ASSESSMENT OF RURAL ENLIGHTENMENT AND SOCIO-ECONOMIC DEVELOPMENT PROGRAMMES OF GOVERNMENT RADIO BROADCASTING STATIONS IN KADUNA STATE

BY

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DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE, FACULTY OF EDUCATION, AHMADU BELLO UNIVERSITY, ZARIA

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DECLARATION

I declare that this thesis entitled "Assessment of Rural Enlightenment and Socio-Economic Development Programmes of Government Radio Broadcasting Stations in Kaduna State" has been carried out by me in the Department of Library and Information Science under the supervision of Kosoko Adu Momoh (Ph.D) and Ezra Shiloba Gbaje (Ph.D). This work has not been presented in any previous application for an award of a higher degree or any other certificate. All citations and sources of information are specifically acknowledged by means of referencing.

Princess Bridget Terfa IKYEMBE _____ _____

Signature Date

CERTIFICATION

This thesis entitled "Assessment of Rural Enlightenment and Socio-Economic Development Programmes of Government Radio Broadcasting Stations in Kaduna State" by Princess Bridget Terfa IKYEMBE meets the regulation governing the award of the higher degree of Master of Library and Information Science (MLS) of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation

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DEDICATION

This research is dedicated to the blessed memory of my late Father Chief Linus Akume Tormough Tor-Anyiin, who left indelible footprints on the sands of time for me to follow, and my beloved Mother Mrs Hannah Uyar Tormough Tor-Anyiin for her fervent prayers towards my educational success.

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ABSTRACT

This study was designed to assess rural enlightenment and socio-economic development programmes of government radio broadcasting stations in Kaduna state, aimed at identifying the rural enlightenment and socio-economic development programmes, sectors involved, their aims, as well as the level of benefit and satisfaction derived from the programmes by the rural populace in Kaduna state. A survey method was adopted in undertaking the study and stratified random sampling technique was used in the selection of the sample size for the study. Five research questions were formulated for the study involving the staff of four government radio stations and the listeners (audience) from six selected local government areas of Kaduna state. Answers were sought on available types of information on rural enlightenment and socio-economic development programmes of government radio broadcasting stations which include: Our Health, Let Them Live, Agric Panorama, Animal Husbandry, Inside Politics, Politics Today, Entrepreneurship, *Gar Wuriga Waina*, Sports Arena, Mid-week Sports, Pace Setters, *Al'adum Mu*, among others. From a sample population of three hundred and twenty three (323) questionnaires distributed, two hundred and ninety three (293) were returned. Data was analysed, using frequency tables, percentage count, pie charts, bar charts, and histograms. The researcher assessed the message content, language used in presenting the development programmes on health, agriculture, politics, sports, cultural activities and economic empowerment programmes. Efforts were made to ascertain whether listeners benefit from the programmes or not, the level of benefits and level of satisfaction derived from these development programmes by the rural dwellers that constitute the bulk of the state population. The study discovered that the rural enlightenment and government socio-economic development programmes aired by the radio stations including; Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna; Kaduna State Media Corporation (KSMC), Kaduna; Queen FM 94.1, Zaria; and Rockside FM, Kafanchan, played appreciable roles in effectively disseminating information to the rural dwellers of Kaduna state. The study found out that the management of government radio houses and audience were positive about the potential of enlightenment on government socio-economic development programmes, while some respondents took for granted the information they got from the programme. The study also discovered the challenges faced by government radio broadcasting stations such as inadequate modern equipment, inadequate funds, lack of ICT facilities, and clashes in time schedule for the programmes by different stations, security of their equipment and government interference. It was recommended that, taking into consideration people's socio-cultural and religious way of life, the use of simple language, good timing and developing audiences' research mechanism will go a long way in influencing listeners of the programme towards attitudinal change. It is also recommended that government and well-meaningful Nigerians should ensure the provision of new and up-to-date facilities, provision of ICT facilities, smooth broadcasting of programmes, improved human capacity building for radio personnel; provision of adequate funds by government, provision of security to safeguard the equipment, as well as the enactment of relevant laws that would prevent unnecessary government interference.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The influence of radio on rural enlightenment and socio-economic development programmes cannot be undermined in national development. It is on this basis that radio is used as a medium of communication to the rural dwellers through information dissemination on socio-economic development programmes, aired by various radio broadcasting stations in Kaduna state. Over the years, government has been battling with the issues of socio-economic problems, faced by rural areas through various programmes in the areas of health, agriculture, politics, sports, culture, economic empowerment, among others, which are key to economic development (Meyer, 2005).

From time immemorial, radio has been acknowledged as one of the most important landmarks of information vanguard in human communication. It is on this fact that government uses it to enlighten its citizenry on its policies and socio-economic development programmes that are vital to human development. Radio also plays a tremendous role in serving as the basic element of interaction and information-sharing among the listeners, who pay attention to government development programmes that have immense benefits to them, including those in the rural areas. These socio-economic developmental programmes have brought improvement in various areas of human endeavour, such as health, agricultural practice and products, partisan politics, sport activities, cultural activities and economic empowerment programmes across the state (Dauda, 2011).

In Kaduna state, government developmental programmes are aired by four government radio broadcasting stations, in English and Hausa languages, to the listeners on socio-economic

development. These government radio broadcasting stations include: Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN) Kaduna, Kaduna State Media Corporation (KSMC) Kaduna, Queen FM 94.1, Tudun wada, Zaria, and the Rockside FM Radio Station, Kafanchan. The Federal Radio Corporation of Nigeria (FRCN) Kaduna is the pioneer broadcasting organisation in northern Nigeria, with a rich culture of excellence. The station was adjudged to have more audience than any radio station in the black Africa. According to a survey conducted by United Nations by Mullen (1994), "the station was adjudged to have an average listenership of about 40 million audience at any given time".

Supreme FM 96.1 of FRCN, Kaduna has rural enlightenment and development programmes in English and Hausa languages on health. It is known in English as "**Our Health**" and in Hausa as ***"Kiwo Lafiya"***. This is the programme where health issues, such as Poliomyelitis immunization, Roll-back Malaria, HIV/AIDS, Diarrhoea, Cholera, Measles, and Tuberculosis, among others, are aired to listeners. On agriculture, Supreme FM 96.1 of FRCN, in collaboration with National Agricultural Extension Research and Liaison Services (NAERLS) Zaria, has "**Animal husbandry**" known as *'**Kiwace- Kiwace**"* in Hausa and "**Agric Panorama**" known as *"**Mu Koma Gona**"* in Hausa. On politics, there is "**Inside Politics**" in English and *"**Demokaradiyya adon kasa**"* and *"**Siyasa Rigar Yanci***" in Hausa. In the area of Sports, Supreme FM 96.1 of FRCN broadcast sport activities in an English programme known as "**Sport Arena**", and in Hausa it has *"**Wasannin mu a yau**"*, *"**Wasannin Tsaki yar mako**"*, and *"**Labarin wasanni**"*. On culture, the programme in English, known as "**Pace Setter**", is to enlighten the rural populace on cultural activities. The programme has Hausa version, known as *"**Arewar Mu**"*, and *"**Kallabi Tsakanin Rawuna**"* (featuring prominent women). The economic empowerment programme, being broadcast by Supreme FM 96.1 of FRCN Kaduna, is

"**Entrepreneurship**", which focuses on empowering the youths and women on vocational acquisition skills to engage in business activities to be self-reliant. The programme also has its Hausa version, known as *"**Hikimar Ka Jarin Ka",*** and ***"Hadahadar Kasu Wanci"***.

Kaduna State Media Corporation (KSMC), Kaduna has the following programmes that are aired to the rural dwellers: "**Let Them Live**", known in Hausa as *"**A Cheche Su"*** on health; *"**Noma Arzikin Kasa"*** on agriculture; "**Politics Today**" on politics; *"**Wasannin Mako"**, "**Wasannin Tsakiya mako"**, "**Wasanni a yau**"*, and *"**Dandali Wasanni"*** on sports; *"**Al'adum Mu"*** ; on culture and youth empowerment programme, known in Hausa as *"**Ga Wuriga Waina"***.

Queen FM 94.1 Tudun-Wada, Zaria broadcasts rural enlightenment and socio-economic and development programmes to the target listeners. Such programmes include, "**Health Bits**" in English and *"**Kiwo Lafiya***" in Hausa. It also has programmes on agriculture in English, known as "**Traditional Farming**" and in Hausa as *"**Noma ar Abinchin Kasa"***. On sports, it has "**Zazzau Express**" and "**Mid-Week sports**", known in Hausa version as *"**Dandali Wasanni***". On culture, it has *"**Al'adum Mu"***, and the youth empowerment programmes known as **Entrepreneurship** in English while in Hausa version as *"**Gawuri ga waina"***.

The Rockside FM Radio Station, Kafanchan, is a sub-station under Kaduna State Media Corporation (KSMC) and it has similar rural enlightenment and socio-economic and development programmes as Queen FM 94.1. From these programmes therefore, communication creates a pool of ideas, strengthens the feeling of togetherness, through the exchange of messages, and translates into thoughts and actions. It is on this basis that Moemeka (1985) asserts that "radio communication educates citizens on new issues inherent in the society and helps to achieve development in the rural areas, as issues of development are aired to the

audience through various programmes. Individuals are exposed to happenings in and around their society through listening to these programmes." For example, issues on health, agriculture, politics, economy, sports, culture, empowerment (business), among others, are aired to create awareness to the populace. Consequently, a society that has poor communication and information infrastructure, perpetually lags behind others that have efficient information infrastructure (Madu, Umar and Khalique, 2012).

Radio stands to serve as an agent of social mobilization to enable people deliver certain goals, based on the awareness they receive to demonstrate their rights, as radio signals travel very fast and are considered the most popular, viable and cost effective means of communication. Radio breaks the barrier of distance, literacy, language diversities, which can accelerate social transformation, geared towards socio-economic development. "Prior to the early or late 20th century, radio has grown to a global phenomenon in affecting mass mobilization by conveying information and ideas to distant isolated locations" (Dominic, 1999). What is obvious about radio is its ability, as a medium, to change attitudes and behaviour of its audience, which include the rural dwellers. In order to tackle the problems, facing the rural populace, through the provision of their basic needs, government usually embarks on developmental programmes and projects, which cover a wide range of human endeavours. According to Asemah (2010), "development is a process of change in attitude, social, structural and general acceleration of economic growth, through reduction of poverty and inequality". Asemah (2011) also notes that development in human society is a many-sided process. At the level of the individual, it implies increased skills and capacity, greater freedom, creativity, self-discipline, responsibility and material well-being. The achievement of any of these aspects is very much tied with the state of the society as a whole. Development involves the creation of opportunities for the realization of

human potentials. Human beings have certain basic needs, which must be satisfied so that they can properly function in the society. Among these are enough food, employment and the elimination of the kinds of inequality, which leads to poverty.

According to Bittner (2005), "radio is an effective medium for mass mobilization, especially in rural enlightenment and development programmes". It is on this basis that government uses radio in communicating to its citizens on planned developmental programmes, which can impact on the lives of the people, in Kaduna State, in the areas of health, agriculture, education, shelter, portable water, roads and transportation, electricity, security, tourism, among others. It is based on these needs that "Communication experts opine that for any development effort to succeed, the people must be provided with adequate information that will enable them understand the significance of the projects to their lives and then, take informed decision either to take part or not," (Ochonogor, 2004). It, thus, suggests that the ability of the media to broadcast relevant messages to specific audiences would enable such to take decisions, which would ordinarily impact on their lives and the environment they are located in.

1.2 Statement of the Problem

Government uses radio to communicate with rural dwellers through providing them with information about the existing services and projects that are vital to human development. It also helps the rural populace to benefit from these developmental programmes of government. If government can provide the necessary machineries to monitor development projects in rural areas, radio must be involved. It is a known fact that government may have been making tremendous efforts over the years towards this direction, however, as serious as these programmes may be, they yield little positive results on the lives of the rural people. It is on this basis that dissemination of information through the radio to rural areas, is very vital for

development. According to Anthony (2007) 80% of the Nigeria population are rural based and need developmental programmes to help them live a meaningful life. Through government information disseminated to them, they are being enlightened on its plans, concerning rural development.

Based on preliminary observation, this study centres on the assessment of rural enlightenment and socio-economic development programmes broadcast by government radio stations in Kaduna state. The aim of this research is to assess the development programmes, aired by government radio stations to the rural dwellers, as regards the benefits and challenges in this programmes aired to the audience. Hence, Kaduna state is known to be the twelfth largest state in the country and is popularly known as the Centre of Learning. It is endowed with mineral resources while a total land mass occupied by the state is estimated at 46,020 sqkm, which is about 5% of the total land area of Nigeria. While these natural and mineral resources yield some developments in the urban centre of the state, the rural populace, who are predominantly farmers that produce food for the nation are being neglected. They are faced with socio-economic and infrastructural development problems in the areas of health, agriculture, politics, economic empowerment programmes, sports and culture, shelter, portable water, roads, electricity, security and transportation. The most serious problems, facing the rural areas, are in the areas of health, agriculture, politics, among others, where there are cases of high maternal mortality rates and disease burden profile in the health sector. There are inadequate primary health care centres in the rural areas, inadequate medical facilities, shortage of drugs, even health personnel employed are not enough to adequately man the available primary health care centres in the rural areas. Due to lack of social amenities found in the rural communities, even the health workers reside in towns and work in rural areas.

In the area of agriculture, government has made efforts at reducing farmers' problem by the provision of fertilizer. With the new innovation in technology, farmers can use their hand-held device to access easy-wallet to obtain fertilizer in any of the government stations, however, many farmers are not aware of this development especially in rural areas.

There are also certain factors, such as economic problem, illiteracy, religious belief, traditional belief and cultural practices that are hindrances to achieve these objectives. It is observed that information disseminated by government, through radio broadcasting stations, does not adequately reach the rural areas in the country. Some of the rural populace may not know about these development programmes, and their impact on their lives because as at the time this information is aired, they are in the markets or their farms or engaged in other activities. Hence, the need for an assessment of the rural enlightenment and socio-economic development programmes of government radio broadcasting stations in Kaduna State.

1.3 Research Questions

This research is geared towards eliciting answers to the following questions:

1. What are the rural enlightenment and socio-economic development programmes, aired on government radio broadcasting stations in Kaduna state?
2. What are the areas in which the rural enlightenment and socio-economic development programmes are aired on government radio broadcasting stations?
3. What are the aims of these rural enlightenment and socio-economic development programmes broadcast on the radio houses in Kaduna state?
4. What are the benefits of these rural enlightenment and socio-economic development programmes aired on radio houses to the listeners in Kaduna state?

5. What is the level of satisfaction derived from the rural enlightenment and socio-economic development programmes, aired by Kaduna state radio houses?

1.4 Objectives of the Study

The objectives of the study include the following:

1. To identify the various rural enlightenment and socio-economic development programmes, run by the government radio broadcasting stations in Kaduna State.
2. To identify the various sectors in which the rural enlightenment and socio-economic development programmes are aired.
3. To determine the aims of these rural enlightenment and socio-economic developmental programmes.
4. To assess the benefits and challenges associated with the dissemination of information on these rural enlightenment and socio-economic developmental programmes to the rural dwellers.
5. To examine the level of satisfaction by male and female audience from the rural enlightenment and socio-economic development programmes, broadcast by radio stations in Kaduna state.

1.5 Significance of the Study

The essence of carrying out this research is to identify the areas of value of public enlightenment and development programmes, with a view to determining how these enlightenment programmes are used to enhance efficiency among the rural populace in Kaduna state. This research adds value to knowledge and proffers solution to the existing problems, which shall help in both the radio broadcasting and the societal development.

Government planned developmental programmes hinge on impacting positive well-being on its people across borders. This can go a long way to promote the image of the nation and also indicate that government shows more concern on developmental programmes, especially to the rural dwellers that are far from its decision- making centre. Therefore, findings from this study can be used by radio broadcasting stations to improve on their rural enlightenment and development programmes.

1.6 Scope of the Study

This study is delimited to the assessment of rural enlightenment and development programmes in government radio broadcasting stations in six (6) selected local government areas across the three (3) Senatorial Zones of Kaduna State. Looking at the broadcast nature of electronic media, this work is delimited to Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna State Media Corporation (KSMC), Queen FM 94.1, Tundun Wada Zaria, and Rockside FM Radio Station, Kafanchan.

1.7 Limitation

Basically, the limitation of this study is its inability to cover the entire twenty three (23) local government areas of Kaduna State, because of large population size, time constraint and the enormousity of the cost of carrying out such a research. Secondly, the risk involved in travelling through all the local government areas to administer the questionnaire was very challenging. It is on this basis that the researcher had to select wards from the six local government areas across the three senatorial zones of the state. Lastly, this was to enable the researcher effectively retrieve the questionnaires from the various radio houses, including the audience, spread across the six (6) selected local government areas of the state.

1.8 Operational Definition of Terms

For better understanding, it is necessary to define the following terms and concepts as used in the context of this study:

Assessment: This is the act of making judgment, evaluation, estimation or investigation.

Rural: Refers to hamlets or villages located outside or away from towns and cities where they still have high traditional lifestyles that may not be found in urban areas or centres.

Enlightenment: The act of giving information in order to broaden or enhance knowledge, understanding and awareness to people.

Development Programmes: These are the processes of making more advanced progress in the lives of rural persons with the creation of opportunities for realization of human potentials.

Broadcasting Stations: These are media houses where information is processed and transmitted through signals and is being received by the public.

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CHAPTER TWO

REVIEW OF LITERATURE

2.0 Introduction

This chapter reviews relevant literature, using the following sub-headings:

2.1 Mcquail Development Media Theory

2.2 The Relationship of Mcquail Development Media Theory to the Study

2.3 Concept of Rural Enlightenment and Government Development

2.4 Enlightenment and Government Development Programmes to Rural Populace

2.5 The Need for Rural Enlightenment and Development to Rural Populace

2.6 Development Media Theory and Health Programmes on Government Enlightenment to Rural Dwellers.

2.7 The Role of Radio in Agricultural Development Programmes

2.8 Government Political Enlightenment through Radio Communication to Rural Populace

2.9 The Role of Radio in Enlightening the Rural Populace on Cultural Activities

2.10 The Role of Radio in Educating the Rural Populace on the Benefits of Sport Activities

2.11 The Need for Radio Information and Communication on Rural Empowerment and Government Development Programmes on Poverty Reduction in Rural Areas.

2.12 Mass Media and their Roles in Enlightenment and Socio-economic Development Programmes on Sports

2.13 The Use of Radio as a Medium in Enlightening Rural Dwellers on Education

2.14 The Prospects and Challenges Faced by Radio Broadcasting Stations

2.15 Summary of the Review

2.1 Mcquail Development Media Theory

Theories are used as conceptual clarification in the conduct of a research that ought to be carried out as a guide to a subject practice. This is to help a researcher to design questions to apply for an investigation that is suitable for the study. The theory seeks to explain the normative behaviours of the press in countries that are conventionally classified together as developing countries. The theory is a normative theory in the sense that it expresses ideas of how the media ought to or can be expected to operate under a prevailing set of conditions or values.

The Mcquail development media theory seems appropriate for this study. The theory discusses how new ideas, information and culture are passed from people to people or from one geographical area to another. It involves a system of explanation on how, freely or rapidly, people in a society accept new ideas, depending on time, nature of media of communication and demographic variables of the target audience. This theory explains the development of nations and the spread of different cultures. Although media approaches to this contention are based on persuasive messages, Bradley (1984), makes an implicit statement that underscores all the persuasive models. Using psychological motivations as intervening variables, he stresses that there has to be interest on the part of the receiver and mutual interest of the source and receiver for persuasion to take place. For instance, to encourage and enlighten a rural farmer on health behaviour, the communicator must try to get people to develop favourable attitude to the health programmes.

Lent (1979), observes that "the systematic use of communication in support of national development may be brought about by tackling problems of poverty, population and health. This is an underlying supposition, especially in rural communities where the top priority is on satisfying immediate material needs of food, shelter, and health". Melkote (2003) who has

similar views with McQuail, after their study of the role of media in promoting development programmes, confirms that "the power of the mass media is to influence the thinking of the people or shape their opinion towards a particular direction in a quite tremendous way". He further also argue that by paying attention to some issues and neglecting others, the mass media may decide the agenda of public discourse. Hence, the levels of public attention given to issues are determined by the gate keeping function of the mass media. Melkote (2003) says this much when he states that "in choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality, readers learn not only about a given issue, but how much importance to attach to that issue from the amount of information in a news story and its position".

The use of development media theory has an impact that focuses more on third world countries, where these information ought to reach the rural populace, based on the result of lack of various socio-infrastructural and technological advancements. Therefore this aspect of development media theory observes that the media should accept and carry out positive development tasks that would benefit the needs of the society. The amount of information disseminated to the people should sharpen their own world views that would effectively convert a specific audience, especially the rural populace (McQuail, 2000). Development media theory has already provided a bearing for the concepts of development journalism, which one may find with slightly different names and explanations in different contexts. And the concepts appear to be making varying degrees of headway in operationalization and implementation in the different zones of the developing world.

According to McQuail (1987), "freedom of the media should be open to economic priorities"; that is, the media should be allowed to perform in a manner that information given to

the public would be of benefit to the people. Development media theory relates specifically to media structure and performance in the development countries. It encompasses a great variety of socio-cultural economic and political conditions, which however tend to converge on a primary concern to use the media for development purposes. The six basic principles of McQuail development media theory appear to run too obviously counter to universally-cherished journalistic values, however, they are explained below:

The Six Major Tenets (Principles) of Development Media Theory as Summed up as the Ways of Fine-tuning the Principles of Development Media by Mcquail (1987) are as follows:

i. Media should accept to carry out positive development tasks in line with nationally established policy (or in line with national ideology) without prejudice to their traditional functions of information about health, education, agriculture and entertainment of the public. The government policy is for the media to provide health, education, agriculture and empowerment information to the populace who are rural based.

ii. Media should also accept and help in carrying out the special development tasks of national integration, socio-economic modernization, promotion of literacy, cultural creativity, health, agriculture and information, which are key to national development.

iii. National media should give priority in their content to the national macro culture in so far as this can be abstracted from the national milieu, then to regional cultures and then to local cultures, all in a descending order with priority to local culture(s) and languages.

This signifies that whatever the programme that the media have to carry out, should be in a language that the audience should understand. For instance, in Kaduna state, most of the health, agriculture and empowerment programmes are aired in languages that the people understand, such as Hausa, English or Fulfulde, among others.

iv. Media should carefully identify and give due attention in their foreign news to link with other countries with similar socio-cultural orientations and/or political and economic aspirations. That is to say that media should provide information on health, agriculture and education programmes in line with other foreign news that have similar socio-cultural aspirations with Nigeria. For instance, issues of health have, however, generated world concern in recent times, due to today's realities of health, than the previous situation in Africa. The cases of Malaria, Poliomyelitis, Measles, Diarrhoea and HIV/AIDS are areas that heighten concerns especially in Africa, and Nigeria is not an exception. The radio has an active role to play in disseminating these pieces of information to the rural populace of Kaduna state.

v. In order to safeguard the ideals of press freedom, journalists and other radio workers should perform all the time faithfully in order to fulfil their obligations and stoutly defend their rights in the course of their information gathering and dissemination tasks. This is to ensure that radio should be given the optimal freedom to operate with a free will without hindrance. Therefore, journalists and other media workers have additional responsibilities to defend the freedom of information by gathering and disseminating such information to the public.

vi. The state, with its systems, has a duty to see to it that media or journalists who have contravened any national law(s) in the course of their information gathering and

disseminating tasks can conveniently face prosecution, expecting a fair and speedy trial.

The tenets of the principles of Mcquail development media theory conform to the research questions and are, therefore, hinged upon them. Although development media theory relates specifically to media structure and performance in the developing countries, it encompasses a great variety of socio-economic and political conditions, which, however, tend to converge in a primary concern to use the media for development purposes.

2.2 The Relationship of Mcquail Development Media Theory to the Study

The relationship between the Mcquail development media theory and assessment of rural enlightenment and development programmes stems from the fact that the media considers economic development and nation building as overriding objectives. The theory holds that the media have a role to play in facilitating the process of development in developing countries. According to Ndolo (2005), the media are seen as agents of development and social change in any community, thus, the theory says that the media should be used to complement government's efforts, by carrying out programmes that will lead to positive behavioural change, among the people.

The development media theory, according to Okunna (2002), "accepts that economic development and nation building should take precedence over some freedom of the press and of individuals". In addition, the theory advocates that the mass media should assist the government in the task of nation building and that government should control the media, as well as journalists, in order to achieve this goal. Folarin (2005) gives a clear focus on the need to use the media in communicating development messages, thereby, meeting the listeners who are the targeted audience of the society. The concept of development journalism and media theory

emanated from efforts by scholars from developing countries, who have written on "assessment of rural enlightenment and development programmes", applying development communications as a prime factor in fastening change for development, which is the planned and systematic use of communication to help individuals, communities and societies to introduce and accept change.

2.3 Concept of Rural Enlightenment and Government Development Programme

Rural enlightenment and development is a concept that is used to describe a strategy that is to enlighten the people on designed development programmes that are meant to improve the economic and social life of the people in the rural areas. The United Nations Development Programme (UNDP, 2005) sees rural enlightenment and development as "a process of socio-economic change, involving the transformation of agrarian society, in order to reach a common set of development goals based on the capacities and the needs of the people, which involve extending the benefits of development to the poorest among those who seek a livelihood in the rural areas".

Rural enlightenment and socio-economic development in general, is used to denote the actions and initiatives taken to improve the standard of living in non-urban neighbourhoods, countryside and remote villages. Owo, in Nwosu (2007), sees rural development as to "improve the economic and social conditions of a specific group of people who lack necessary social amenities and infrastructure, which are necessary for good living". Thus, there is the need for advancement and growth in these rural areas. The process of bringing about this advancement and growth in the rural areas is what is referred to as rural enlightenment and socio-economic development.

Anaeto and Anaeto (2010) observe that rural societies means "ways of life, which are traditionally-oriented, linked with, but separate from urban centres, combining market activity

with subsistence production". Rogers (1975), in a survey report, once concluded that, Asia, Africa and Latin America have a total of not less than 1.75 billion peasants in relation to the other parts of the world. This implies simply that no less than "three-fourths of the population in most developed countries are peasants", thus, constituting a greater portion of the entire population. Gupta's (1986) research report says that Nigeria rural populace constitutes the "bulk of victims of inaccessibility to (modern) urban amenities and facilities", such as good networks of roads, pipe-borne water, electricity, health facility and good shelter. It is, indeed, common to find sources, categorizing some 75% of the entire Nigerian population as rural.

Rural enlightenment towards national development, which the rural populace needs information to survive, largely hinges on societal self-reliance. The enlightenment of the masses needs to be facilitated than ever with a specific reference to the rural people in Nigeria. Their information needs and dissemination possibilities have to be properly and sufficiently enhanced in this respect. These needs are, of course, many and varied. According to Mabogunje (1985), they "range from interest to know more about farming issues, to concern with cultural matters, public affairs and literacy entertainment". "Certainly, the rural people would need information that will tend to increase their productivity and income growth, especially on specific supplies needed on their farms, as well as knowing where, when and how to obtain fertilizer, pesticides, seeds or mechanical equipment" (Ampitan, 1987).

Besides, these other information needs also include such non-farming but economic activities that form parts of their engagements as, food-processing and baking, textile, pottery and metal works, while information on social amenities, social participation and political consciousness are by no means the least. Retired civil servants and teachers in the rural community also need information to update them in their areas of interests.

2.4 Enlightenment and Government Socio- Economic Development Programmes to Rural Populace

In recent years, the Nigerian government has been showing tremendous interest in the issue of development, with special concern on poverty reduction, by using the radio to disseminate information to the general public. In Nigeria, poverty is one of the most unfinished tasks of this century, and its adverse effect on the economy cannot be over emphasized. It is also agreed that "the reduction of poverty, in all its manifestations, is the essence of development" (UNDP, 2005). In this regard, the United Nations (UN) General Assembly, in 1992, set aside a day, October 16th of every year, as "International Day for Poverty Eradication", which the radio is tremendously disseminating this information to both the urban and the rural dwellers. There is also the Millennium Development Goals (MDGs), which are sets of time-bound and measurable eight (8) goals and eighteen (18) targets for combating poverty. MDGs are all mutually reinforcing towards achieving an improved quality of life, come 2015, through reduction of extreme poverty, (FGN, 2010).

In Nigeria, data from the National Demographic Health Survey show deterioration in the areas targeted for intervention by the MDGs, which include, reduction in infant and maternal mortality rate, while primary school enrolment increases, thereby, mitigating the impact of deadly diseases. According to the National Demographic Health Survey (NDHS) (2003), "some of the indicators have actually regressed rather than improve". This is a kind of situation in which the radio packages such information and disseminates to the public, and sometimes, the media experts organise visitation to the rural areas to assess the plight of the masses and bring it to view. In most cases, the media create a room for the discussion of the government initiative, policies and programmes that touch the lives of citizens, with the radio having advantage over television in the fast information dissemination.

2.5 The Need for Rural Enlightenment and Development to Rural Populace

Obviously, the rural populace suffers from an acute low productivity, social and economic retrogression, due mainly to ignorance, which also results from either inadequate or total absence of information dissemination. Anibueze, in Nwosu, Aliede and Nsude (2005), asserts that "there is a high rate of ignorance in the rural areas, beyond the poor physical development of such areas". According to Bordchart (1977), "this situation adequately underpins the essence of the need for rural information dissemination". He remarks that none of the thousands of projects, in the developing countries, can be executed, without the fundamental conditions of the establishment of a literate and numerate society and a system for the continuous provision of exchange of ideas, thoughts and knowledge, which the society can feed and use, with suitable modifications to construct its own cultural and industrial destiny". It is against this background that there arises the need to re-appraise the problem of illiteracy among the rural communities, since it affects their accessibilities to, and utilization of information. There will, therefore, be the need for innovative approaches towards this end. Indeed, rural information support system for the rural development projects, which takes policy-makers, researchers, change agents and the rural people themselves into account; the lots of this rural populace is bound to appreciate.

In a similar vein, former late President Julius Nyerere of Tanzania once admonished that "while some countries (in the developed world) are going for the moon, African nations are still trying to reach the villages'' (Nwuneli, 1985). Over 20 years after this statement was made, many nations in the developing world are still battling with how to effectively integrate the rural dwellers in successful implementation and execution of development oriented plans, projects, policies and inability to rise up to the needs and challenges of effective rural information

dissemination. Hence Rogers (1968) proclaims that, "the peasants audiences must be reached in order for a country to move forward on the development continuum". In any case, a consideration of their numerical strength in relation to the potentiality of what significant contributions they stand to make in the society generally, would make their exclusion from the main-stream of events (by depriving them of their needed information) and may result into constituting a log in the wheel of nation's progress.

It is in line with the above assertion that the media is used to enlighten the rural dwellers on government development programmes. As Nwosu (2003) observes, "those development programmes, as being experienced in other parts of the developed world, have continued to point out to the fact that communication is central to rural and national development". By implication, development activities are usually rural-based, especially in developing countries. This is largely to have a bearing in mind that most members of the populace are rural dwellers; therefore, they need to be empowered with knowledge of the fundamentals of population and development.

2.6 Development Media Theory and Health Programmes on Government Enlightenment to Rural Dwellers

The Mcquail development media theory focuses on lack of various socio-economic infrastructural developments. The purpose of this study is to look at "multi dimensional processes, involving the totality of man in the political, economic, psychological and social relations on the issue of health. This is one of the development programmes that the government of a country looks in relation to its citizens. It is on this basis that government uses the media in promoting health care. It brings about progress in the society. This is possible because health brings wealth, hence, the saying "health is wealth". As a matter of fact, wealth can only bring about health when properly utilized to bring about improvement of health condition of the people, especially the rural dwellers who are abandoned to cater for themselves and improve

their health condition. This explains why the mass media have been employed to redirect the attention of the government and various organizations to consider the plights of the rural dwellers that are mostly disadvantaged.

To the rural dwellers themselves, the mass media expose to them the means of ameliorating some of the health problems, affecting them, by proffering unchallenging health care strategies. It is interesting to note that health promotion is a part of health education, and incidentally, mass media have, as one of their main functions, the education of the populace on health. The promotion of health care takes for granted that there must be health communication, which, of course, is part of development communication. This explains why development communication, as presented in Mcquail's development theory, serves as our theoretical framework in this study. Health education is the various activities put together to mobilize individuals and communities to develop the ideal life styles necessary for the maintenance and enhancement of their state of wellbeing (Ogah, 2006). This may take the form of using the mass media to let the populace know the childhood killer diseases, like poliomyelitis, tetanus, measles, yellow fever, pneumonia, tuberculosis, malnutrition, malaria, among others. Mass media and their contributions to health promotion are, therefore, concerned with those activities, which the mass media practitioners should engage in so as to mobilize the rural populace to improve their health conditions.

Another major health problem in third world countries, which Nigeria is not an exception, is acute diarrhoea, which has been ranked second only to malaria, as a primary cause of death among children, below five years of age (UNICEF 2002), while the mortality rate triples. The direct cause of death, due to diarrhoea, is dehydration and the loss of electrolytes. The disease can be defined as opportunistic because, when not properly handled, it is

complicated by malnutrition, which consequently, reduces resistance to infections. For this reason, in order to save the lives of the most vulnerable group that succumbs easily to the infection, the Federal Government initiated the campaign against diarrhoea disease. The campaign programmes recommend the use of Oral Rehydration Therapy (ORT), as an effective means of preventing deaths from dehydration, due to diarrhoea. It is clear that mothers are making restrictive judgement about its use (Yoder and Hornik, 1996). The message seems to be fairly clear; recommendation may be simple but changing behaviour is not always easy. For effective behavioural change, therefore, we have to first, understand local knowledge of mothers and their perception towards the disease. With such knowledge, local people, as well as mass communication experts, can then be involved in designing improvement strategies and carrying out hygiene education sensitivity. The government uses the radio, as a means, to reach underserved population, mostly rural populace.

Rosenstock (1996) looks at Health Belief Model (HMB), in line with Mcquail's Development Media Theory, to explain preventive health behaviour of individuals and groups. The Health Belief Model assumes that people's actions toward health preventive measures are based on their beliefs and attitudes. But it also acknowledges that beliefs and attitudes are not spontaneous, rather, they are functions of personal experience of the individual. Hence, the theory model does not only look at the individual, as a unit of analysis, but also, considers the socio-cultural environment, which conditions the individual to adhere to certain beliefs.

Central to the Health Belief Model are four sets of variables that may influence the health behaviour of the individual. The first is the individual's perception of his/her vulnerability to illness. This attempts to explain how the individual defines self as a biological being. The second variable is the individuals' perception of the illness in terms of its severity to the person's

survival and how it can impede her or her role in the society. The individual's judgement of the advantages that may accrue from taking an action to minimize the level of severity of vulnerability serves as the third variable. The last set of variable is an assessment of the cost (both physical and psychological) that may be incurred in achieving the proposed action.

Human behaviours that may be rational or irrational (depending on the context) are believed to be influenced by these sets of variables, particularly, a caretaker's actions are imbibed through the mechanisms of the learning process that are available to the individual. The theory assumes that principal mechanisms include the knowledgeablility of the individual, regarding her immunity to world certain ailments (which is a function of the individual's experience); the definition of the disease (culturally defined); and the cognitive perception of the consequence of the ailment (which is socially influenced). These mechanisms present favourable or unfavourable context, which function as discriminative stimuli for health seeking behaviour.

The principal behavioural effects, according to the theory come from interaction in or under the influence of those groups with whom one is associated in the community. These groups control the sources of behavioural patterns, provide normative definitions and expose behavioural models and cognition. In other words, when people believe that they can be attacked by a particular disease, there is a resource for them to take some preventive measures that are available in the community and as prescribed by their culture. These may take various forms, ranging from vaccination (where this is available) to abstinence exemption from certain food (where this may trigger an illness). But this rational action will primarily be based on other factors for the individual to take positive decision to remain healthy (Jegede, 1998).

While many scholars have built on the model to explain illness behaviour, the most important of these is Igun's (1982) modified version of the HBM. The socio-cultural environment in which the HBM was originally formulated through, has the framework, which did not make a room for alternative means of addressing health problem. In North America, from where this theory originated, health-seeking behaviours are predominantly left at the discretion of the individuals and their physicians. This setting is not exactly replicated among other peoples in other continents. Igun's (1982) revised version of model is significant not only to the theoretical development of the model but for its relevance to this study. This version recognizes the availability of other forms of treatment that are available to the caregiver or the patient. The treatment's choice of the individuals is not unidirectional but is based on rational evaluation based on the individual's cultural conditioning of treatment options that are available. Owumi (1996) opines that the cultural background of the individual also reinforce significant members of the household or community in taking decision on treatment pattern. Jegede (1998), on the other hand, states that people generally will perceive illness as undesirable and see themselves as vulnerable to diseases. They will evaluate both the personal and social significance of disease and respond to an awareness programme of prevention.

This theory, in a way, indicates a relationship with McQuail's Development Media Theory, which discusses more of the third world countries, especially in rural areas, where health is a major obstacle to national development. Human Belief Model Theory considered earlier, explains the details to health advocates for professionals to help people to live healthier lives. This often involves advising people to give up their actively unhealthy behaviours, for instance, smoking, over-eating and adopt healthy behaviour (exercise), or better manage a number of behaviours to improve health and well-being. Health promotion activities, from individual

counselling to mass media campaigns, are essentially, “Information Interventions”. Therefore, principles and theories from communication and related fields, including information behaviour studies, are often used to understand how best to develop effective approaches to informing people about their health.

The Trans-Theoretical Model (TTM) also called “Stages of Change” and “Readiness to Change” evolves primarily from the addiction behaviour, as a way and manner to understand how people can change their smoking behaviour (Prochaska and Diclemente, 1993). The authors of the approach want to explain not only the basic process of change” (Prochaska et al, 1988), but also to determine whether people moved through these processes in a staged fashion to the hope of getting their problems solved. According to the International Encyclopedia of Mass Communication, cited in Soola (2002), radio is considered the only true medium in Africa. It reaches an estimation of about 85% of Africans. Because of its strength in creating awareness, the radio contributes to national development and integration. It does through adequate provision of information to make the general populace aware of certain happenings in their environment, like the HIV/AIDS scourge.

Therefore, radio enhances the chances of getting educational messages like those of HIV/AIDS, across to a very wide segment of the population. According to Moemeka (1981), “radio cannot only reach people in areas otherwise inaccessible, but also serve as a direct instrument of public awareness, education and mobilization of people”. He said they are against social change because it helps in country’s transition to new practices, “especially in the face of HIV/AIDS” of which there can be no substantial development.

Government uses the radio in communicating developmental programmes to rural populace on issues of health care in rural communities, however, the impression usually is that

rural areas are left with pitiable and ugly conditions. Government ensures the promotion of health care in rural communities of Kaduna state, by bringing about health development in rural communities. Consequently, the prevailing idea has almost always been on how the rural dwellers should be exposed to improved health conditions in order to energize them to be more productive and useful members of our society. Lateef (2006) remarks that "a healthy worker is a productive worker". This is, however, predicated on the central ideas that without health, human beings cannot make any meaningful progress in life. In an attempt to curb malaria effect, government uses the radio to create awareness to rural dwellers on the "Roll Back Malaria" programme of the federal government. Treated mosquito nets are advertised and distributed free of charge.

Another area of enlightenment is the issue of counterfeit and sub-standard drugs campaign by the National Agency for Food and Drug Administration and Control (NAFDAC). The use of radio by NAFDAC in fighting crimes related to food and drug administration and control cannot be over emphasized as the rural people are better informed now than ever before, thereby, improving their health status and general well-being. There is a wider campaign through the radio, concerning clean water supply because it is essential to human life. The supply of clean water and maintenance of a clean and healthy environment are, therefore, two of the requirements of a healthy existence. Just as water is essential for a healthy life, so can it also be the source of untold suffering to life. This is because unsafe unhygienic water and environment act as breeding grounds for dangerous organisms, which are responsible for causing dangerous diseases, such as diarrhoea, river blindness, guinea worm, cholera, typhoid and so on. Over the years, there have been cases of outbreak of epidemics of water and environmental borne diseases in the rural and semi urban areas.

According to a UNICEF report in the early 1980s, approximately four million children die yearly in Africa from diarrhoea, while millions are being afflicted with guinea worm. Studies have shown that children under the age of five and above are the most vulnerable to these diseases. The importance of clean water supply and sanitary environment cannot, therefore, be over emphasized. The Nigerian government recognises this importance to health and well-being of society and, over the years, has made some efforts to combat the problem of inadequate water supply.

In pre-colonial times, the people depended entirely on underdeveloped sources of water, like rivers, streams, wells, ponds and direct rainfall for their water supply. With the advent of colonialism, the colonial administration recognised the need for improved water supply in the bid to control and eliminate the common water borne diseases, and the improvement of health and welfare level of the people. They, therefore, undertook the construction of about 50 water centres in 1953 in Nigeria, which increased to 67 by 1960 and 86 by 1970. Ten years after independence, the Nigeria government invested heavily in urban water supply schemes, including the construction of dams in cities like Benin, Ilorin, Katsina, and undertook the sinking of boreholes in places like Maiduguri and Sokoto. Unfortunately, the new government, just like its colonial predecessor, concentrated efforts only on the urban areas. The rural areas were virtually neglected, as such; relatively low priority was given to the supply of water in the rural areas.

In 1980, however, the United Nations, in recognition of the importance of safe water and sanitation to health in general, declared the 1980-1990 decade, as the International Drinking Water Supply and Sanitation Decade (IDWSSD). Nigeria signed the protocol, as one of the members in this programme whose objectives was to supply clean water at affordable cost to all citizens of member countries.

With the establishment of the River Basin Development Authorities (RBDA) and Directorate of Food, Roads and Rural Infrastructure (DFRRI) in 1980s, the federal government began to show more concern for the supply of water in the rural areas. Many boreholes were sunk in various parts of the country, as part of a nationwide effort to eradicate guinea worm disease. Pipe-borne water was gradually being extended from the urban to rural areas.

The media houses in Kaduna broadcast health programmes, such as "Our Health", known as *"Kiwo Lafiya*" in Hausa,"Let Them Live" and its Hausa version known as "*A Cheche su*", "Health Bits" and its Hausa version known as *"Kiwo Lafiya*".

2.7 The Role of the Radio in Agricultural Development Programme

Agriculture is a critical sector in any country's economy; even the developed countries of Europe and America continue to pay serious attention to agriculture. Agriculture remains and is still imperative to Nigerian society. Anthony (2007) notes that "about 75-80% of Nigerians who live in rural areas are still engaged in agriculture and food production, which is a vanguard of government rural transformation initiative to empower rural farmers. It is on this basis that the radio has been used in several countries to create awareness and impact skills to rural farmers". To Rao (1980), "radio is popularly used in rural agricultural communication because it is cheap and can be used in areas where there are no selective outlets. It has been used in different ways in reaching both literate and non-literate farmers of all ages, sexes and religions to convey messages to farmers in form of "Radio Farm Forum," "Listening Group" and "Open Broadcast" (Hall, 1975).

"Radio Farm Forum'' and "Listening Groups" convey certain agricultural messages to a group of listeners, such messages are often followed by group discussions, guided by the extentionist. Through such discussions, people are informed about new agricultural products,

misconceptions and fears are cleared, field and new attitudes are formed towards the use of radio for agricultural development" (Kamau, 1986). To Nsi (1993), there is something unique about the radio that makes it most appropriate for integrated rural development. He illustrates that a radio, which uses flash batteries, is a rural dweller companion. According to Abubakar (1993)," radio and television reach millions of people simultaneously and immediately, which have profound effect on attitude and behaviour of farmers."

The characteristic of radio has shown that it is immediate in transmission. If it is properly utilized, it will increase the level of awareness and will change the attitudes of the farmers from using the primitive ways of farming to mechanized farming practices. Izuora (1993) concurs with Abubakar that the radio is faster and grassroots-oriented, many homes in Nigeria now have radio sets, and programme planners in radio stations produce 24 hours of local and international events. Radio is used as an informer through which new ideas and innovations are spread across to the people. These are average rural farmers, assumed to be ignorant of things or events happening in external societies or new discoveries in agriculture, owing to their remoteness, educational status, economic status and ultimately, traditional values. This is evident in the system of agriculture and the type of tools used by rural farmers, which still depend on the age-long and old ideas (Nakabugu, 2001).

Therefore, with the new innovation, such as mechanized farming, irrigation farming, improved seedlings, animal husbandry, improved fishery and forestry techniques, the radio can be used to inform the people about special occupational programmes geared towards agricultural business and other related areas. In essence, therefore, the radio can be employed to pass across vital information about latest techniques in agriculture, trends in agricultural extension services, and so on, to the generality of rural dwellers. Moemeka (1985) remarks that "a local broadcast

media like radio, if well managed, fully operated, will provide a continuous flow of educational information on all aspects that affect the lives of rural communities and also arouse their awareness with a view to changing what is detrimental to their lives." Thus, the radio can be effectively used to promote health related issues. The radio educates, informs and enlightens the public of which the rural populace are included. Wigwe (1988), while writing on development communication, says: "The key role assigned to radio is to inform, educate, enlighten and entertain.

The rural mobilisation and development process, therefore, demands from the media the responsibility of making attainable enlightenment and aspiration of the rural populace." Towards this end, the mass media support service should, therefore, promote dialogue between the designers of rural development process and programmes. They will mirror to each group in a relentless manner, the programmes that have been implemented, how they have been accepted, their shortcoming, areas of improvement and the reactions of the beneficiaries. All these, coupled with the medium's appeal to both the literate and illiterate audiences, make the radio the most fertile medium.

Radio is, therefore, a most effective medium of information at the grassroots level in Nigeria. It has assumed this powerful dimension because of many factors like, national disposition, coverage area and cost. From the viewpoint of Tafida (1986), cited in Asemah (2011), "broadcasting (radio) is so powerful; it brings political, economic and social news to any community or any group of communities". Wigwe (1988) believes that radio broadcasting has credible role to play in disseminating information to the masses at the grassroots level for development purpose. Information, in this sense, involves the social, political and economic aspects. Another contributor, Adaba (1987), cited in Asemah (2011), argues further that "there is

an essential communication role for radio broadcasting at the local level. Within an over-all national system, there is a clear need for radio broadcast to be used to motivate and mobilise the people at the grassroots, so that they can participate actively in the development of their own society." This fact agrees with the idea of Wigwe (1988) because of the emphasis on grassroots development.

Below are some of the programmes of the radio unit of National Agricultural Extension Research and Liaison Services (NAERLS), Ahmadu Bello University Zaria, which are being broadcast in different radio stations across the country, it is, however, important to note that the time of broadcasting varies, the programmes are aired by different broadcast stations across the country, they are mostly scheduled at a convenient time when the targeted audience (mostly farmers) will be free to listen:

Animal Husbandry: It is an English programme broadcast by Kaduna State Radio. It talks about the rearing and management of animals. The programme also has its Hausa version known as "*Kiwace-Kiwace*

Mu Koma Gona: It is a Hausa programme translated as "let's go or get back to farm". The programme talks about how to farm. It is being broadcast by FRCN Kaduna.

Filin Noma: It is a Hausa programme translated as "farm land". The programme talks about the various activities taking place on the farm land. It is broadcast by FRCN Kaduna.

Noman Zamani: It is also a Hausa programme translated as "New farming techniques". It talks about new discoveries in farming techniques. It is being broadcast by FRCN, Kaduna.

Filin Kungiyan Manoma: It is also a Hausa programme translated as "field and ridges of farmers". It is broadcast by FRCN, Kaduna. It talks about various activities of farmers in their farm land.

"Demole Ndurgol: It is a Fulfulde programme. It talks about the rearing and management of animals.

Some of the programmes listed above are not often aired due to financial problems and lack of sponsors, while the few being aired like *Noman Zamani*, Animal Husbandry and Agric Panorama have their airtime reduced from the initial 30 minutes to 15 minutes respectively.

The agricultural development programme broadcast by Kaduna State Media Corporation (KSMC) Kaduna, known as **Norman Abinchin Kasa** in Hausa version (Food of the Nation).

Queen FM 94.1 Tudun Wada, Zaria also broadcast agricultural development programmes on "Traditional Farming". It talks about farming methods and modern instruments used in contemporary age. The programme also has its Hausa version, known as "**Noma Abinchin Kasa**" (that is, Food of the Nation).

Rockside FM Kafanchan, have similar programmes with Queen FM 94.1 Tudun Wada, Zaria. The radio has also been used in many parts of the world, including Africa to execute projects successfully. Because of the versatility of radio in communication to the grassroots level, most government in developing countries give radio top priority as a means of reaching the masses in their remote areas. It has been used in public enlightenment programmes, such as health programmes, educational programmes, political programmes, agricultural programmes, public awareness campaigns and other community development programmes.

2.8 Government Political Enlightenment through Radio Communication to Rural Populace

Government uses the radio to enlighten its citizens about political activities like the voters' registration and political campaign time-table in the political democratic processes. Soola (2007), posits that the media play a role in political activities that go on in every modern society. This role covers every area of political communication, ranging from campaign messages to

voters mobilization and announcements. It is such media fare that sets agenda for political discourse and decision making. Dauda (2011) says that "information came to be recognized as a corporate resource and that the possession of it in the right format, the right time and in the right quantum, enhances decision making". The ability or inability to make and control the news is an important part of the power to govern as reflected in the capacity of news to shape public opinion and sway the decisions of different political actors.

This is achieved by maintaining a two way channel of communication along which government policies could flow to the people. On the other hand, Political parties enhance the stability of the political system by transmitting information to a large number of present and future electorates who are mostly the rural populace. It is on this basis that political parties are expected to mobilize the consciousness of the citizenry or people towards the country's socioeconomic and political change/development, by initiating and directing the public mind in the debate on issues that have fundamental bearing on their existence, survival of the nations. Consequently, the impact of these on their policies and programmes will bring development to its citizenry. Adeyanju (2002) posits that Political parties draw rural dwellers support through the radio information dissemination towards their promises on development programmes to rural populace. In a political system, Politicians stimulate public interest in public affairs, by drawing attention to issues and simplifying the electorates' choice of parties, encourage support when they extol democracy, in publicizing the political process and giving the electorates a sense of participation in it. When this is constantly done, it eventually elicits the interest of the electorates in politics, in order to satisfy a particular interest or demand they had developed (Okonkwor, 1995).

Furthermore, political office holders, by their performance in office in terms of implementing public inputs into their policies and through numerous socio political activities they organize between and among their members, they instil in their members and the citizenry, a sense of political belonging and consciousness. The rural people are in a position to vote any candidate of their choice. Unfortunately these people that are voted into power, don't fulfil the promises made to the rural populate when they were seeking their mandate. Those in political power give less attention to rural development in terms of infrastructure.

Below are some of the programmes of political rural enlightenment and socio-economic and development programmes, broadcast by Supreme FM 96.1 of Federal Radio Corporation of Nigeria: "Inside Politics"; It is an English programme, enlightening the rural dwellers on the activities of politics and participation in political parties. The programme also has its Hausa version, known as *"**Demokaradiyya a a don kasa, siyasa Rigar yanci***". Kaduna State Media Corporation (KSMC) also has political development programmes like "Politics Today", which is an English programme designed to enlighten the rural populace of political participation and its activities, such as voters' registration.

2.9 The Role of Radio Enlightenment in Cultural Activities

Culture embraces everything, which contributes to the survival of man, and this will comprise not only physical factors but also sociological factors. A distinction has been made between our biological and social needs. The psychological factors will comprise all the non-material interests, such as religious institutions, ritual observances, among others. It is on this basis that government uses the radio to enlighten the rural populace that, inspite of cultural differences, Nigerians are one, in order that the rural people will not see other cultures as taboos to them. Through rural enlightenment and development programmes, irrespective of our cultural

diversity, they have a common vision of moving the rural populace to national development. With radio communication, rural people will be able to understand different cultures.

Culture is associated with production. It is derived from the verb "to cultivate", meaning to husband, and originally referring to agricultural techniques. The development and use of the concept culture "relates to the belief and values people have about societies, social change and the ideal society they seek. Nasidi and Igoil (1997) posit that culture is learned and transmitted through groups and individuals in societies. Milk (2006) says culture consists of different components; it is dynamic, structured and the means by which individuals adjust to social life and learn "creative expression". The role is to enlighten the public and the rural dwellers to cultural activities. Culture is the sum total of our customs and values. Therefore, culture is regarded as fundamental, which constitutes as subjects in a particular historical setting, and thus, structures our perceptions of ourselves and our world, our potentialities and the possibilities of our realization. These conceptualizations, therefore, show that our failure to investigate and appreciate our cultures can be regarded as one among many others of the factors that constitute an obstacle to the development of African societies.

There is also the neglect of Africa's culture in education and development, which is also a major set-back, affecting the continent today. It is on this basis that the radio creates awareness to the rural populace, by addressing issues of cultural differences among groups of people, of one nation. This is why Rosamund, et al (1991) see culture as an expression and a process that is perpetuated through enculturation and socialization. An educational system is always useful in the transmission of a specific kind of culture and in traditional societies. Although technology has permeated the whole society, cultures are designed for living, and are formed through

historical processes. Culture serves as an overall integrative function in a society, such that there is a functional complex relationship between culture and social structure.

Culture is the creation of the society as a whole. In Marxist theory, it is the fact of human productive activity, which is most fundamental for the organization of social, political and cultural life. In emphasizing the importance of economic activity for the organization of social life, Marx is grounding or rooting human culture in what he considers to be the necessary activity of production. According to the Marxist model, culture is determined by or dependent on the economic base or infrastructure. Culture is not simply a phenomenon, but is produced by and integral to a particular type of economic system, and dependent on the type of technology, which prevails.

Culture has the ability to condition human behaviour, and this conditioning is done through interactions in an environment made up of other human beings, as well as the physical, natural and spiritual worlds. It is significant to stress that there is no absolute goodness and badness in culture. What is regarded as bad or immoral in one culture may not necessarily be so in another. Rosamund, et al (1991) aptly state, what people see as appropriate is, quite often, nothing but "culturally standardized unreason". Each culture, thus, has its own assumptions about the purpose of human existence, man's proper relationship to God, labour efficiency, ethics and appropriateness". In essence, it is improper to use the culture of one people as a parameter for measuring the culture of another. The media houses in Kaduna broadcast cultural programmes, such as "Pace Setters", also known in Hausa as *"**Arewar mu***", "***Kallabi Tsakanin Rawuna***", (featuring prominent women), ***Al'adum Mu.***

2.10 The Role of Radio in Educating the Rural Populace on Benefits of Sports Activities

Radio has been acknowledged as a medium for transmitting information to rural dwellers on sports activities, geared towards socio-cultural, political, economic, cognitive and emotional development of all societies, whether primitive, middle age or the contemporary. The primitive man, in his wandering life in search for food, according to Ladani (2008), used physical activities and sports extensively for the development of strength power, agility, cardio-respiratory fitness, as well as the general physical fitness to survive in his hostile environment. With these capacity, acquired through physical activities, he protects his family. However, when the early or primitive men later settled in communities, the experience gained from the physical activities helped him to benefit in participating in sports and physical activities that are geared towards socio-economic development of a nation.

Also, sports activities promote national development. For example, in some countries, such as Brazil, Germany, Argentina, and Netherlands, among others, sports are a source of economic development. These sports activities start from rural to primary and secondary schools. Larinehonine (2000) asserts that physical activity and sports, health and quality of life are closely interconnected. The human body was designed to move and, therefore, needs regular physical activity in order to function optimally and avoid illness. It has been proved that a sedentary life style is a risk factor for the development of many chronic illnesses, including cardiovascular diseases, a main cause of death in the Western World.

Furthermore, living an active life brings many other social and psychological benefits. There is a direct link between physical activity and life expectancy, so that physically active population tend to live longer than inactive ones. Sedentary people who become more physically active report feeling better from both a physical and a mental point of view and enjoy a better

quality of life. The government radio stations in Kaduna broadcast sport programmes, such as "**Sport Arena**", also known in Hausa as "***Wasannin Mua yau***", "***Wasannin Tsakiyar Mako***", "***Labarin Wasanni***", "***Wasannin Mako***", "***Dandali Wasanni***", and **Zazzau Express**, as well as **Mid-Week Sports**.

2.11 The Need for Radio Information and Communication on Rural Empowerment and Government Development Programmes for Poverty Reduction in Rural Areas

The government of Nigeria has taken a holistic approach to banish poverty among rural communities through the use of radio information and communication to rural dwellers on economic empowerment. According to Ogar (2008), economic empowerment programmes, like Fadama II and III, is going through a deliberate and well planned strategy where it will provide integrated rural development, involving agriculture and non-agricultural activities through physical infrastructure. In this direction, Fadama II and III has transformed the socio-economic outlook of the entire communities in all the participating states. This is achieved through localized improvement of feeder roads and construction of Fadama access roads, which serve as links for farmers to primary and secondary markets. It also serves as investments in community-owned productive infrastructure and improvements in livelihood opportunities generally.

Equally important, Fadama II is contributing to gradual, yet visible and substantial accumulation of social capital in the participating poor rural communities through empowerment and execution of projects, in addition to training and technical assistance. Other benefits under the scheme are; helping family incomes, job creation and improved living conditions, all serving to lift beneficiary Fadama householders from poverty (Ali and Pernia, 2003). Today, due to positive impact of the Fadama project, it has become synonymous with rural development and economic empowerment, in many rural communities across the state and Nigeria in general.

Before the scheme started, virtually all of the recipient communities suffered from limited access to financial resources and technical assistance to undertake profitable income generating activities on a significant scale; as well as physical and economic infrastructure to link with input and market activities. Along this line, sixty percent of investments, under Fadama II and III, are for productive activities under fast-disbursing assets acquisition component and the rural infrastructure component. These include small scale agro-processing, rural road rehabilitation, Fadama access roads construction and development works, acquisition of water lifting, distribution equipment, outboard engines for small-holders fisheries production, pelleting and shredding machines, fishing nets and honey collection equipments (Anthony, 2007).

Presently, no fewer than two million individuals in the rural areas, where majority that benefits directly and indirectly from investments in their various communities, were able to meet their basic needs and increase their socio-economic standing, thereby, contributing to the emergence of a rural middle class, such as farmers, fish farmers, forest holders, hunters, and so on. Ahiuma-Young (2013) reports that the Federal Government said community service women and youth employment (C.S.W.Y.E), project of the Subsidy Reinvestment and Empowerment Program (SURE-P) had generated no fewer than 116,000 jobs across Nigeria. This has reduced the issue of unemployment through various programmes in empowering youths, women and the most vulnerable in the society.

According to the Federal Government of Nigeria (2013), using radio to communicate to the general public, including rural populace, on the Graduate Internship Scheme (GIS) is established as part of the Subsidy Reinvestment and Empowerment Programmes (SURE-P), with plans to employ 50,000 youths across the country. This will ensure that their skills have been developed towards empowering them to be employable in short/medium/long term. Graduate

Internship Scheme (GIS) plans to ensure that youths are attached, as apprentices, in reputable public private firms for a period of one year, where the skills of such individuals will be sharpened. This will boost their chances of becoming self employed. While the Graduate Internship Scheme (GIS) is designed as a short measure, it has high prospects for long term job creation, including unemployed youths in rural areas.

The government radio stations in Kaduna broadcast enlightenment and development programmes, such as "***Hikimar Ka Jarin Ka***", "***Hadahadar Kasu Wanci***", Fadama II and III, also known as "***Gawuriga Waina***" in Hausa.

2.12 Mass Media and their Roles in Enlightenment and Socio-Economic Development Programmes

The mass media represent an institutionalized channel for distribution of social knowledge and, hence, it is a potentially powerful instrument of social control. According to Kingsley (2004), "the media are central in the provision of ideas and images, which people use to interpret and understand a great deal of their everyday life". In the view of Mythm (1983), "the mass media provide a major source of knowledge in a segregated society of what the consensus actually is and what is the nature of the deviation from it. They conjure up, for each group, with its limited stock of social knowledge, what everyone else believes.

The media have become steadily more influential in defining reality in encouraging a common image to the society. Communication media can be used to effectively inform those concerned about the developmental programmes. They can be inspired with ideas and feelings that stimulate discussion and exchange of ideas that are well informed. This will create an atmosphere of public awareness on both a long and short-term basis. The mass media can make substantial contributions to the process of creating public awareness, whether the aim of such effects is to:

- Bring about information, knowledge of the public or target group about a specific issue.
- Generate a change in their opinions, attitudes or motivate them to action; that is to change their behaviour and habits.

Corroborating these facts, Buckalew and Wulfemayer (2005), therefore, list the role of the mass media, among others, to include: "to inform, to educate, to help bring about a social change and to help establish public policies."

2.13 The Use of the Radio as a Medium in Enlightening Rural Dwellers on Education

According to Moore (2007), "government uses the radio as a medium to inform the rural dwellers about its policies and programmes. Besides, government uses the radio to broadcast educational programmes to millions of listeners, thus, extending learning opportunities beyond the walls of conventional teaching institutions." According to Adamu (2009), "these programmes are highly beneficial to unschooled children, illiterate youths, adult rural dwellers and nomads who find literacy by radio programmes highly effective and beneficial." Literacy by radio also goes a long way to reduce illiteracy, remove ignorance, which cause poverty, violence and children mortality. Through radio programmes, rural dwellers are empowered and enlightened, class rooms and radio have always gone together, and radio has been used to teach everything from Mathematics in Thailand to Civic Education in Botswana (Veeniyoor, 2005).

2.14 The Prospects and Challenges Faced by Radio Broadcasting Stations

The importance of radio in information dissemination, especially to the rural people, who need information from government, concerning developmental programmes, cannot be over emphasised. Through news broadcast and current affairs, public enlightenment and phone-in programmes, government creates awareness on current happenings around the globe.

The radio, therefore, plays a vital role in the dissemination of information across the width and length of the country, which, of course, helps in the maintenance of law and order, peace and stability, socio-economic and political development of Nigeria. Adamu (2009) opines that "for stability and developmental programmes to take place, both the federal and state governments must sharpen the public information machinery to enlighten Nigerians on the progress, being made across the country by the democratic governments". Thus, several programmes are usually aired through the radio, most of which are government oriented programmes that portray government's image, policies, programmes and activities. This makes the government, to some extent, sponsor some political radio programmes to purposely project its image. According to Ajibade (1998), as cited in Danasabe (2012), "as long as government hires and fires, promotes, determines salaries and allowances of broadcasters, they are bound to carry any news that government desires, even if it is against their conscience, contains falsehood or materials that are not in the interest of the public. He concludes that the fate of journalism, especially the broadcast media, is tied to the pleasures of government.

Other challenges faced by the Nigerian media include, financial constraints, which hamper the operational development of service delivery. Sennith (2008) observes that broadcasting media suffers insufficient financial provision from inception up-to-date, as well as continual use of obsolete equipment and other instruments. The two FRCN, Kaduna transmitters, for example, are old. Therefore, they need new transmitters. With new innovation in the era of the 21st Century, many media broadcasting stations are no more using SW and MW transmitters, which are being used by Federal Radio Corporation of Nigeria (FRCN).

Censorship is a serious challenge, facing Nigerian broadcasters, thus, the most negative weakness of the Nigerian broadcasting regulation affects programmes that deal with

controversial public issues. Hence, those in the corridors of power do monopolize the use of broadcasting stations, especially during the military and democratic dispensations. During the regime of Babangida, for example, there was free flow of information that could penetrate the rural populace. Information, concerning development programmes, was, thus, effective; however, successive governments are trying their best. Therefore, more efforts need to be intensified because censorship remains a major obstacle that militates against the free flow of information and, in turn, poses greater threats to information availability and use, geared towards service delivery in the broadcasting industry.

With the current Information and Communication Technology (ICT) in place, it is high time that Nigerian broadcasting industry demanded a switch over from analogue to digital broadcasting. There is the need for Digital Audio Broadcasting (DAB). Lasis (2009) notes the outstanding challenge, faced by broadcasters. Majority of the practitioners are analogue compliant. Thus, the challenge is indeed great as Nigeria remains a country where the level of adoption to modern technologies remains very low. Orie (2009) recommends that broadcasters should strategize on how to resolve the broadcast power dilemma, in order of sourcing and creating relevant developmental programmes, as well as harnessing available financing for refurbishing in the transition from analogue to digital broadcasting media.

2.15 Summary of the Review

An assessment of rural enlightenment and socio-economic development programmes reveals that information dissemination is a crucial and an integral aspect of development that covers all human endeavours. The radio has become an indispensable means of information dissemination in Nigeria and the society at large, especially in the areas of education, health, agriculture, security, transport, and so on. Government, therefore, uses information dissemination

through the media as an instrument for good governance to its citizenry. This has played a tremendous role towards national development; hence, the use of radio as a tool by government in discharging its services to the nation. However, the media practitioners are facing some difficulties, especially as they operate under unfavourable conditions, both in civilian administration and military regimes. In most cases, the pieces of information aired are more of irrelevant to the listeners who are the core citizens because the press is being controlled by politicians who are the bidders of law makers.

The systemic, objective and quantitative assessment of public enlightenment and development programmes is, therefore, an important research method that would provide a scientifically verified inference about mass media messages in creating awareness to rural areas. It would also measure the effect of media messages on its audience and provide a summary statement of media messages over a given geographical space and time.

This research is, therefore, aimed at assessing the rural enlightenment and socio-economic development programmes of government radio broadcasting stations in Kaduna state, by generating a bottom to top approaches in the battle against poverty in all its manifestations, which is the essence of development in the rural areas that constitute a greater percentage of the Nigerian population, as is in most other underdeveloped economies.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology adopted in carrying out the study. This includes the following:

3.2 Research Design

3.3 Population of the Study

3.4 Sample Size and Sampling Techniques

3.5 Instrument for Data Collection

3.6 Validity and Reliability of the Instrument

3.7 Procedure for Data Collection

3.8 Procedure for Data Analysis

3.2 Research Design

Survey research method was adopted for this research. Ihemeji and Tende (2006) define survey research as "the use of carefully selected samples from the population", where researchers adopt the rule of random sampling technique. According to Enanoria (2005), the survey research method is cost effective because it provides an approach for covering vast areas through representation without necessarily covering every part. It is considered suitable because it adopts the ex-post factor approach where the need for experimentation is virtually not feasible. Among other qualities of this approach is that it could be effective with the use of an instrument for soliciting information on past records from large number of subjects scattered across vast areas.

3.3 Population of the Study

The population of the study comprises of the staff of four government radio broadcasting stations and the audience from six selected local government from the three senatorial zones in Kaduna state. The population was drawn from supreme FM 96.1 of Federal Radio Broadcasting Corporation Nigeria (FRCN), Kaduna State Media Corporation (KSMC), Queen FM 94.1 Tudun Wada Zaria and Rockside FM station Kafanchan. The sample population was drawn from Sabon-gari, Kudan, Giwa, Igabi, Kachia and Jaba from these selected local government areas of Kaduna state. The choice of this population was based on the fact that staff of the four government radio stations and the stakeholders who are in charge of rural communities were required to provide the relevant information for this study. The breakdown of records population distribution of the study of radio broadcasting stations and the six selected local government in three (3) senatorial zones of Kaduna state is contained in table 3.1 below:

Table 3.1 Population of the Study of Radio Broadcasting Stations

Name of Radio Broadcasting Stations	Number of Management Staff
Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna	31
Queen FM 94.1 Tudun Wada, Zaria	7
Kaduna State Media Corporation	20
Rockside FM Kafanchan	7
Total	**65**

Source: Staff List Record, October 2010 from the Respective Broadcasting Media Stations and National Population Census, 2006

The estimated population of Kaduna state for the 23 local government areas by the 2006 National Population Census is 6,066,562.

3.4 Sample Size and Sampling Techniques

The stratified random sampling technique was used in the selection of the sample size for the study, involving the staff of the radio houses and the audience. The stratified random sampling technique was adopted because of the size of the population and the vast area required to be covered. The sample size for the study was considered adequate according to Israel (2012) who opines that, for a population of more than 5,000, a sample size of 370 or 300 will be adequate for the study. To determine the size to be selected therefore, the researcher divided the three senatorial zones into four, using the local government areas as the strata. Two local government areas were then selected from each of the zones, amounting to six. The selected local government areas were restructured into four, using the new development areas and the existing constituencies made up of wards as the strata. The sample size then selected from the strata of two wards was partly because, respondents had to first be identified as listeners to the media programmes before the questionnaire was administered to them in the respective local government areas. The respondents selected are presented in Table 3.2

Table 3.2: Selected Population from 2 Wards each of the Local Government Areas

Names of Local Government Areas		Population of two selected local government	No of wards selected	No of Questionnaire Administered
Zone I				
Sabon gari	Sabon-gari	286,871	2	43
Kudan	Kudan	138,992	2	40
Zaria				
Lene				
Ikara				
Markarfi				
Soba				
Kubau				
Zone II				
Giwa				
Igabi	Giwa	286,427	2	
Birin Gwari	Igabi	430,229	2	40
Chi kun				45
Kaduna North				
Kaduna South				
Kauru				
Zone III				
Jaba				
Kaura	Kachia	244,274	2	
Jema'a	Jaba	155,377	2	42
Kachia				45
Zangon-kataf				
Kagarko				
Sanga				
Kajuru				
Total	**6 Local Government**	**1,542,170**	**12**	**255**
23 Local Government Areas	**Areas**			

3.5 Instrument for Data Collection

The main instrument for this research consists of two structured questionnaires. One was aimed and designed for staff of the media houses and the other for the audience in the selected local government areas. The instruments consist of two main sections.

Questionnaires are used as instruments for collecting data for this study. This is because they are cheap, quick and suitable for reaching widely dispersing population. According to Akuezuila

(2004) questionnaires are administered to the respondents, imploring them to answer the questions. According to Afolabi (1993) "questionnaire is an instrument consisting of a set of items that are usually written and the respondent is expected to respond in writing. Administering questionnaire to the respondents helps to explain the purpose of the study. Through personal contacts, a researcher gains an insight into what is inside a person's mind and thus, is equipped to measure what a respondent knows about the research work.

In this study, a structured questionnaire was administered to the respondents for the purpose of data collection. The questionnaire was divided into five sections for four government media broadcasting staff. Section 'A': background information of respondents, Section 'B': types and various assessment and socio-economic development programmes, carried out by government radio broadcasting stations in Kaduna state. Section 'C': aims of each of the rural enlightenment and socio-economic development programmes broadcast by the radio houses in Kaduna state, Section 'D': the benefits of these programmes to rural populace in Kaduna state broadcast by government radio stations, Section 'E': the challenges faced by the management of these government radio broadcasting stations in control of these socio-economic developmental programmes in terms of airing to the listeners of Kaduna state.

The second questionnaire was divided into five sections. Section 'A' consists of demographic data of the audience and it asks questions on audience demographic data. Section 'B' was on types and various rural enlightenment and socio-economic development programmes in government radio broadcasting stations in Kaduna state. Section 'C' centres on the aims of rural enlightenment and socio-economic development programmes, aired by government radio broadcasting stations to the listeners. Section 'D' is the benefits listeners derived from the socioeconomic development programme aired by government radio houses in Kaduna state.

Section ‘E’ deals with the satisfaction level the listeners derived from these socio-economic and development programme broadcast on radio houses in Kaduna state.

3.6 Validity and Reliability of the Instrument

The structure of the questionnaires designed for this study determines the validity and reliability of the research result. The validity of the instrument was ascertained by supervisors, librarians, senior colleagues and research experts. It was validated through corrections and comments to improve the format and structure of the research instruments. Tharasegaran (2009) defines validity as “the extent to which research instrument measures are carried out, especially when an instrument is said to be valid, it is measured appropriately without accidental errors.

The reliability of the instrument was determined with the consistency of the instrument for data collection where a pilot study was conducted within one week. Two sets of questionnaire were pre-tested by administering 15 copies (appendix 1). 5 copies to the staff of Kano State Radio Broadcasting Cooperation, Kano (appendix 11) and 10 copies to the listeners.

The reliability of responses to the items of the instrument was analyzed, using the Cronbach Co-eficient Alpha formula for reliability, using the Statistical Package for Social Sciences (SPSS). The reliability coefficient shows that sections B-E of the first questionnaire yielded a reliability coefficient of 0.77. The second questionnaire has a reliability coefficient of 0.81 for items in sections B-D respectively. This shows that the instruments tested are reliable and can be subsequently used.

For the purpose of this pilot study, instruments were tested to determine their reliability before administration of the research.

The feasibility study was assessed before administration of the instruments. This was to help the researcher to identify problems that may likely be encountered by the respondents in

order to avoid them in the final instrument. This helped the researcher to determine the approximate time or duration which the respondents would need to respond to the questionnaires.

3.7 Procedure for Data Collection

The researcher, through the help of research assistants, visited each of the radio stations selected for this research to administer the questionnaire. Letters, soliciting for co-operation of the authorities of all the radio houses in Kaduna government radio broadcasting stations, were taken to enhance co-operation in order to facilitate data collection from the respective staff of the radio stations and the stakeholders who are in charge of rural communities. Two Local Government areas selected in the three (3) Senatorial zones of Kaduna State were Sabon-gari and Kudan in Zone 1, Giwa and Igabi in Zone 2, and Kachia and Jaba Local Governments in Zone 3 respectively. Also, four (4) weeks were used for data collection.

3.8 Procedure for Data Analysis

The data collected for this research were analysed, using frequency tables, percentages, pie charts, bar charts and histograms for the demographic characteristics and the investigated variables.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introduction

This chapter deals with data presentation, analysis, and discussion. The data gathered from questionnaires were presented in frequency tables, percentages, pie charts, and histograms.

4.2. Response Rate

Out of a total number of 68 copies of the questionnaire administered to the staff of the radio houses, 59 76.5% copies were retrieved on completion. This was found useful for the study. As for the audience, 255 copies were administered and, 234 91.8% were completed and returned, and found useful. The high response rate is attributed to the fact that the respondents were duly followed up. The response rate of the staff, according to their radio houses and the audience is shown in table. 4.2.1 and 4.2.2:

Table 4.2.1: Response Rate from the Staff of Radio Houses

Radio Houses	**No of Questionnaire Administered**	**Number Returned**	**Percentage (%)**
Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN)	36	33	91.7
K .S .M .C, Kaduna	15	12	80.0
Queen FM 94.1, Tudun Wada, Zaria	10	9	90.0
Rockside FM, Kafanchan	7	5	71.4
Total	**68**	**59**	**86.7**

The table shows that 68 copies of the Questionnaire were distributed to the four radio houses, however only 59 were completed and returned giving a percentage of 86.7%.

Table 4.2.2: Audience Response Rate

Local Government Areas	No of Questionnaire Administered	Number Returned	Percentage (%)
Giwa	43	40	93.0
Igabi	40	38	95.0
Jaba	40	36	90.0
Kachia	45	40	88.9
Kudan	42	40	95.2
Sabon gari	45	40	88.9
Total	**255**	**234**	**91.8**

Table 4.2.2 shows the following response rates for audience from Giwa 40 93.0%, Kachia 40 88.9%, Kudan 40 95.2% and Sabon gari local government 40 88.9% respectively. The local government areas with the least respondents were Igabi, 38 95.0% respondents and Jaba, 36 90.0% respondents.

4.3 The Socio-Demographic Characteristics of the Respondents

The respondents are differentiated by gender between male and female staff of radio houses, including the audience from the six selected local government areas of the state. The male staff of radio houses recorded 41 69.5% as the highest respondents while the female staff of four government radio houses recorded 18 30.5%. The male audience in six selected local government recorded 160 68.4% while the female audience recorded 74 31.6%.

Table 4.3.1: Gender of the Respondents

Gender	Media Staff		Audience	
	Frequency	Percent	Frequency	Percent
Male	41	69.5	160	68.4
Female	18	30.5	74	31.6
Total	**59**	**100**	**234**	**100**

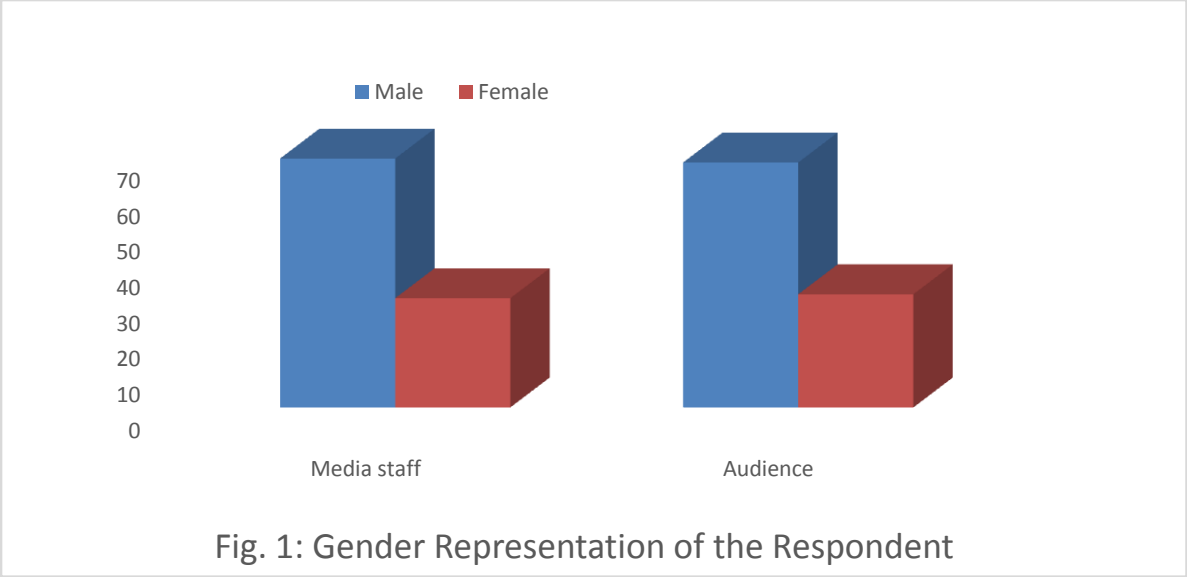

Fig. 1: Gender Representation of the Respondent

Table 4.3.1 and Fig 1: indicate that the males among the staff of the radio houses were 41 69.5% while the remaining 18 30.5% were females. For the audience, the males were 160 68.4% while the females were 74 31.6% of the total population from the selected audience.

Educational Background of the Respondents

This section of the study examines the educational background of the respondents, and the analysis on this is contained in table 4.3.2:

Table 4.3.2: Educational Background

Educational Background	**Media Staff**		**Audience**	
	Frequency	Percent	Frequency	Percent
Primary	0	0	20	8.5
Secondary	0	0	82	35
Islamic school	0	0	32	13.7
Others	0	0	5	2.1
Tertiary	59	100	95	40.6
Total	**59**	**100**	**234**	**100**

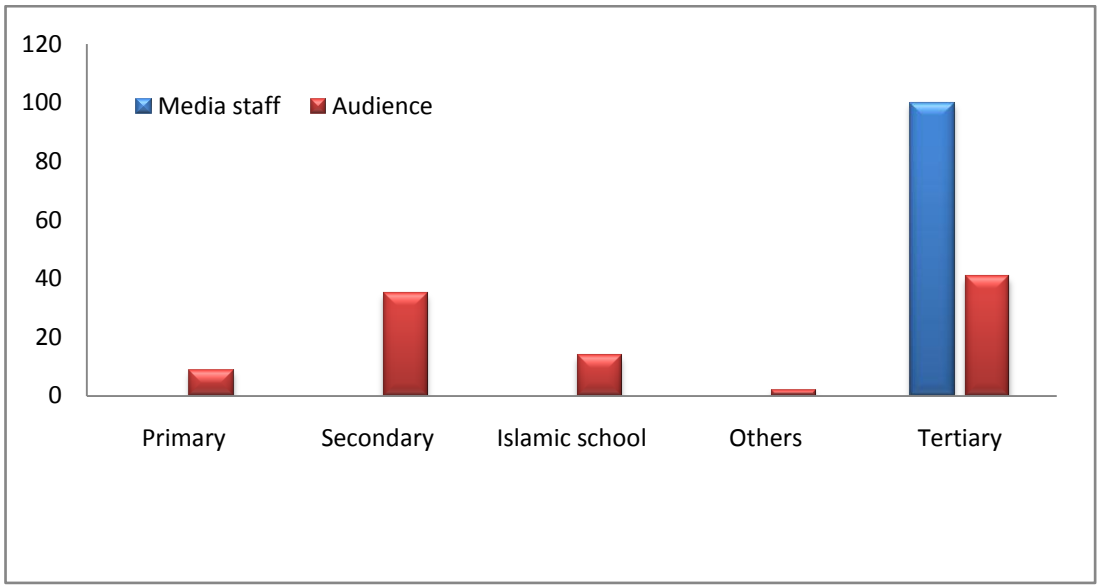

Fig. 2 Educational Background

Table 4.3.2, Fig. 2 shows 59 staff of radio houses and 234 of the audience. All the 59 staff attended tertiary institution, representing 100%. Also, 95 of the audience, representing 40.6% attended tertiary institution. 82 of the audience, representing 35.0% attended secondary school while 32 of the audience, representing 13.7% attended Islamic school. Lastly, 20 of the audience, representing 8.5% attended primary school.

Table 4.3.3: Occupation of the Respondents

Occupation	**Media Staff**		**Audience**	
	Frequency	Percent	Frequency	Percent
Teacher			69	29.5
Farmer			61	26.1
Student			60	25.6
Civil servant	58	98.3	27	11.5
Others	1	1.7	17	7.3
Total	**59**	**100**	**234**	**100**

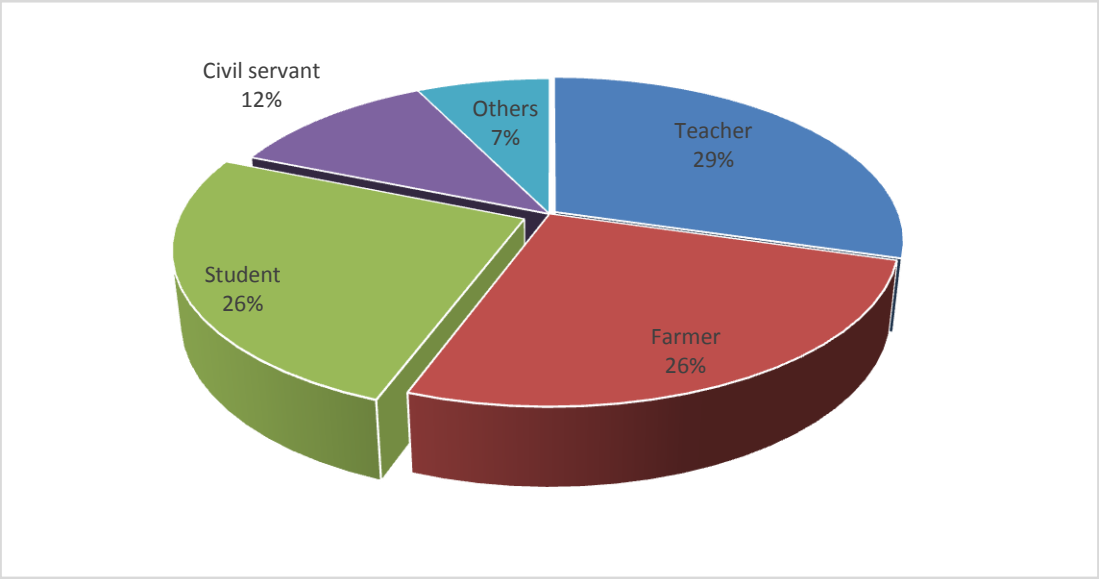

Fig. 3: Occupational Distribution of the Audience

Table 4.3.3 and Fig. 3 shows that the staff of Kaduna state government radio houses are civil servants who recorded the highest score of 58 98.3%. Only one did not indicate his/her occupation. While among the audience, teachers recorded 69 29.5%, farmers 61 26.1%, 27 11.5% were civil servants among the audiences, and the least was others 17 7.3% who did not indicate their occupation or were unemployed.

Work Experience

The socio-demographic characteristic is the years of working experience the research solicited from the staff of the Kaduna state radio houses. The average working experience of the staff was 11.8years. The minimum was less than one year of service and the maximum of above 20 years of service in the respective radio houses.

Among the audiences, the researcher considered the importance of understanding the age among the audience selected. Demographic variables of the age among the respondents were 31.27years. The minimum was 17years while the maximum was above 60years of age. Among the audience, 139 59.4% were married and 92 39.3% were single while 3 1.3% said they were

divorced. All the audience were selected on the basis that they all listen to the programmes from the different radio stations in the state.

4.4 Presentation of Data, Analysis and Discussion

This section analysed and discussed the data collected for answering the research questions raised in the study.

4.4.1 Various Rural Enlightenment and Socio-economic Development Programmes Carried out by Government Radio Broadcasting Stations in Kaduna State

One of the fundamental objectives of the study is to find the various enlightenment and socio-economic development programmes carried out by Government Radio Broadcasting Stations. Thus, these were listed out for respondents to tick as many programmes as they know are being aired by Kaduna state radio houses:

Table 4.4.1: Enlightenment and Socio-economic Development Programmes Run by Government Radio Broadcasting Stations

Enlightenment and socio-economic development programmes on:	Supreme FM 96.1 of FRCN Kaduna	K .S .M .C, Kaduna	Queen FM 94.1, Zaria	Rockside FM, Kafanchan
Health (Our Health, Let them live)	14 42.4	6 50.0	3 33.3	0 0.0
Agriculture (Agric panorama, Animal husbandry)	8 24.2	2 16.7	1 11.1	0 0.0
Politics (Inside politics, Politics Today)	6 18.2	2 16.7	0 0.0	5 35.7
Economic Empowerment (Entrepreneurship, Ga Wuriga Waina)	1 3.03	0 0.0	3 33.3	0 0.0
Sports (Sports Arena, Mid-week sports)	1 3.03	1 8.3	2 22.2	0 0.0
Cultural activities (Pace Setter, Al'adum)	3 9.09	1 8.3	0 0.0	0 0.0
Total	**33**	**12**	**9**	**5**

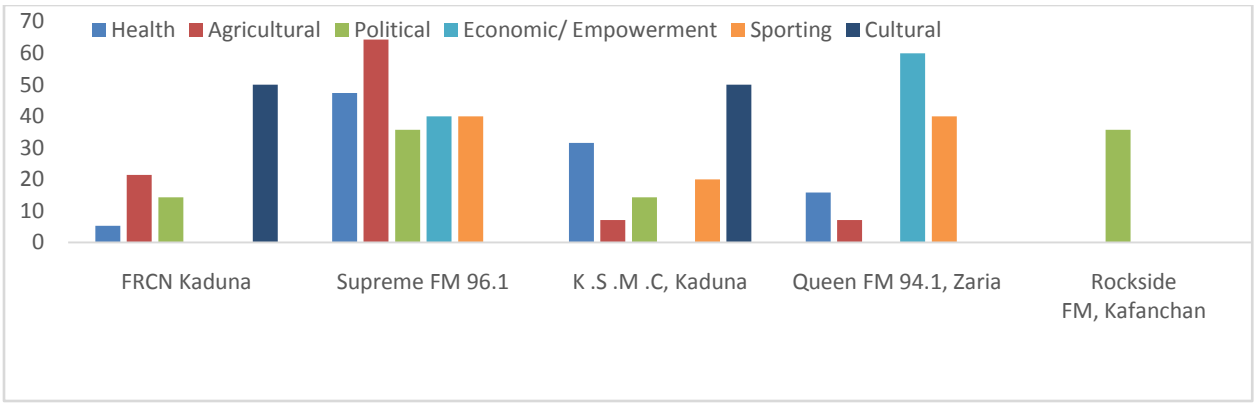

Fig. 4: Enlightenment and Socio-Economic Development Programmes Run by Government Radio Broadcasting Stations

Table 4.4.1 and Fig. 4 indicate that the broadcasting houses have different orientation in their programmes. For example, the Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna is more oriented towards health programmes 42.4% and agricultural programmes 24.2% than any of the other radio houses. Therefore, the Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna can be said to be better in the presentation of enlightenment and development programmes, relating to health, agriculture and cultural activities alongside with Kaduna State Media Corporation (K.S.M.C.) with 50.0% in health, 16.7% in agriculture while sports and cultural activity programmes had 8.3%. The Queen FM 94.1, Tudun Wada, Zaria is more inclined to health and economic empowerment programmes with 33.3%, than agriculture programmes with 11.1%, while the Rockside FM, Kafanchan is more inclined towards political enlightenment with 35.7%. This means that all the radio houses broadcast enlightenment and socio-economic development programmes as listed in the table. Table 4.4.2 shows the opinions of the audience on the types of programmes aired to them by the media in their respective communities. This finding agrees with Moemeka (1995), who asserts that "radio communication educates citizens on new issues inherent in the society and helps to achieve development in the rural areas. Developmental programmes are aired to

audience in the form of various programmes and individuals are exposed to happenings in and around their society through listening to these programmes. In a similar view, Owo, in Nwosu (2007), sees rural development as to "improve the economic and social conditions of specific group of people who lack necessary social amenities and infrastructure, which are necessary for good living". Thus, there is the need for advancement and growth in these rural areas. The process of bringing about this advancement and growth in the rural areas is for government to use the radio in disseminating its programmes through enlightenment and socio-economic development. The rural populace needs information to survive health-wise, and certainly, they need information that will increase their farming productivity and income growth.

Table 4.4.2: Which of the under listed programmes do you listen to? Tick as applicable

Enlightenment and socio-economic development programmes carried out by government radio stations	**Yes**		**No**	
	Freq.	**%**	**Freq.**	**%**
Do you often listen to health programmes?	125	53.4	109	46.6
Do you often listen to agricultural programmes?	64	27.4	170	72.6
Do you often listen to political programmes?	57	24.4	177	75.6
Do you often listen to economic programmes?	23	9.8	211	90.2
Do you often listen to sport programmes?	40	17.1	194	82.9
Do you often listen to cultural programmes?	11	4.7	223	95.3
Do you often listen to empowerment programmes?	22	9.4	212	90.6
Do you listen to poliomyelitis immunization programmes?	83	35.5	151	64.5
Do you listen to roll-back malaria programmes?	70	29.9	164	70.1
Do you listen to HIV/AIDS programmes?	112	47.9	122	52.1
Do you listen to diarrhoea programmes?	30	12.8	204	87.2
Do you listen to cholera programmes?	28	12.0	206	88
Do you listen to measles programmes?	12	5.1	222	94.9
Do you listen to tuberculosis programmes?	14	6.0	220	94
Do you listen to other programmes?	5	2.1	229	97.9
Are they being transmitted in English?	127	54.3	107	45.7

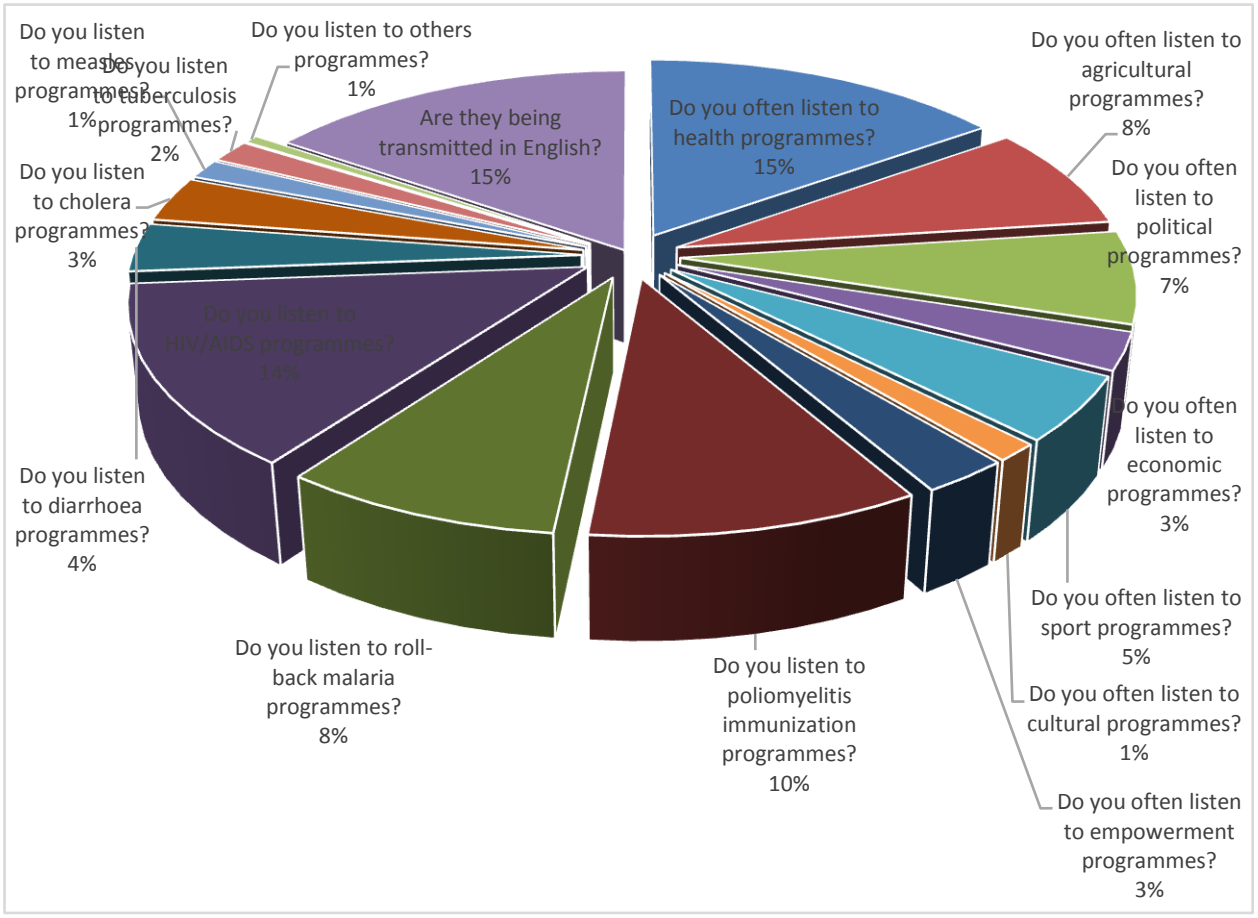

Fig. 5: Enlightenment and Socio-Economic Development Programmes Aired by Government Radio Broadcasting Stations

Table 4.4.2 and Fig. 5 shows that 127 54.3% of the rural populace listen to the development programmes, being transmitted in English and Hausa languages clearly from the radio broadcasting stations in their various communities while 125 53.4% of the audience listen to health programmes. Cultural programme recorded least with 11 4.79%, followed by other programmes indicated in the table by 5 2.1%. In line with these, Buckalew and Wulfemayer (2005), list the role of mass media, among others, to include "to inform, to educate, to help bring about a social change and to help establish public policies". This helps the government to provide more development programmes to the rural populace of the state.

Table 4.4.3: Frequency of Airing the Enlightenment and Socio-Economic Development Programmes by Radio Broadcasting Houses

Enlightenment and socio-economic development programmes	Everyday	Twice a week	Once a week	Monthly	Yearly	Total
Health (Our Health, Let them live)	11 57.9	5 26.3	1 5.3	2 10.5	0 0.0	19 32.2
Agriculture (Agric panorama, Animal husbandry)	5 35.7	2 14.3	2 14.3	4 28.6	1 7.1	14 23.7
Politics (Inside politics, Politics Today)	6 42.9	0 0.0	1 7.1	7 50.0	0 0.0	14 23.7
Economic (Ga Wuriga Waina)	1 50.0	0 0.0	1 50.0	0 0.0	0 0.0	2 3.4
Sports (Sports Arena, Mid-week sports)	0 0.0	0 0.0	2 40.0	2 40.0	1 20.0	5 8.5
Cultural activities (Pace Setter, Al'adum)	2 100.0	0 0.0	0 0.0	0 0.0	0 0.0	2 3.4
Empowerment (Entrepreneurship)	0 0.0	0 0.0	0 0.0	3 100.0	0 0.0	3 5.1
Total	**25 42.4**	**7 11.9**	**7 11.9**	**18 30.5**	**2 3.4**	**59 100.0**

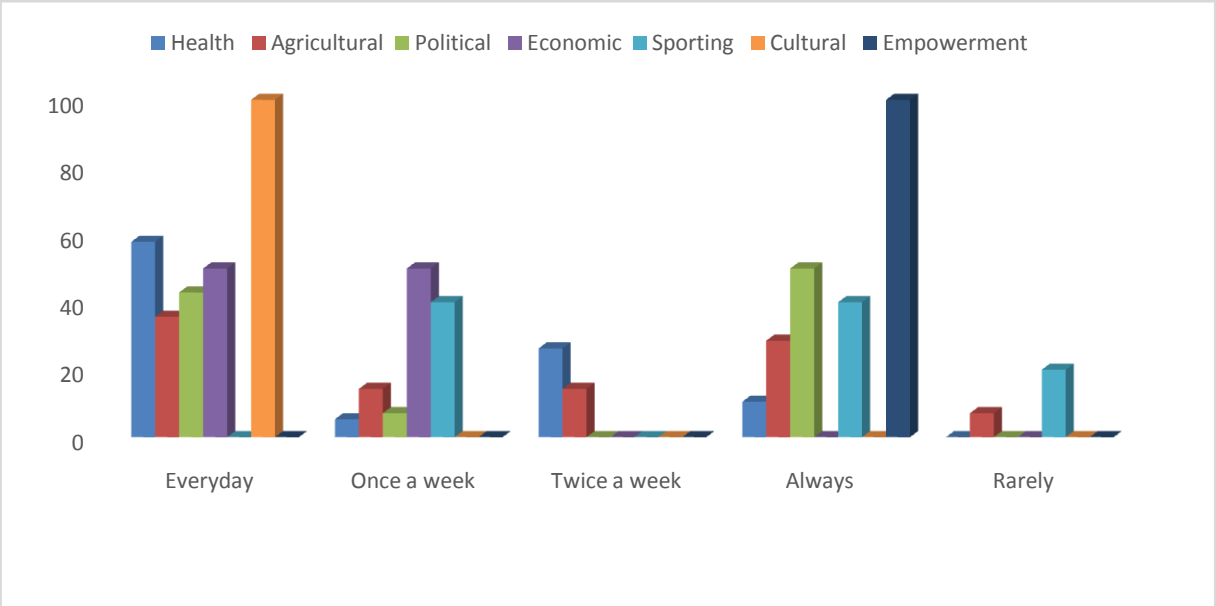

Fig. 6: Frequency of Enlightenment and Socio-Economic Development Programmes by the Radio Broadcasting Stations

Table 4.4.3 and Fig. 6 show that enlightenment and socio-economic development programmes dominate the programmes, aired by the radio houses. Health programmes account for 32.2% of the total broadcast by the radio and is followed by agriculture and political programmes 23.7%. The least attention is given to economic development and cultural activities 3.4%. These findings agree with Mythm (1983) who states that, "the communication media can be used to effectively inform those concerned about the developmental programmes. They can be inspired with ideas and feelings that stimulate discussion and exchange of ideas that are well informed. This creates an atmosphere of public awareness on both a long and a short-term basis. The emphasis of the radio houses shows clearly that health, agriculture and political programmes are more paramount to rural dwellers.

The Aims of Each of the Rural Enlightenment and Socio-Economic Development Programmes Broadcast by the Radio Houses in Kaduna State

The opinion of the staff from the radio houses was used to illustrate the specific aims of the enlightenment and socio-economic development programmes aired by the stations. Table 4.4.4 shows the expressional aims of the programmes by the staff.

Table 4.4.4: Opinions of the Staff on Aims of the Enlightenment and Socio-Economic Development Programmes Aired by the Radio Houses

Aims of the enlightenment and socio-economic development programmes	Yes		No		Total
	Freq.	%	Freq.	%	
To sensitize the public on various health	32	54.2	27	45.8	59
To bring government and its activities closer to the rural dwellers	38	64.4	21	35.6	59
To carry the rural people along in governance	37	62.7	22	37.3	59
To keep the people informed about the activities of government that are targeted at improving their lives	41	69.5	18	30.5	59
In informing the people about new ways of agricultural activities.	30	50.8	29	49.2	59
In the enlightenment on political activities around them	25	42.4	34	57.6	59
In the improvement in health facilities and personal hygiene	32	54.2	27	45.8	59
In the economic awareness and improvement of ways of enhancing rural development	38	64.4	21	35.6	59

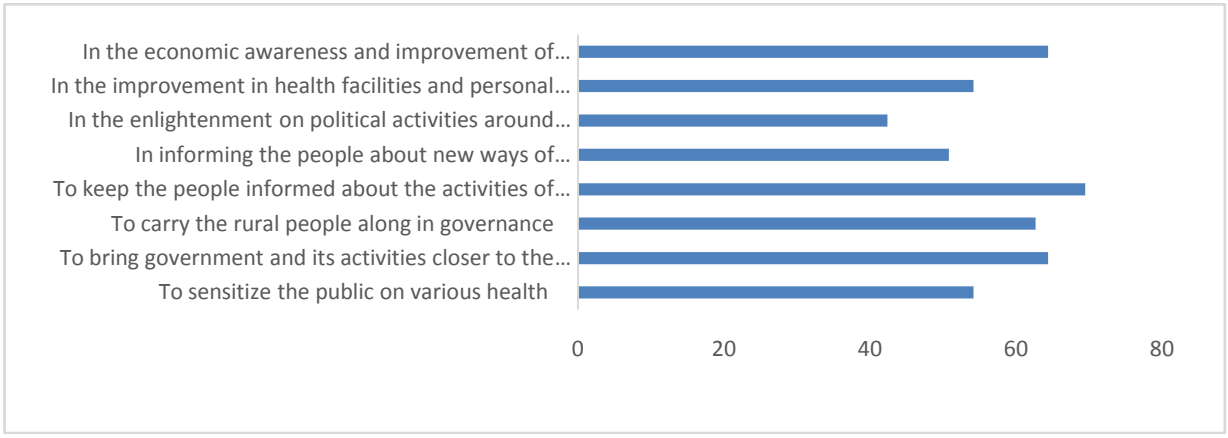

Fig. 7: Aims of the Enlightenment and Socio-Economic Development Programmes

Table 4.4.4 and Fig. 7 show that Seventy percent of the respondents indicated that the aim of the rural enlightenment and socio-economic development programmes was to keep the people

informed about the activities of government that are targeted at improving their lives. While 64.4% revealed that bringing the activities of government closer to the rural dwellers and creating awareness and improving ways of enhancing rural development were the aims of the programmes, only 42.4% indicated that the aim of the programme was to create enlightenment of the rural populace on political activities.

In line with the findings, Wigwe (1988) believes that radio broadcasting has credible role to play in disseminating information to the masses at the grassroots level for development purposes. Information, in this sense, involves the social, political and economic aspects. Another contributor, Adaba (1987), cited in Asemah (2011), argues further that "there is an essential communication role for radio broadcasting at the local level. Within an over-all national system, there is a clear need for radio broadcast to be used to motivate and mobilise the people at the grassroots.

The Benefits of Each of these Enlightenment and Socio-Economic Development Programmes, Aired by Radio Houses on the Lives of the Listeners in the State

Apart from the opinion of the staff from the radio houses on the benefits of the enlightenment and socio-economic development programmes, aired by the radio houses, the opinion of the audiences was solicited to attest to the rated benefits. In Table 4.4.5, the opinions of the staff on the benefits of the different programmes are listed below:

Table 4.4.5: Opinions of the Staff from the Radio Houses on the Benefits of the Enlightenment and Socio-Economic Development Programmes, Aired by the Organizations

Benefits of the enlightenment and socio-economic development programmes	Yes		No		Total
	Freq.	%	Freq.	%	
By improving their health care	37	62.7	22	37.3	59
By improving their economic well being	32	54.2	27	45.8	59
By improving their political awareness	27	45.8	32	54.2	59
By improving sport development in their community	20	33.9	39	66.1	59
The programme improves their cultural activities	17	28.8	42	71.2	59
In the improvement of their agricultural products	31	52.5	28	47.5	59
In empowering them through innovation	37	62.7	22	37.3	59

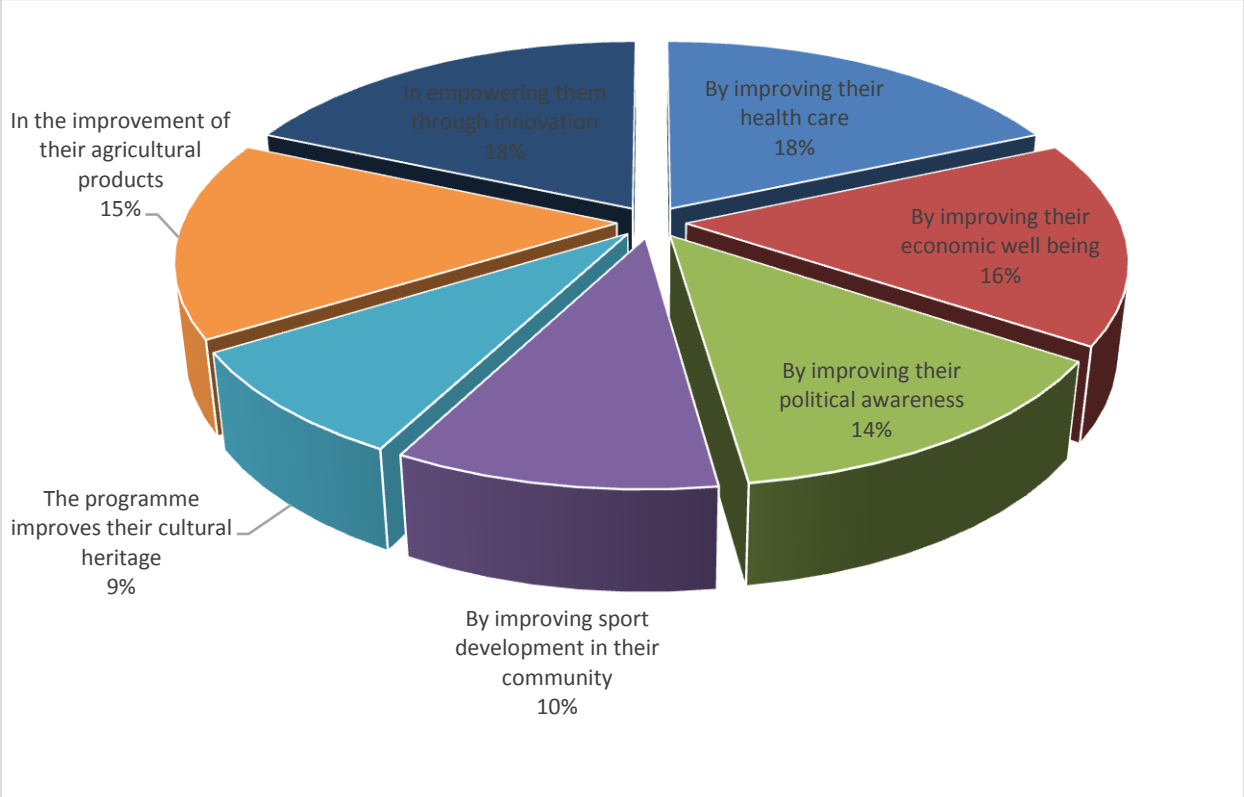

Fig. 8: Benefits of the Enlightenment and Socio-Economic Development Programmes by the Staff

Table 4.4.5 and Fig. 8 indicate that 62.7% of the staff of the radio houses were of the opinion that improved health care and empowering the listeners through innovation were the most beneficial to the rural dwellers which was followed by the improvement of their economic well being with 54.2%. The area benefiting less from the enlightenment and socio-economic development programme as indicated by the respondent was the programme on cultural activities with 28.8% responses.

Table 4.4.6: Opinions of the Audience on Benefits of the Enlightenment and Socio-Economic Development Programmes Aired by the Radio Houses

What kind of benefit do you derive from these developments?	Frequency	Percent
Improvement in farming method	26	11.1
Improvement in health care	119	50.9
Improvement in economic well being	59	25.2
Improvement in sports in the community	14	6.0
Improvement in cultural activities	5	2.1
Improvement in rural empowerment of the community	11	4.7
Total	**234**	**100.0**

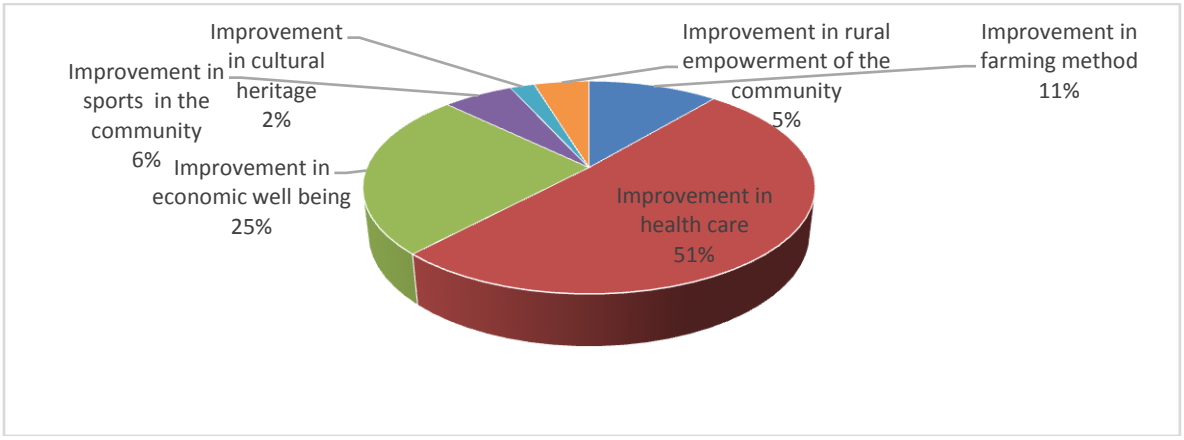

Fig. 9: Benefits Derived by the Audience from these Programmes

Table 4.4.6 and Fig. 9 show that the audience derived the highest benefits from these programmes as reflected in the table where 119 50.9% of the audience agreed that the health programmes help in improving the health status of the individual community members in the state, 59 25.2% indicated improvement in economic well being, while the least benefit indicated by the audience was improvement in cultural activities with 5 2.1%. Thus, it can be said that the programmes were aimed at improving the general well being of the individual members of the communities in the state.

Table 4.4.7: Opinion of the Staff on the Challenges in Service Delivery on Enlightenment and Socio-Economic Development Programmes

Challenges faced by the staff in the service delivery on enlightenment and socio-economic development programmes	Yes		No		Total
	Freq.	%	Freq.	%	
Inadequate time schedule for the programmes	20	33.9	39	66.1	59
languages used in broadcasting due to instability in power supply	25	42.4	34	57.6	59
Distractions in broadcasting due to instability in power supply	39	66.1	20	33.9	59
Clashes in time schedule by different stations	14	23.7	45	76.3	59
Inadequate funds	21	35.6	38	64.4	59
Security of their equipment	6	10.2	53	89.8	59
Government Interference	13	22.0	46	78.0	59
Proper timing of these enlightenments	32	54.2	27	45.8	59
Establishment or introduction of news in local languages	34	57.6	25	42.4	59
The provision of new and up-to-date facilities for smooth broadcasting of programme	16	27.1	43	72.9	59
Improved human capacity building for radio personnel	25	42.4	34	57.6	59
Provision of adequate funds by government	33	55.9	26	44.1	59
Provision of security to safeguard the equipment	9	15.3	50	84.7	59
Enactment of relevant laws that would prevent unnecessary government interference	12	20.3	47	79.7	59

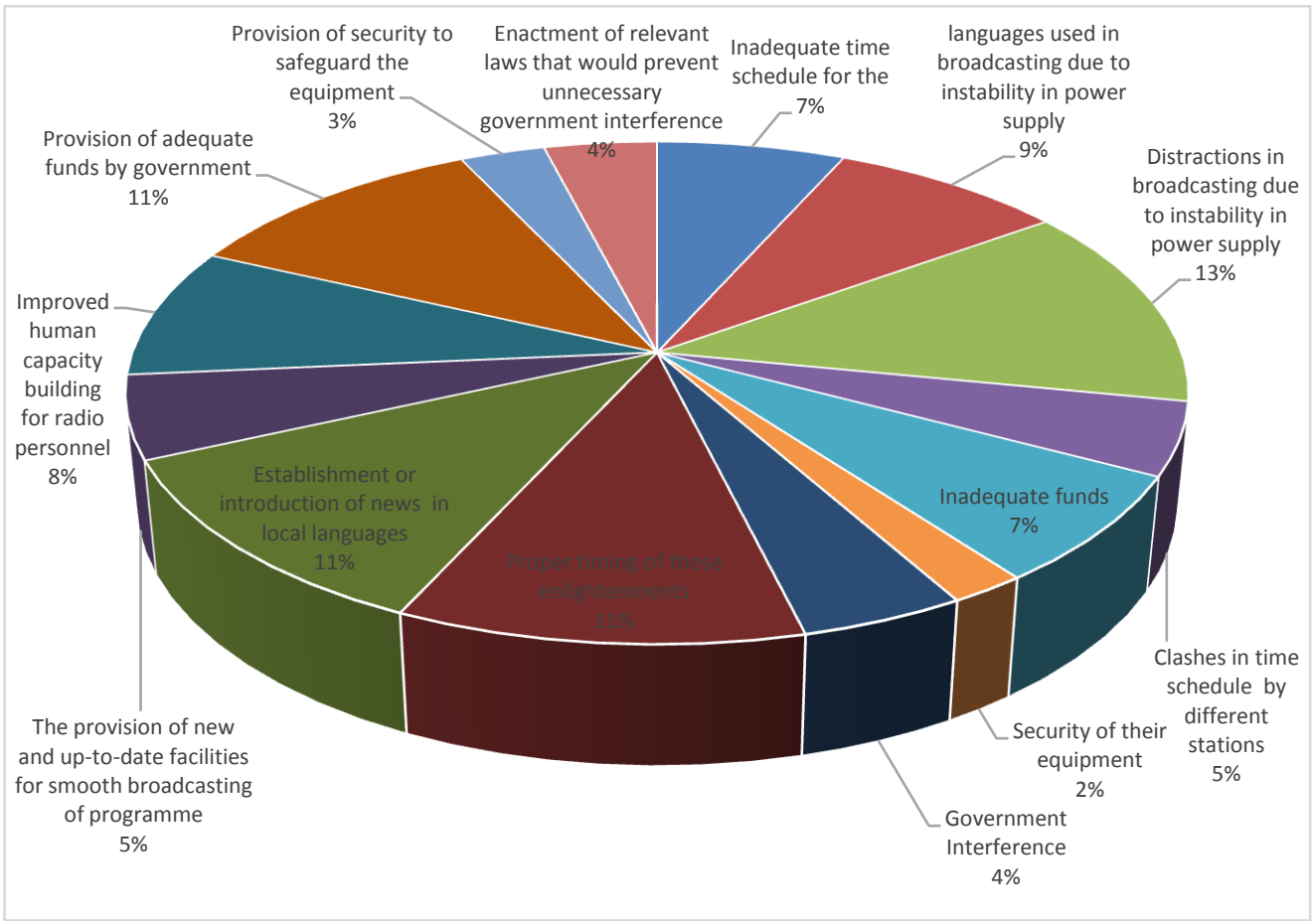

Fig. 10: Constraints in the Provision of Services for the Broadcasting Organizations

Table 4.4.7 and Fig.10 show that the respondents indicate that there are challenges associated with broadcasting of the enlightenment and socio-economic development programmes. Also there are external factors, which directly affect the capacity of government radio broadcasting stations to function adequately in the provision of their services. One of such challenges is distractions in broadcasting orchestrated by instability in power supply, which 66.1% of the staff rated as their major challenge in the broadcasting organization. This shows that if the issue of light is being tackled, information dissemination on development programmes would be frequently aired to the public, without distraction. Another major constraint rated by 57.6% of the staff is introduction of new local languages in the broadcast of the enlightenment and socio-

economic development programmes to the affected communities. If more programmes are aired in local languages, it will sensitize the rural populace. The least recorded from the staff of radio houses was the provision of security to safeguard the equipment, 15.3%, and security of their equipment, 10.2%.

Table 4.4.8: Opinion of the Audience on Effects of the Enlightenment and Socio-Economic Development Programmes Broadcasted by the Radio Houses

How does the enlightenment and development programme impact on your life?	Male		Female		Total	
	Freq.	%	Freq.	%	Freq.	%
Improvement in farming method	21	13.1	5	6.8	26	11.1
Improvement in health care	79	49.4	40	54.1	119	50.9
Improvement in economic well-being	38	23.8	21	28.4	59	25.2
Improvement in sports programmes in the community	13	8.1	1	1.4	14	6.0
Improvement in cultural activities	3	1.9	2	2.7	5	2.1
Improvement in rural empowerment of the community	6	3.8	5	6.8	11	4.7
Total	**160**	**100**	**74**	**100**	**234**	**100**

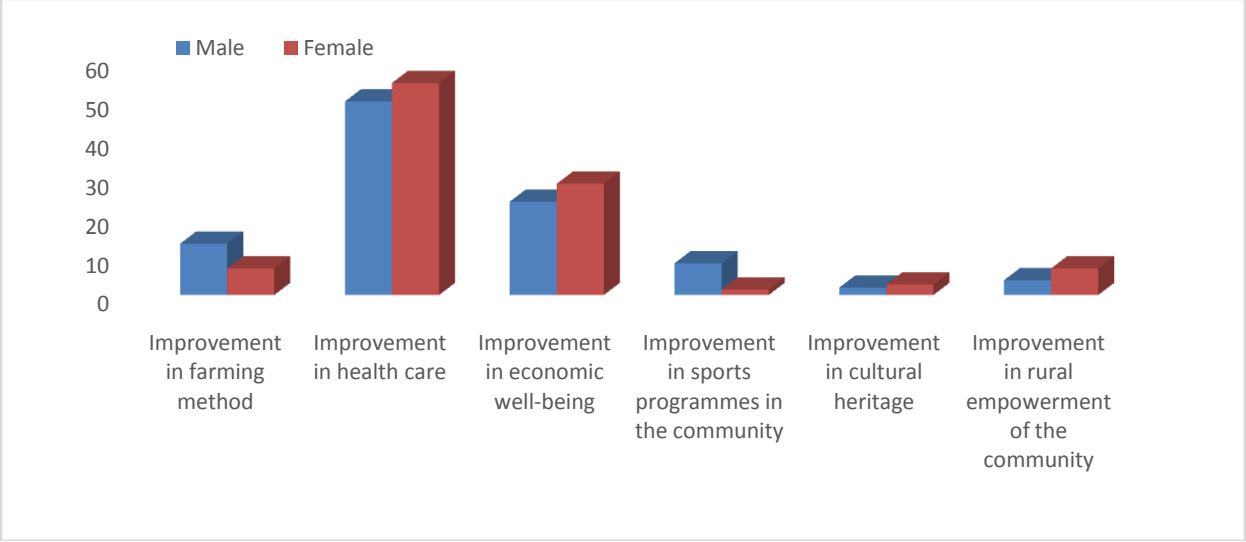

Fig. 11: Level of Satisfaction by Male and Female Audience

Table 4.4.8 and Fig. 11 show that health benefits of the programmes outweigh other benefits as rated by the audience with 49.4% of the males and 54.1% of the females. Other areas of benefits derived from the programmes include economic wellbeing indicated by 23.8% males and 28.4% females 23.8% and improvement in farming methods indicated by 13.1% of the males and 6.8% of the females. The least benefit indicated by 1.9% of the males was improvement in cultural activities, while for the females 1.4% indicated improvement in sport programmes. The frequencies of the programmes and the rate at which the audience listen to them are presented in Table 4.4.9.

Table 4.4.9: Opinion of the Audience on Frequency of Broadcast and their Listenership to the Enlightenment and Socio-Economic Development Programmes by the Radio Houses

How often do you listen to these radio programmes transmissions mentioned here?	Male		Female		Total	
	Freq.	%	Freq.	%	Freq.	%
Everyday	74	46.3	28	37.8	102	43.6
Once a week	16	10.0	5	6.8	21	9.0
Twice a week	16	10.0	14	18.9	30	12.8
Always	42	26.3	19	25.7	61	26.1
Rarely	12	7.5	8	10.8	20	8.5
Total	**160**	**100.0**	**74**	**100**	**234**	**100.0**

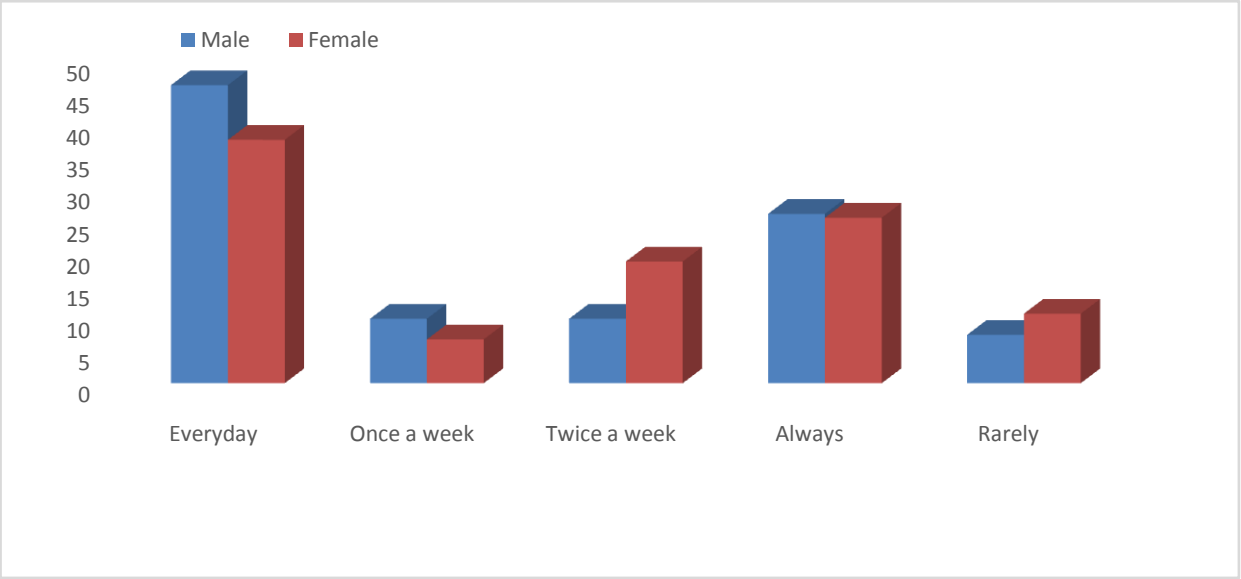

Fig. 12: Audience Opinion on Frequency of Broadcast and Listenership of the Programmes

Table 4.4.9 and Fig. 12 show that males have higher rate of listenership to the broadcasts than the female. This is generally expected, since the female audience were likely to be more occupied with domestic activities than their male counterparts. In the overall, 43.6% of the males and females listen to the broadcasts on a daily basis, while 9.0% listen to them once in a week. For those who listen to the programmes two times in a week, the males were 10.0% while the females were 18.9% respectively with a total of 12.8%. But 42 26.3% of the male and 19 25.7% of the female audiences indicate they always listen to such programmes. The overall percentage of those who always listen to the programmes among the audiences was 26.1% while 8.5% indicate they rarely listen to the programme. The observation here is that the frequency of the broadcasts is a major factor that determines the rate of listenership observed among the male and female audiences. Table 4.4.10 shows the level of satisfaction expressed by the male and female audiences about the programmes.

Table 4.4.10: Opinion of the Audience on their Level of Satisfaction with Frequency of Broadcast and their Listenership to the Enlightenment and Socio-Economic Development Programmes by the Radio Houses

How satisfactory can you rate these enlightenment and development programmes?	Male		Female		Total	
	Freq.	%	Freq.	%	Freq.	%
Highly satisfactory	55	34.4	24	32.4	79	33.8
Satisfactory	89	55.6	48	64.9	137	58.5
Not satisfactory	14	8.8	2	2.7	16	6.8
Others	2	1.3	0	0.0	2	0.9
Total	**160**	**100.0**	**74**	**100.0**	**234**	**100.0**

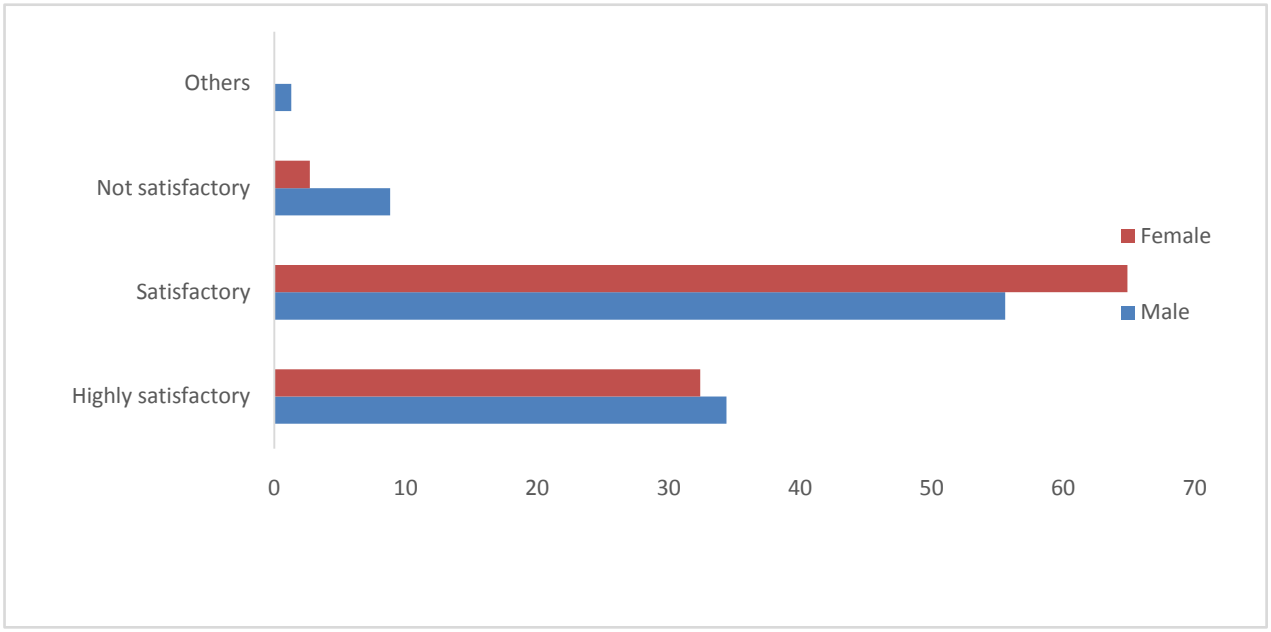

Fig. 13: Audience Level of their Satisfaction with Frequency of Broadcast and their Listenership to the Enlightenment and Socio-Economic Development Programmes

Table 4.4.10 and Fig. 13 show that the female audiences were more satisfied than their male counterparts with the enlightenment and socio-economic development programmes, carried out by radio broadcasting stations in the state. This is indicated by 64.9% of the females while males, 55.6% satisfactory. On the other hand the males came second in indicating highly satisfactory by 34.4% and the females score 32.4% respectively. The least scores here were males who indicate

8.8% not satisfied. The females followed by 2.7% and other males indicated 1.3%, followed by female 0.0%. Judging from the result, the male respondents express high level of satisfaction on rural enlightenment and socio-economic development programme, carried out by the four government radio broadcasting houses in the state. Only few males and females indicate not satisfied with the programme, as shown in the table above.

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CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the study and findings, conclusions drawn from the study, recommendations and suggestions for further studies.

5.2 Summary of the Study

This study was designed to assess rural enlightenment and socio-economic development programmes of government radio broadcasting stations in Kaduna state. A survey method was adopted in undertaking the study and stratified random sampling technique was used in the selection of the sample size for the study. The stratified random sampling technique was used for the staff of the four radio houses and the audience from six selected local government areas of the three senatorial zones of Kaduna state for the study. Answers were sought on available types of information on rural enlightenment and government socio-economic development programmes of government radio broadcasting stations, which include Our Health, Let them live, Agric Panorama, Animal Husbandry, Inside Politics, Politics Today, Entrepreneurship, *Ga Wuriga Waina,* Sports Arena, Mid-Week Sports, Pace Setter, *Al'adum mu*, among others. The study involved six (6) research questions and two hundred and ninety three (293) questionnaires from a population of three hundred, and twenty three (323) were analysed. The instrument used in collection of data was questionnaire, which was administered into two categories (for staff and audience). The data collected was analysed, using frequency tables, percentage count, pie charts, bar charts and histograms.

The study discovered that enlightenment and government socio-economic development programmes aired by the radio houses, Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna State Media Corporation (KSMC), Queen FM 94.1, Rockside, Kafanchan are playing appreciable roles in effectively disseminating information to the people of the rural areas of the state. The study found out that the management of government radio houses and audience are positive about the potential of enlightenment on government socio-economic development programmes, while some respondents took for granted the information they got from the programme. The study also discovered the challenges, faced by government radio broadcasting stations, such as inadequate modern equipment, inadequate funds, lack of ICT facilities, clashes in time schedule for the programmes by different stations, security of their equipment and government interference.

5.3. Summary of Major Findings

Major findings, however, can be summarised to include the following:

1. The rural enlightenment and socio-economic development programmes aired by government radio broadcasting stations in Kaduna state include: Our Health, Let Them Live, Traditional Farming, Animal Husbandry, Agric Panorama, Inside Politics, Politics Today, Sport Arena, Zazzau Express, Mid-Week Sports, Pacesetters and Entrepreneurship.
2. The findings show that the rural enlightenment and socio-economic development programmes, aired by government radio broadcasting stations in Kaduna state, were in the areas of health, agriculture, politics, sports, culture and economic empowerment.

3. The aims of these programmes are to ensure that the rural dwellers benefits from these rural enlightenment and socio-economic development programmes that are meant for their well being in the various sectors of their endeavour.

4. The benefits listeners derived from the rural enlightenment and socio-economic development programmes were higher in the areas of health, agriculture, politics, while the listeners indicated less benefit in sports, culture and economic empowerment programmes.

5. The level of satisfaction derived from the rural enlightenment and socio-economic development programmes by respondents was high in health care, agriculture, politics among others.

5.4. Conclusion

From the analysis and the summary of findings, it could be said that the various enlightenment and socio-economic development programmes, aired by government broadcasting stations in Kaduna state, which include: Our Health, Let them live, Agric panorama, Animal husbandry, Inside politics, Politics Today, Entrepreneurship, *Ga Wuriga Waina*, Sports Arena, Mid-week sports, Pace Setter, *Al'adum mu,* among others, have contributed in improving the general wellbeing of their target audience, as both male and female audiences expressed some level of satisfaction with these development programmes. Although there was no significant difference in the level of satisfaction between male and female audience, however, male audience indicated higher percentage in listenership as compared to the females.

The study also revealed that there are immense benefits to the rural populace by way of improvement in their health care, resulting in immunization against

communicable and child-killer disease like, measles, poliomyelitis, and so on, creating awareness in new farming methods, fertilizer procurement in the area of agriculture, improved political awareness, like voter's registration exercises, as well as economic well being.

In spite of the government effort through these programmes, there are numerous challenges, like the absence of visual elements via channel of communication, inadequate funding, and lack of infrastructural facilities, like good roads, electricity, clashes in time schedule for the programmes, insecurity, and inadequate human capacity building for the radio personnel, and so on.

5.5. Recommendations

Based on the information gathered from the research work, the researcher recommends the following:

1. Government should ensure that it provides more socio-economic and infrastructural facilities to the rural areas, such as health facilities, including drugs and more health workers to be deployed to rural areas to achieve these socio-economic development programmes.
2. It is recommended that taking into consideration people's socio-cultural and religious way of life, the use of simple language, good timing and developing audiences' research mechanism will go a long way in influencing listeners of the programme towards attitude change.
3. Government should ensure that due process is followed in the provision of amenities, like fertilizer procurement to rural farmers in their various

communities, more bore holes to rural areas for good portable and safe drinking water, and so on.

4. Government should intensify effort in creating awareness on rural populace participation in politics.
5. Government should employ more staff, including linquistic professionals to help in the areas of language translation, provide ICT facilities, new and modern state of the art equipments for transmission and stand-by generators.

5.6. Suggestions for Further Studies

There is very high tendency that a single research may not fully discuss all the attributes of rural enlightenment and socio-economic and development programmes of radio broadcasting stations in Kaduna state, therefore, some areas may be left out for further investigation. It is on this basis that the researcher recommends the conduct of future research in the following areas:

1) Assessment of rural enlightenment information dissemination on socio-economic development programmes, broadcast by government radio stations in North-Central Zone of Nigeria.
2) Availability of rural information and dissemination on agricultural development programmes by government radio broadcasting stations in some selected local government areas of Kaduna state.
3) A comparative study on assessment of rural enlightenment on health programmes by radio broadcasting stations in North-West geo-political zone of Nigeria.

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Appendix

Department of Library and Information Science,
Faculty of Education,
Ahmadu Bello University,
Zaria.

24th June, 2014

Dear Respondent,

QUESTIONNAIRE FOR STAFF OF GOVERNMENT RADIO BROADCASTING STATIONS IN KADUNA STATE

I am a postgraduate student in the above named department carrying out a research titled "Assessment of Rural Enlightenment and Socio- Economic Development Programmes of Government Radio Broadcasting Stations in Kaduna State." This is in partial fulfilment of the award of Masters in Library and Information Science (MLS).

I would be grateful, if you can kindly provide answers to the questions contained in the attached questionnaire. Your response will be highly appreciated, treated with much confidentiality and used only for academic purpose.

Thank you for your co-operation.

Yours Sincerely,

Ikyembe Bridget Terfa Princess (Mrs)

SECTION A - BIO DATA

1. Name of your Organization _____ Rank _____

2. Gender:

(a) Male [ ]

(b) Female [ ]

3. Qualification:

(a) Diploma [ ]

(b) HND [ ]

(c) BA [ ]

(d) MA [ ]

(e) Others please specify _____

4. Working Experience:

(a) 1-2 years [ ]

(b) 3-5 years [ ]

(c) 6-10 years [ ]

(d) 11-20 years [ ]

(e) 21 years and above [ ]

5. Occupation:

(a) Teacher [ ]

(b) Farmer [ ]

(c) Student [ ]

(d) Civil servant [ ]

(e) Others please specify [ ]

SECTION B

PROGRAMMES RUN BY GOVERNMENT RADIO BROADCASTING STATIONS IN KADUNA STATE

6. Which of the radio stations do you often listen to?
(Tick as many as possible)

(a) Supreme FM 96.1 Kaduna of Federal Radio Corporation of Nigeria (FRCN) Kaduna [ ]
(b) K .S .M .C, Kaduna [ ]
(c) Queen FM 94.1, Tudun Wada, Zaria [ ]
(d) Rockside FM, Kafanchan [ ]

7. Which of the rural enlightenment and development programmes are being run by government radio broadcasting stations in Kaduna State? (Tick as many as possible)
(a) Health programmes (Our Health, Let them live) [ ]
(b) Agricultural programmes (Agric panorama, Animal husbandry) [ ]
(c) Political programmes (Inside politics, Politics Today) [ ]
(d) Economic programmes (Ga Wuriga Waina) [ ]
(e) Sport programmes (Sports Arena, Mid-week sports) [ ]
(f) Cultural programmes (Pace Setter, Al'adum mu) [ ]
(g) Empowerment programmes (Entrepreneurship) [ ]
(h) All of the above [ ]

8. How often do you transmit development programmes in your stations?
(a) Everyday [ ]
(b) Once a week [ ]
(c) Twice a week [ ]
(d) Always [ ]
(e) Rarely [ ]

SECTION C

THE AIM OF RADIO BROADCASTING ON RURAL DEVELOPMENT PROGRAMMES IN KADUNA STATE

9. What are the aims of the rural enlightenment and socio-economic development programmes of government radio broadcasting stations? (Tick as many as possible)
(a) To sensitize the public on various health programmes [ ]
(b) To bring government and its activities closer to the rural dwellers [ ]
(c) To carry the rural people along in governance [ ]
(d) To keep the people informed about the activities of government that are targeted at improving their lives [ ]

10. In which ways do these enlightenment programmes meet the daily needs of the audience? (Tick as many as possible)

(a) In informing the people about new ways of agricultural activities. [ ]
(b) In the enlightenment on political activities around them [ ]
(c) In the improvement in health facilities and personal hygiene [ ]
(d) In the economic awareness and improvement of ways of enhancing rural development [ ]

SECTION D
THE AUDIENCE OF THE DEVELOPMENT PROGRAMMES

11. Who are the audience of these development programmes? (Tick as many as possible)

(a) Rural dwellers [ ]
(b) Market Associations [ ]
(c) Students [ ]
(d) Farmers [ ]
(e) Workers [ ]
(f) All of the above [ ]

12. How do these programmes benefit the audience?

(a) By improving their health care [ ]

(b) By improving their economic well being [ ]

(c) By improving their political awareness [ ]

(d) By improving sport development in their community [ ]

(e) The programme improves their cultural activities [ ]

(f) In the improvement of their agricultural products [ ]

(g) In empowering them through innovation programmes [ ]

SECTION E
CHALLENGES ASSOCIATED WITH RURAL ENLIGHTENMENT AND SOCIO-ECONOMIC DEVELOPMENT PROGRAMMES

13. What are the challenges associated with these rural enlightenment and socio-economic development programmes to the listeners? (Tick as many as possible)

(a) Inadequate time schedule for the programmes [ ]
(b) Languages used in broadcasting due to instability in power supply [ ]
(c) Distractions in broadcasting due to instability in power supply [ ]
(d) Clashes in time schedule for the programmes by different stations [ ]
(e) Inadequate funds [ ]
(f) Security of their equipment [ ]
(g) Government Interface [ ]

14. What possible solutions can you proffer to these challenges? (Tick as many as possible)

(a) Proper timing of these enlightenment programmes [ ]

(b) Establishment or introduction or new programmes in local languages [ ]

(c) The provision of new and up-to-date facilities for smooth broadcasting of programme [ ]

(d) Improved human capacity building for radio personnel [ ]

(e) Provision of adequate funds by government [ ]

(f) Provision of security to safeguard the equipment [ ]

(g) Enactment of relevant laws that would prevent unnecessary government interferenc[ ]

Thank You

Department of Library and Information Science,
Faculty of Education,
Ahmadu Bello University,
Zaria.

24th June, 2014

Dear Respondent,

QUESTIONNAIRE FOR THE AUDIENCE OF GOVERNMENT RADIO BROADCASTING STATIONS IN KADUNA STATE

I am a postgraduate student in the above named department carrying out a research titled "Assessment of Rural Enlightenment and Socio-Economic Development Programmes of Government Radio Broadcasting Stations in Kaduna State." This is in partial fulfilment of the award of Masters in Library and Information Science (MLS).

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Thank you for your co-operation.

Yours Sincerely,

Ikyembe Bridget Terfa Princess (Mrs)

SECTION A: DEMOGRAPHIC INFORMATION

Please tick as appropriate and fill where it is necessary

1. What is your Local Government Area of Residence ----------?
2. Gender
(a) Male [ ]
(b) Female [ ]

3. Age
(a) 15-20 years [ ]
(b) 21-25 years [ ]
(c) 26-30 years [ ]
(d) 31-35 years [ ]
(e) 36 years and above [ ]

4. Marital status
(a) Married [ ]
(b) Single [ ]
(c) Divorced [ ]
(d) Widow [ ]

5. Educational Background
(a) Primary [ ]
(b) Secondary [ ]
(c) Tertiary [ ]
(d) Islamic school [ ]
(e) Others please specify ----------

6. Occupation
(a) Teacher [ ]
(b) Farmer [ ]
(c) Student [ ]
(d) Civil servant [ ]
(e) Others please specify [ ]

SECTION B

PROGRAMMES RUN BY GOVERNMENT RADIO BROADCASTING STATIONS IN KADUNA STATE

7. Which of the radio stations do you often listen to?
(Tick as many as possible)
(a) Supreme FM 96.1 Kaduna of Federal Radio Corporation of Nigeria (FRCN) Kaduna [ ]
(b) K .S .M .C, Kaduna [ ]
(c) Queen FM 94.1, Tudun Wada, Zaria [ ]
(d) Rockside FM, Kafanchan [ ]

8. Which of these programmes do you often listen to? (Tick as many as possible)
(a) Health programmes (Our Health, Let them live) [ ]
(b) Agricultural programmes (Agric panorama, Animal husbandry) [ ]
(c) Political programmes (Inside politics, Politics Today) [ ]
(d) Economic programmes (Ga Wuriga Waina) [ ]
(e) Sport programmes (Sports Arena, Mid-week sports) [ ]
(f) Cultural programmes (Pace Setter, Al'adum mu) [ ]
(g) Empowerment programmes (Entrepreneurship) [ ]

9. Which of the health programmes do you listen to when it is aired by radio broadcasting stations in Kaduna state?
(a) Poliomyelitis Immunization [ ]
(b) Roll-back malaria [ ]
(c) HIV/AIDS [ ]
(d) Diarrhoea [ ]
(e) Cholera [ ]
(f) Measles [ ]
(g) Tuberculosis [ ]
(h) All of the above [ ]
(i) Others please specify [ ]

10. How often do you listen to these radio programme transmissions mentioned here?
(a) Everyday [ ]
(b) Once a week [ ]
(c) Twice a week [ ]
(d) Always [ ]
(e) Rarely [ ]

SECTION C
THE AIM OF RADIO BROADCASTING ON RURAL DEVELOPMENT PROGRAMMES IN KADUNA STATE

11. How does the enlightenment and socio-economic development programmes impacted on your life?
(a) There is improvement in Health conditions [ ]
(b) There is improvement in Agricultural development [ ]
(c) Did it bring development to your community [ ]
(d) There is improvement in the general wellbeing of the rural population in Kaduna state [ ]

SECTION D
THE BENEFITS OF RURAL DEVELOPMENT PROGRAMMES

12. What kind of benefit do you derive from these development programmes?
(a) Improvement in farming method [ ]
(b) Improvement in health care [ ]
(c) Improvement in economic well being [ ]
(d) Improvement in sport programmes in the community [ ]
(e) Improvement in cultural activities [ ]
(f) Improvement in rural empowerment of community [ ]

SECTION E
THE LEVEL OF SATISFACTION DERIVED FROM THE PROGRAMMES BY RURAL POPULACE

13. How satisfactory can you rate these enlightenment and development programmes?
(a) Highly satisfactory [ ]
(b) Satisfactory [ ]
(c) Not satisfactory [ ]
(d) Others please specify [ ]

14. In what language are the programmes being transmitted? (Tick as many as possible)
(a) Hausa [ ]
(b) Fulfulde [ ]
(c) English [ ]
(d) Kanuri [ ]
(e) Gbagyi [ ]
(f) Baju [ ]

15. Do you understand the language being transmitted?
(a) Yes [ ]
(b) No [ ]

Thank You