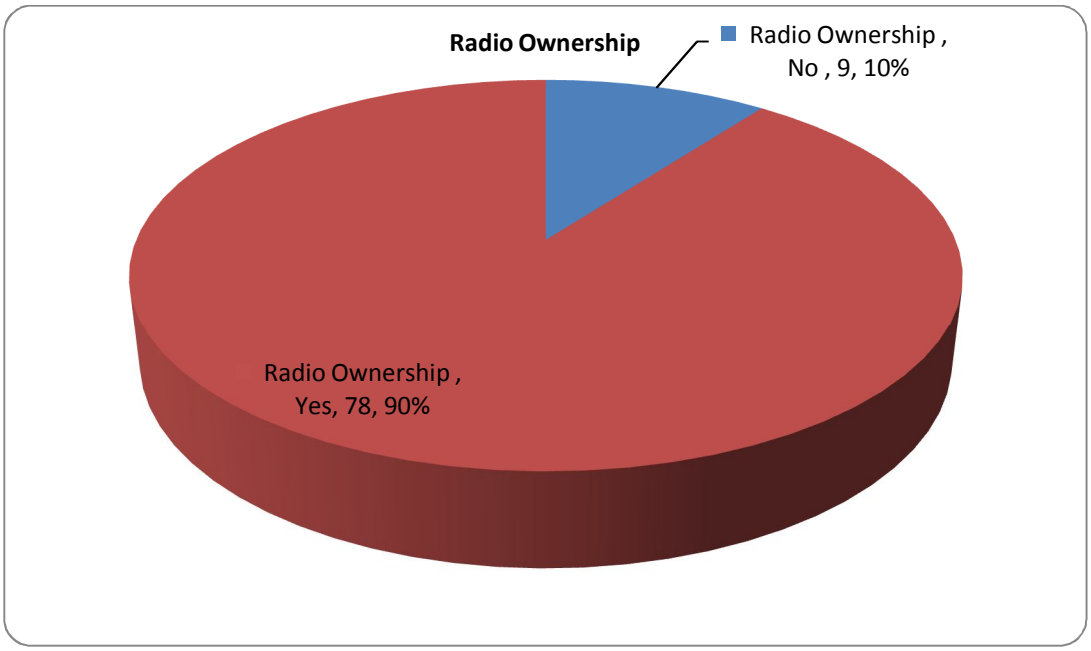
Variable	**Frequency**	**Percentage (%)**
Secondary	**21**	**48.8%**
Higher Institution	**22**	**51.2%**
Others	**-**	**-**
Total	**43**	**100%**

Source: Field Survey, 2010

Table 4.3 above shows that 8.8% of the students are in secondary while 51.2% of the rest are in higher institutions. This indicates that a larger part of the population are in various higher institutions of learning. At this point, it is safe to say that an Average of the population is likely to be literate.

SECTION B: AWARENESS LEVEL OF THE PROGRAMME

Figure 4.3: Radio Ownership



Source: Field Survey, 2010.

In this chart, the result shows that 89.7% of the respondents own radio sets. This is an indication that there is a very high percentage of ownership of radio sets while 10.3% don't. This could be linked to the fact that radio is relatively cheap and an affordable medium which serves as a reliable source of information,education and enlightenment. Those residents without radio sets are very few.

Table 4.4: Programme listenership.

Variable	Frequency	Percentage(%)

Yes	**84**	**96.6**
No	**3**	**3.4**
Total	**87**	**100**

Source: Field Survey, 2010

As indicated in the table above, 98.9% of the respondents listen to radio programme while. 1.1% don't. The level of listenership to radio programmes is found to be very high. This could be as a result of the advancement in technology which makes it possible for cell phones to have radio attached at affordable prices. Another factor responsible for high rate of listenership of radio programmes can be to the nature of programme or its content. The non-listenership could be as a result indifference.

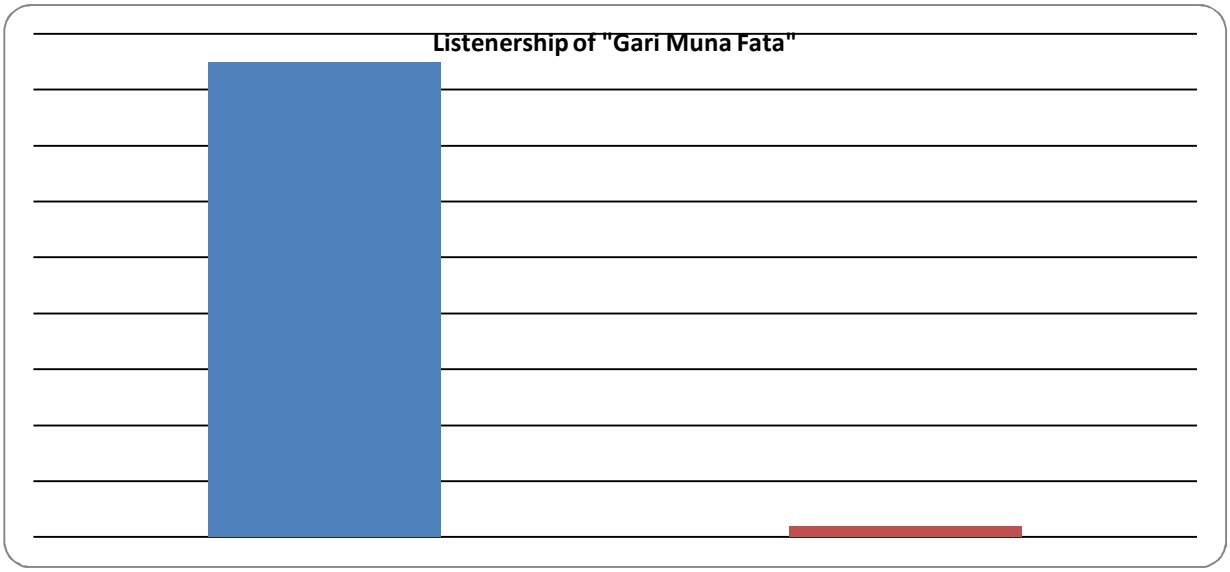
Table 4.5: Capital Sound Radio Listenership.

Variable	**Frequency**	**Percentage(%)**
Yes	**84**	**96.6**
No	**3**	**3.4**
Total	**87**	**100**

Source: Field Survey, 2010

Table 4.5 shows that 96.6% of the respondents listen to Capital Sounds FM, Kaduna, and 3.4% don't. Therefore, from the frequency and percentage of the population who listen to capital sound 90.9FM and from the result obtained, there appears to be a very high percentage of capital sound 90.9FM listeners residents in the community.

Figure 4.4 **Listenership of " Gari Muna Fata"**.



Frequency 85 2

Source: Field Survey, 2010

The table above shows that the percentage of listeners who listen to the drama programme is very high (97.7%) compared to those who don't (2.3%). This may not be from the fact that the programme aired is usually every interesting and timely.

Table 4.6: Interest in the Programme

Variable	**Frequency**	**percentage**
Yes	**81**	**95.3**
No	**4**	**4.7**

Total	**85**	**100**

Source: Field Survey, 2010

The analysis of the table above reveals that most respondents (95.3%) in the community tend to have much interest in the programme while very few of them (4.7%) don't. This could be because of the nature and approach of programme (edutainment).

SECTION C: PROGRAMME EFFECTIVENESS

Table 4.7: Listening Companionship

Variable	**Frequency**	**percentage**
Alone	**38**	**44.7**
With friend	**81**	**21.2**
Sometime alone or friend	**25**	**29.4**
Sometime alone or friend	**2**	**2.35**
Sometime alone or family	**-**	**-**
Sometime alone or staff/colleagues	**2**	**2.35**
Total	**85**	**100**

Source: Field Survey, 2010

From the analysis above, the outcome shows that most of the respondents (44%) who listened to the programme do alone. The next large category of respondents who listened to it with their families 21%. Those who listened with their friends, 2.35% listen sometimes alone or with friends and 2.35% listen alone or with

staff/colleagues. This could be because they are usually at home at the time of the programme.

Table 4.8: Discuss after programme.

Variable	Frequency	percentage
Yes	**69**	**83.1**
No	**14**	**16.9**
Total	**83**	**100**

Source: Field Survey, 2010

As indicated in the above table, a higher percentage of listeners (83.1%) do discuss after listening to the programmes, while few of them (16.9%) don't. This means that they probably pay close attention and that is why there is usually something to discuss relating to the programme and the outcome of this discussion could have an impact on the listeners.

Table 4.9: Opinion on programme impact

Variable	Frequency	percentage (%)
Absolutely agree	**39**	**46.4**
Agree	**41**	**48.8**
Total disagree	**4**	**4.76**
Completely disagree	**-**	**-**
Total	**84**	**100**

Source: Field Survey, 2010

The result above indicates that 46.4% absolutely agree to the impact of the programme while 48.8% agree.Therefore, 95.2% of the respondents agree at

various degree and attest to the positive impact of the programme, while 4.7% of them disagree to this. Therefore, it is logical here to say that the programme has charged the general behaviour of the respondents positively. This finding further reveals that the respondents are well aware of the impact of the radio programme on them, except for a very few of them.

Table 4.10: Awareness of the Impact of Radio Drama

Variable	Frequency	Percentage (5%)
Yes	**63**	**74.1**
Positively	**20**	**23.5**
Not sure	**2**	**2.3**
No	**-**	**-**
Total	**84**	**100**

Source: Field Survey, 2010.

An analysis of the responses above reveals that 74.1% of the respondents acknowledged the impact of radio drama, 23.5% of them also think that radio drama has a positive impact on them while 2.4% are not sure of its impact. This shows that a large percentage of the population in the community do believe that radio drama generally has an undeniable impact on behaviour whether directly or indirectly. A little percentage of the population appears to be probably because of the subtle approach it sometimes adopt. This result reveals that the audience are well aware of the impact of the radio programme on them, except for a very few of them.

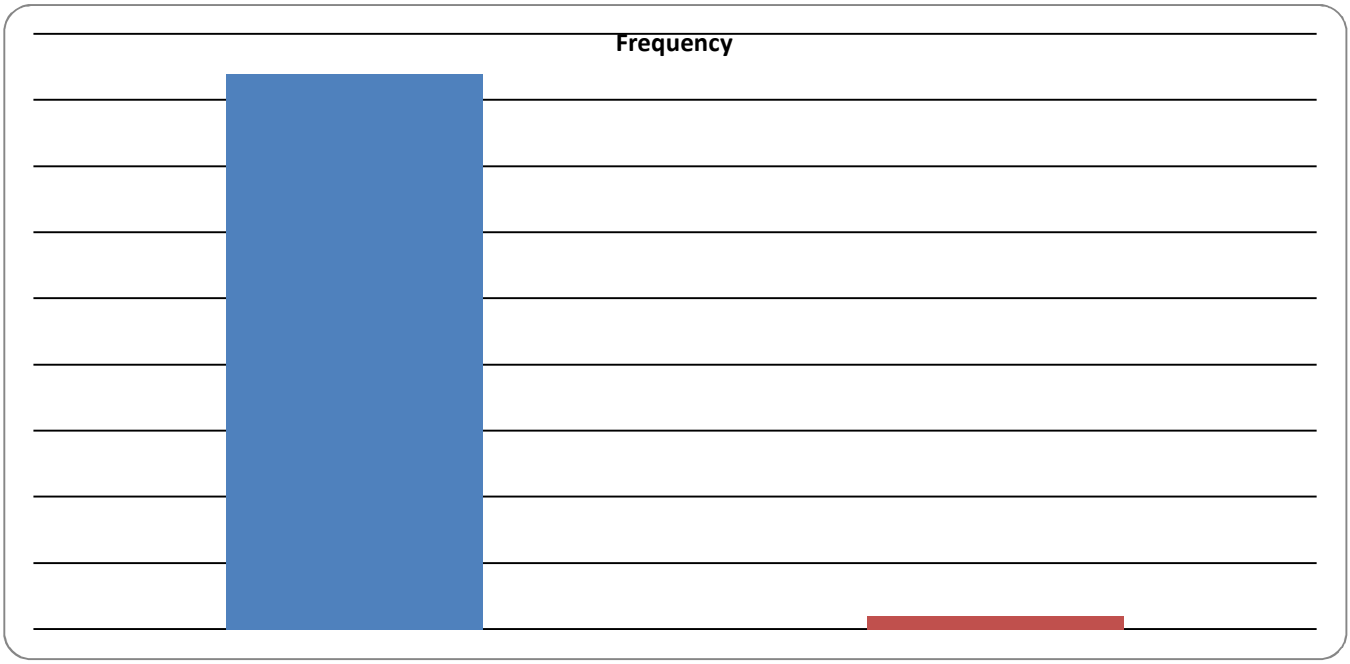
Table 4.11: Radio as a Health Promoting tools

Variable	Frequency	percentage
Yes	**88**	**98.8**
No	**1**	**1.2**
Total	**85**	**100**

Source: Field Survey, 2010

Table 4.11 shows that a higher percentage of the respondents (98.8%) in this community believe that radio is a useful tool in promoting health behaviours while very few of them (1.2%) disagree with that. This means that most of them are likely to pay attention and be influenced through the use of radio as medium.

Figure 4.5: Audience Disposition towards the Drama topic issues



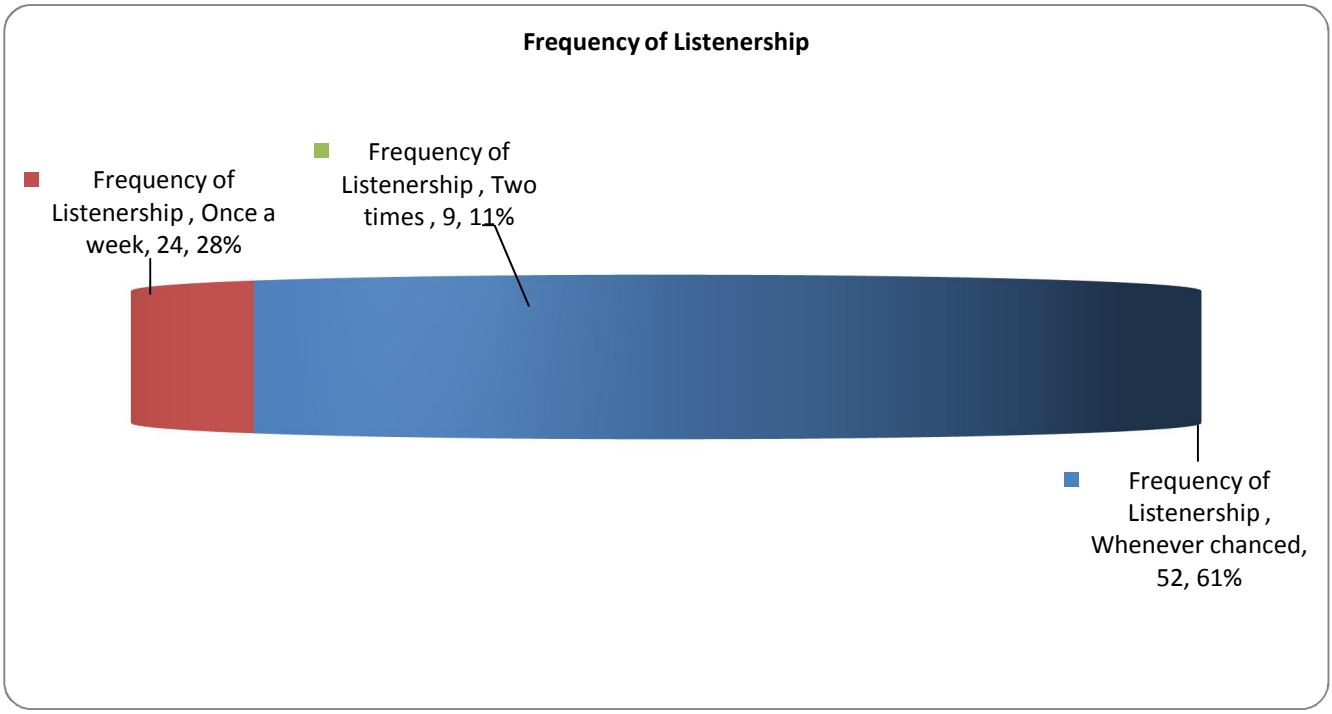
Frequency	**84**	**2**

Source; Field Survey, 2010

The result of the analysis of the above table shows that 97.7% percent of the respondents consider the health issue discussed as serious or deal while only 2.3% do otherwise. This reveals that a good percentage of the people are much more likely to learn from the radio drama and most likely to yield to an advice given in the programme.

SECTION D: ASCERTAINING AUDIENCE ATTENTION.

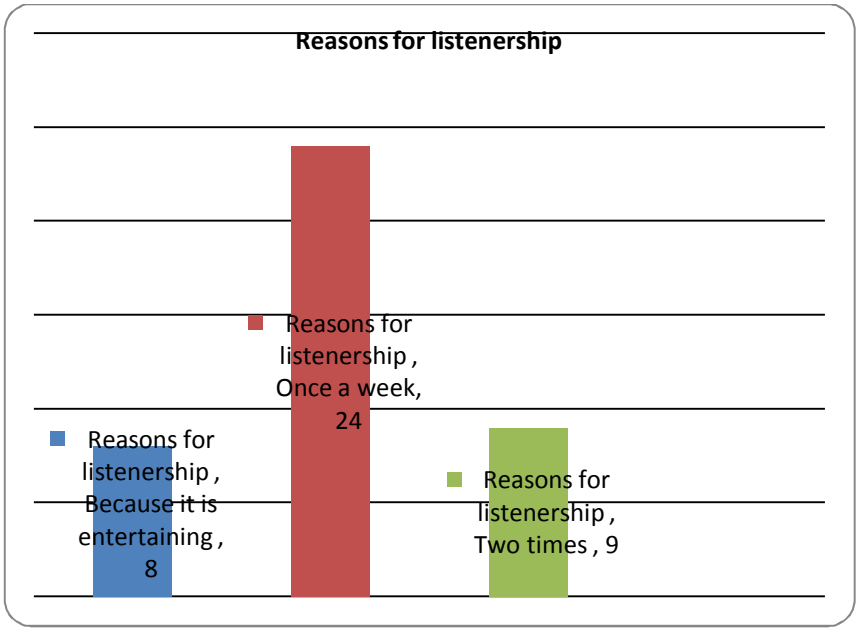
Figure 4.6: Frequency of Listening



Source: Field Survey, 2010

The Chart above shows that respondents who listen to the drama once in a week are 28.2%, two times a week are 10.6%.Those who listen to it by chance are 61.2%. This analysis implies that most of the listeners listen to the programme whenever they are chanced. They could possibly be because the time may not be convenient for them either due to their schedules. This could also be because the second edition aired every week is usually a repeat of the previous episode.

Figure 4.7: Reasons for Listenership.



Source; Field Survey, 2010.

The graph above shows that 9.5% listen to the radio drama because they find it entertaining; 21.4% listen because they find it informative/enlightening; 23% listen to it because they find it educative; and 46.4% of them listen to the radio drama because they find it generally informative, educative, entertaining and enlightening.

4.3 Data Analysis/Discussion of Findings

The general finding made from the observation and analysis is that many people liked the programme and they have their various ways of relating with the drama. It was further observed that many of the listeners do not really know the title of the programme but they can identify it when they hear the sign tone. There

is also a great awareness of the programme among respondents in the community, probably because it is fairly new and the approach is edutainment. Though the community is at its early stage of development, it enjoys power supply, excerpt for the bad roads, lack of drainage system and portable drinking water which are some of the features that characterized a developing community.

From the analysis of demographic data, the result shows that there are more males in the community than females. The percentage of males (56.3%) exceed that of females (43.7%) probably because of the dominant or main occupation (farming) which is believed to be more of male's work than female.

Also, the age range of the respondents reveals that the ages between21 – 25 years constitute the largest group with a percentage of 39.5%. The reason for the wide gap between this age range and others might not be unconnected with the fact that this category are believed to be at their most productive age and therefore, would be more helpful in the farming in the community. The least group of people in this category are between age of 31 – 35 and thereby constituting 11.5% of the population.They are few in number possibly because they are of the working class in the town and are trying to bring up their families.

Table 3 indicates that there is a majority of single (64.4%) than married people (35.6%). This could be because the youths are probably in various institutions of higher learning striving for educational qualification while some others are busy struggling to earn a living. Meanwhile, the people comprised of retired workers, mostly those who have farm lands and are into full time farming.

The occupation table signifies that students constitute the majority with 49.4%. Some of the students are likely to be working and schooling in various institution of learning which is probably why they are more in number. Those who are self employed are few. The fifth table in the chapter reveals that most of the students who reside in the community are in higher institutions and constituted about 57.2% while the secondary school students are less with 48.8%. A percentage of students in high institution reside there probably because they work in the farm to sustain themselves in school.

In assessing the awareness level of the programme, the finding showed that 89.7% percent of the residents own sets while only 10.3% don't. This could likely be due to the fact that people in developing countries Nigeria rely heavily on radio as their main source of information and entertainment. The listenership rate appears even higher with a larger percentage of 98.9% over those who do not usually listen which constituted the remaining 1.1%. This could also be connected to the fact that radiois portable and relatively cheap, and couple with the advancement in technology which has led to the possibility of having handset with radio in it. This shows that people largely depend on radio to satisfy their various needs.

The analysis further shows that a higher majority of the residents which constituted 96.6% listen to the capital sounds 90.9FM. This could be as a result of the nature of their programme or it content and clarity in terms of reception. The analysis, 97.7% of the respond indicates their keen listenership of the radio drama.

The high percentage could be attributed to the comic characters, and the languages used which sounds humorous.

Further finding shows that many of the respondents of about 95.3% enjoy the programme which is one possible reason for the high rate of listenership. More so, the comic nature of the programme and the diversity of language used in the drama could be a possible reason for the high interest listenership rate. The content of the programme is likely to be of interest too, if not all, most of it listeners and this could be yet another reason for the high interest rate.

Many of the respondents listen to the programme alone while others do with friends. Very few of them of about 2.35% listen to the drama sometimes alone or family/friends. The similar reaction of the audience to the radio programme has shown that some of them totalling 83.1% do discuss after listening to the programme. This could be as a result of trying to use the programme to gratify certain needs of the individual and this may go to confirm the application of the theory used and its justification.

While discerning the impact of the radio drama, 48.8% of the respondents agreed that the drama had a direct or indirect positive impact on them, while 46.4% absolutely agreed. This means that more than half of the respondents 95.2% recognized the impact which the drama had on people in general. This could serve as a pointer to the power which radio possess in transforming people through its subtle approach.

Amongst the respondents, 97.6% believed in the power of radio and it's capability to change or adjust health behaviours or attitude listeners. This is a strong indication that people recognize and to a large extent, believe in the power of radio in health development and are likely to respondent to radio programmes positively.

While measuring the programme's effectiveness, 97.7% of the respondents believed that the health related issues mentioned in the course of the programme are real. This could be attributed to the possible health awareness programmes done on the radio and possibly the believability of the characters in the drama. The interaction which occurs among the respondents at the end of the programme could be possibly reason for it effectiveness. This shows that radio has gone a long way in impacting on people's attitude and therefore it is safe to say that radio is a very effective medium in shaping opinion and changing attitudes.

In ascertaining audience attraction, a result of the analysis shows that 61.2%of the respondents listened to the drama programme whenever they are chanced probably because the time may not be convenient for them. A percentage of 28.2% listened to the programme once a weak which may also be attributed to the timing or because it is usually a repetition of the previous edition.

In ascertaining the audience in the last section, a careful analysis shows that most people of about 46.4%are attracted to the drama mostly because of it's instructive, educative, entertaining and enlightening nature. This could mean that the programme has a rich combination of content, spectacle and appeal.

4.4 Discussion Relating to Research Questions

1. What is the level of the reception of the programme?

Tables 4.5, 4.4 and 4.9, answers this question regarding the extent or level of reception. In table 4.5, the response of the respondents shows that 96.6% of the population listened to the station on which the programme is aired. There is therefore a high tendency of having so many listeners because the radio drama is one of the very few edutainment (educating while entertaining) programmes they present.

Table 4.4, further shows a higher percentage of audience who listen to the programme are about 97.7%.This also means that the programme has more listeners than the station does.

Furthermore, a higher percentage of audience in chart 4.6, 4.7 out of 87 people listened to the programme. This could be because of the high rate of reception and listeners interest; therefore the level of the reception can be said to be very high.

2. What are the audience perception/impression about the programme?

Tables 4.6 4.7 and 4.6, give answers to this question. From table 4.6, a percentage of 95.3 listeners find the programme interesting. Table 4.7 shows that majority of the audience enjoyed the programme for its informing, entertaining, educating and enlightening roles, but only 4.7% did otherwise, and this reveals greatly the interest the people have in the drama. In graphs 4.6, 85 out of 87 people listen to the programme. This could be as a result of high interest shown,

and based on these, the audience seem to have a very good impression about the programme.

3. What are the audience attitude toward the programme?

Tables 4.4, 4.6, 4.7, 4.8, and 4.6 give various answers to this question. Table 4.4 shows that a great number of the respondents,about 97.7%, listened to the programme while a much lesser percentage enjoy listening to it.

Table 4.7 shows that most of the respondents with a percentage of 44.7% listened to the programme alone, probably because they want to avoid distraction, thereby giving the programme more attention This attitude is an indication that people are favourably disposed to the programme.

Table 4.8 reveals that 83.1% of the respondents listened to the radio drama whether alone, with family or friends to discuss about it.This shows that the programme calls for some discussion which is most times related to the happenings around.

Table 4.6 further answers the question of the audience attitude toward the programme by showing that a good majority of them, about 61.2% have a fairly positive attitude toward the programme. This could be as a result of the nature of their schedules or timing of the programme. At this juncture, it will be right to say that it goes along way in showing that they have a positive attitude toward it.

4. **What is the extent do the information disseminated influence the health behaviour of the audience.**

Tables 4.8, 4.9 and 4.5 provide answer to this questions. An analysis of the table 4.8 shows that 83.1% of the respondents do discuss after listening to the radio drama which means that the discussion is most likely provoked by the drama programme which they had just listened to. The outcome of this discussion could lead to a change of behaviour or decision towards an aspect which affects them.

As shown by table 4.9, 96.6% of the respondents agreed to the fact that the programme has got an undeniable impact on most of them. Almost all the respondents agreed at various degree to the positive influence of the radio drama on their health.

Furthermore, to show the extent to which the information disseminated during the programme influences the audience, 97.7% of the respondents believed that the health issues in the course of the programme are real. Therefore, from the respondent responses, it is safe to say that the information disseminated during the programme influences their behaviours greatly.

5. **What are the factors that facilitate audience attention to the programme?**

Table 4.7 provides the most suitable answer to this question. From the analysis made in table 18, it is clear that a large majority of the audience of about 46.4% who found the programme interesting, do so because of its general educative, informative, entertaining and enlightening roles. However, about 23% of the

respondents looked at the programme because of its educative/enlightening contents. Drawing from this analysis, one may conclude that the programme performed more of general role rather than a specific role as intended (edutainment), Therefore, the factors that facilitated audiences' attention to the programme are the educative, entertainment, informative and enlightening nature or characteristics that it possesses.

4.5 Roles of Radio

Radio as a mass medium performs a number of roles. The traditional functions include information, education, entertainment and enlightening. Others include: surveillance, motivation, socialization and mobilization (Soola 2002:93). Overtime, due to advance technology and communications, radio has performs various roles.

Firstly, radio disseminates information to people about events of importance using details about latest happenings. Over the years, radio has served as information provider and as such, has created more hunger for information even in rural areas. Information role of radio covers a wide range from news to availability of services, food prices and announcements. It disperses information about health, agriculture, education and economy. This is the first among the traditional functions which radio performs.

Secondly, radio is a medium which plays a very vital role through entertainment. Entertainment programmes are light programmes which are meant for relaxation, and they come in different forms such as music of various genres,

radio drama, comedy skits and folk songs. The entertainment role is one of the fundamental functions which the radio is known for in most parts of the world.

Furthermore, radio serves as medium of education through the use of educational programmes, radio has helped to contribute to the knowledge of individuals, both in health and even in academics. It has been used to teach certain lessons which might not have been easily transferred within the four walls of the class room setting.

Fourthly, radio performs the role of an equalizer of academic opportunities. This is done especially in the areas of adult and continuing education and correspondence learning. Where good teachers and health workers are not evenly distributed, radio is depended upon to perform these roles.

In addition, radio also serves to compliment the activities of the teacher in conventional class norm setting. A practical example of this is when radio was used in India. Hindi language was taught by radio to students over five hundred schools as first language Mohanty (1994:16).

Closely related to this, radio broadens the mental horizon of the listeners. Through its news dissemination and education, radio transports people from their obscure covers of the world into anywhere anything considered as news is happening.

Radio also plays the role of mobilization. It has been used to mobilize people to support government decision and programmes. For example, in Nigeria

radio Kaduna through its programme "Don Mukiyaye Rayuwa" successfully mobilized the Nomads to take part in Nomadic education.

Lastly, radio is most often used to reinforce existing values and behaviour patterns. Through programmes such as popular cultural messages in radio drama, advertorial, music and songs, etc. people are reinforced or persuade to adopt new behaviour.

4.6 Role of Radio in Health Development

The media is an important ally in any public health situation. They serve to disseminate information and as well as an advocate for correct health behaviours to their listeners. But before the media can take on that role, they need to understand the virus, the bacterial or issues surrounding a particular health policy and practices before finally, recommending correct behaviours (William, 2006).

The mass media, in the form of the radio and television (but with much emphasis on radio), are an effective way to persuade target audiences to adopt new behaviours, or to remind them of critical information. Besides informing the public about new diseases and where to seek help, they can also keep the public updated about immunization campaigns. The radio can empower rural populations to fight major causes of infant mortality such as diarrhoea, dehydration and diseases which can be prevented through vaccination. They also inform large numbers of people of seasonal or daily variations for such activities as an immunization campaign or availability of a new product or services. They can teach new health skills such as how to mix oral dehydration solution, promote

new health behaviours such as taking vaccines once a year, motivate ad hoc or organized listening groups, and increase community acceptance of health workers.

In order to increase the number of children less than a year old receiving vaccinations, radio and television broadcasts were created because almost everybody utilized one or both media channels. According to a study done later to determine the efficacy of the campaign, using the radio and television 'resulted in more children being vaccinated on schedule'.

5 Synopsis of "**Gari Muna Fata**".

Gari Muna Fata is also a radio drama series of fifteen minutes sponsored by society for family health. The first series of this programme ran on 16 radio stations in 1998. the radio drama is currently aired on 56 radio stations across Nigeria.

As stated above, their aim is to entertain people while educating them (edutainment) on the prevention and effect of unwanted pregnancies, sexually transmitted disease (STD's and HIV/AIDS), family planning child spacing.

Gari Muna Fata is broadcasted in Hausa language. The programme is aired on Saturdays, with a repeat version on Wednesday.The time in which the drama is usually aired vary among the different radio stations in the country. The timing for the drama programme is allocated by society for family health, based on the choice of the audience which is usually done through audience research. Society for family health works in collaboration with other organizations like United Nation International Children's education Fund UNICEF.

5.7 The Role of Mass Media Communication on HIV&AIDS

The health communication literature suggests that there is a positive relationship between exposure to mass media campaigns and HIV-related behaviour change, for example, the adoption of condom use, and the reduction in number of sexual partners are all programmes designed and disseminated to reduce and prevent the spread of HIV/AIDS (Swalehe, 2000). It is also observed that exposure media programmes like television and radio drama series, radio jingles have had a positive impact on audiences' attitude toward people living with HIV/AIDS, and at the same time help in the adoption of HIV-prevention behaviours (CADRE, 2005).

The role of mass media messages about HIV/AIDS prevention in communities with high risk behaviour have helped in preventing HIV transmission to a minimal level (Temin et al., 1999; Vaughan et al., 2000). The features that characterized these communities as high risk include; large numbers of brothel-based sex workers and transactional sex which have been exposed due to the social responsibility of the news reporting and other edutainment programmes. Therefore, with programmes aired to discuss the use of condoms, reasons for abstinence and healthy sexual living, the prevalence of HIV/AIDS have really curtailed. In addition, through the dose-response relationship between mass media HIV/AIDS messages and correct perceptions about HIV transmission routes, the exposure to the number of messages increases and the misconceptions about HIV/AIDS transmission decreases (Jato et al., Sood & Sengupta, 2004).

Young people are about if not all, the primary target group of HIV/AIDS prevention or eradication. The mass media continue to conceive or advertise programmes targeted to them, ranging from school-based to out- of- school programmes. Some of the programmes are approaches aimed to tackle youth sexuality problems, gender issues and livelihood issues. The programmes have demonstrated better support reduces or prevent the vulnerability of young women to HIV/AIDS infection. So through the instrumentality of programmes like; Adolescent Health and Information Project in Kano, the Girls Power Initiative in Calabar, Life Vanguards in Oshogbo, and the Halt AIDS Group in Jos are all programmes by organization but channel through the mass media to their audiences. (Irene and Omokhudu, 2006: 302).

Studies have also shown that the relationship between exposure to mass media messages and audiences have increased the level and importance of interpersonal communication among people. This suggest that,the link between interpersonal communication and overt behaviour change, and the media. Therefore, programmes aired by the media have the capacity to provoke discussion among groups or community, and when such discussions are well articulated, they can trigger overt behaviour change. This means, messages through the mass media, could serve as precursors to behaviour change (Piotrow et al., 1997; Rogers, 1996). So, a positive behaviour change has the capacity to prevent HIV/AIDS infections.

CHAPTER FIVE

SUMMARY AND CONCLUSIONS

5.2 Summary and Conclusions

This modern age has seen an accelerating development of new resources, techniques and technological devices in communication, particularly for transmitting and receiving of signal and messages to near and distance audiences. One discovery followed another with increasing speed. From the invention of phonograph to telegraph and the incessant transmission of telegraphic messages through wireless means since 1904 and human voices by audio-visual media forms which have really helped in forming or strengthening behaviours among individual or groups.

Therefore, radio and some of the wireless media are auto-mass mediums which have the ability and capacity to cut across all barriers and boundaries of illiteracy and poverty. They reach people who are often not reached by print or some of the visual media forms either by reason of means, affordability and/or environmental challenges. Besides, they have the ability to be heard and seen everywhere, and their broadcasting services cover wider range such as; news, education, entertainment, drama, advertising, socio-economic, political, health, and cultural matters. Among these media forms, radio has emerged as the easiest to operate and most effective source of disseminating information of any kind in the developing countries, and that informs its usage in the HIV/AIDS prevention programmes (Soola, 2002:94).

As primarily a sound medium, it is used to inform listeners about what is happening at home and around the world. It can also be used to persuade listeners to try the use of a new product or continue to listen to entertainment. It can be seen as the most potent media that reaches the grass roots and therefore, can be an appropriate and suitable means of educating and enlightening people from diverse social cultural groups on health or behavioural change.

Underling the fundamental objectives of most governments to make elementary education on health, wipe out illiteracy, as well as supplementing formal education, radio has become an appropriate system for distance learning and conscientization. This necessity enhances the expansion of radio to wider rural areas and remote corners of many countries. This wider coverage has produced another major change in the nature of the messages transmitted. Most importantly because of their under dissemination, radio programmes are produced in local languages (Unesco 1980:58).

In addition, radio has an immediacy. Message contents can easily be delivered in nature languages, it has the potential of personal touch that can lend urgency to change. For associating a message with a known and/ or respected individuals gives a radio message a very good chance of being accepted (Moemeka, 1983:34).

5.2 Suggestions and Recommendation

Although, the role of the mass media especially the radio cannot be over emphasized, it however does not meet some basic needs of the society due to some

peculiarities and features that make society and communities distinct from each other. Therefore, to accommodate these basic characteristics, the following suggestions and recommendation are put forward.

Since most radio stations are alienated from the community and target audiences, it is unrealistic to expect the urban-based radio stations to articulate objectively the needs and concerns of the rural people and their sexual life style. Therefore, the establishment of rural radio becomes imperative as it is the only station that can engage the communities and put the community in a proper track for sexual behaviour change according to their social and cultural world view.

Secondly, information concerning HIV/AIDS and other related diseases should not merely be reported but should include sufficient analysis and enlightenments of the effect of HIV/AIDS on the individual, family, society and how the resources meant to address other social issues can be completely expended on it.

In addition, HIV/AIDS programmes aired should be induced with sentiments and emotionally charged information that discourage unhealthy sexual life style among the youths, singles and even married group.

Furthermore, a longitudinal evaluation of a notable multi-media entertainment-education intervention programmes to promote HIV/AIDS prevention, increase knowledge about HIV/AIDS, positive attitudes about people living with HIV, improving social norms, and changing behaviours related to HIV-infection should be aired very often. Similarly, such study to measure the

effects of HIV/AIDS infections, interventions and prevention should be put in place in low and high HIV prevalence areas to equip researchers and health workers with necessary information on affected persons for possible preventions.

While there seem not to be any statistical difference of significance in selected indicators among those who listen to the radio programme and those who did not, information from the study shows how the programme has influenced respondents' view of HIV and AIDS. Currently in Nigeria, there are many radio and television programmes on air discussing HIV and AIDS in one format or the other. These are all contributing factors to people's desired behaviour and practices in one way or the other. It is thus very challenging to isolate the effect of one particular programme on HIV prevention as it requires higher level of analysis. Moving this forward, it might be interesting to look at the effects of media on HIV prevention by including all programmes on air. While this is great, the challenge of availability of relevant data still remains. Therefore, further research may need to be done using more sophisticated methodology in singling out the effects of single programme on HIV prevention.

Definition of Key Words

Mass Media : In this context refers collectively to all media technologies, including the Internet, television, newspapers, film, mobile phones and radio, which are used for mass communications. (Http//:www.wikipedia.org/Mass Media)

Behaviour Change Communication :(BCC): In this context is a process of any intervention with individuals, communities and/or societies to develop communication strategies to promote positive behaviours which are appropriate to their settings. (Http//:www.wikipedia.org/Behaviour change communication).

Information, Education and Communication: In this context refers to leaflets and other printed materials meant to give information, education and communication message to the reader at his /her time. (Http//:www.wikipedia.org/HIV IEC materials).

HIV and AIDS Response Coordination at the National: In these context National Agency for the Control of AIDS (NACA) whose mandate is to coordinate the entire national response to the disease and provide oversight for all HIV/AIDS activities in the country. NACA is also expected to provide policy direction and technical assistance in addition to facilitating capacity building and the mobilization of resources with which to contain the

epidemic . While at the state level State AIDS Control Agency (SACA) coordinate the states response to HIV/AIDS with Local Action Committee on AIDS (LACA) platforms created at the LGAs for effective coordination of HIV/AIDS response. (National Agency for the Control of AIDS, 2006: NACA Annual Report).

PLWHA : In this context refers to People Living with HIV/AIDS within any given community

Radio: This refers to the function which radio plays to the members of the community

Health: Health in this context refers to the physical and mental state of the mind and body or general well being of an individual

Community: A community in this context of study refers to a group of people who live or reside in the same area.

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Appendix 1: FGD and IDI discussion Guide

Role of media in HIV Prevention: A case study of Gari Muna Fata:

Focus Group Discussion Guide

(Discussion to be in Local language)

Introduction

DEPARTMENT OF THEATRE AND PERFORMING ARTS
FACULTY OF ARTS,
AHAMADU BELLO UNIVERSITY ZARIA

QUESTIONNAIRE

I am Suzan Ogabo, a final year student of Theatre and Performing Arts department, ABU Zaria, currently conducting a research on 'The Role of Mass Media in HIV/AIDS Prevention'. This is partial fulfilment of the award of M.A Development Communications. Kindly fill in this questionnaire by ticking{ } where appropriate. You are required to fill this questionnaire with appropriate information. Your honest response is very important and will be appreciated and private details will be kept discreet.

Thank you.

SECTION A: DEMOGRAPHIC DATA

1. Sex a). Male ☐ b) Female ☐
2. Age a) 15-20 ☐ b)21-25 ☐ c) 26-30 ☐ d)31-35 ☐ e) 35 and Above ☐
3. Married Status: a) Single ☐ b) Married ☐ c) Divorce ☐
4. Occupation: a) Student ☐ b) worker ☐ c) Unemployed ☐ d) self ☐ Employed ☐
5. If you are a student. What is your level of education? A) Secondary b) High Instit ☐ n

c. others specify ……..

SECTION B: AWARENESS LEVEL

6. Do you have a Radio set? A) Yes ☐ b) No ☐

7. Do you listen to Radio Programmes? Yes ☐ b) No ☐

8. Do you listen to capital sounds 90.9 FM? a) ☐ b) No ☐

9. Do you listen to the Radio drama "Gari Muna Fata" a) Yes ☐ b) No ☐

10. Do you like the drama programme?

a) Yes ☐ b) No ☐

SECTION C. PROGRAMME EFFECTIVENESS.

11. Who do you listen to it with? a) Alone ☐ b) Your friends ☐ c) Your ☐ family ☐

d). Sometimes alone/friends e) Sometimes alone/family ☐

12. Do you discuss after listening to the programme? a) Yes ☐ No ☐

13. The programme has changed my idea, attitude or behavior towards health issues positively.

a) I absolutely agree ☐ b) I agree ☐ c) I completely ☐ d) disagree ☐

14. Do you believe that the radio drama directly or indirectly impact positive on people's behaviors?

a) Yes ☐ b) Possibly ☐ c) Not sure ☐ d) No

15. Do you think radio is useful medium in promoting good health behaviors?

a) Yes ☐ b) No ☐

16. Do you think the Health issues mentioned in the course of the drama are ☐? ☐

a) Yes b) No

SECTION D. ASCERTAINING AUDIENCE ATTENTION.

16. How often do you listen to it in a week? a) Once in a week ☐ b) Twice in ☐ a week ☐

c) Whenever Chanced

17. If " Yes" to question 10, Why do you like the drama?

a) . Because it is entertaining ☐ b) Because it is informative/enlightening ☐

c) Because it is educative and entertaining ☐ d) All of the above ☐

Thank you

Suzan Ogabo