CHAPTER ONE
INTRODUCTION

1.1 Background of the Study.
Radio came to be as a result of the invention of technology, therefore the history of radio in Nigeria started way back with British Broadcasting Corporation. Radio broadcasting was introduced into Nigeria in 1933 by the then colonial government, it relayed the overseas service of the British Broadcasting Corporation through wired system with loudspeakers at the listening end. The service was called Radio Diffusion System (RDS). From the RDS emerged the Nigeria Broadcasting Service (NBS) in April 1951. Mr T.W Chamlers, a Briton and controller of the BBC Light Entertainment programme was the first Director –General of the NBS. The Nigeria Broadcasting Corporation, NBC came into being in April 1957 through an act of parliament No.39 of 1956 and the Director General was Mr J.A.C Knott Obe. In 1978, the Nigerian Broadcasting Corporation was re-organized to become the Federal Radio Corporation of Nigeria, FRCN (http://ww2.radionigeria.gov.ng. April 24, 2012. page one).

To Uwakwe (2005:165) the third world countries today is being overwhelmed by the western communication structures. With satellites on the space, the CNN and BBC for instance, continue to invade the third world countries effortlessly. Therefore broadcasting both radio and television, started simultaneously in Eastern Nigeria, Enugu regional capital on the 1st of October, 1960. During the civil war, the Eastern Nigeria Broadcasting Corporation (ENBC) was known as Radio Biafra. After the war, it was named the East Central State Broadcasting Service (ECBS) stationed at Enugu. With the creation of old Anambra and Imo states in 1976, it changed to Anambra Broadcasting Service. With the creation of the new Anambra and Enugu States in 1991 and the subsequent disengagement of the staff on March 16, 1992, the Anambra Broadcasting Service, Enugu gave birth to Anambra Broadcasting Service (R/TV) Awka and Enugu State Broadcasting Service (ESBS) Enugu. After the state creation, the first movement was to Onitsha- the location of the
AM Station. From Onitsha, the headquarters moved to Awka in January 1993 and ABS latter moved to its permanent site on the Enugu/Onitsha Express Way in Awka in January, 2002. Today ABS Radio transmits on the frequency 88.5 FM with the four stations (2 television and 2 radio) both at Onitsha and Awka, (http://www.absr-tvawka.com April 24, 2012, page one).

The founding fathers of Onitsha migrated from Benin between 1630 and 1680 and settled immediately after the River Niger. Onitsha in effect started its growth as a waterside settlement often known as the “waterside town” (Udo 1981:8). In 1857, when the trade expedition led by McGregor Laird on the Niger arrived at Onitsha, it had a small market like other neighbouring Ibo markets, which was being held then every four days. In the company of the expedition, was Reverend Samuel Ajayi Crowther, a freed slave who led the Church Missionary Society (CMS) team. The CMS Group first arrived at Onitsha before the Roman Catholic Mission (RCM) which came later. These two Christian religious groups were responsible for the establishment of schools and colleges in Onitsha, dating from the 19th Century. Historically, Onitsha has exercised a great deal of political, economic, and social influence over the surrounding regions. The neighbouring towns of Obosi, Nkpor, Oba, Ogidi, Nkwelle - Ezunaka, and Umunya constitute parts of the region of the city’s influence.

The influx of traders from all parts of the country and the Cameroon to buy at Onitsha is an important factor that invariably contributed to the town’s physical and population growth so far. A major feature of the Onitsha’s growth and attraction of traders over the years is that, non-indigenes accounted for more than 70% the total population. There are two local government areas in the Onitsha metropolis therefore the main concern of this study is the Onitsha north local government area, which is where the villages are situated and is underdeveloped. The cases of slums, physical and environmental unalertness
show that structures are built any how, anywhere. High rising buildings are constructed with hardly any road access to them, and with no water supplies even on the ground floors, much less on the higher floors. That the city is located on the banks of the great River Niger makes no difference to the paucity of its water supply. Several other sections/ neighbourhoods of the city are a built up of unregulated, congested, ramshackle housing surrounded by indescribable filth. There are no drainage facilities or solid waste disposal facilities. Mountains of refuse are common features everywhere and they continue to creep increasingly into the limited road spaces”. While slums are residential areas in towns and cities, that lack adequate access to water and sanitation and secure tenure; and their buildings are of poor structural quality with insufficient living area UN-HABITAT (2002:1).

According to UN-HABITAT (2002:2), slums create the conditions for poor health and insecurity and are the most visible forms of poverty in the city. While there have been concerted efforts at the national, state, local and global levels to eradicate poverty, the efforts to effectively improve the lives of people living in slums have either been missing or less than desired. An assessment of the slum conditions in Onitsha and environs is therefore imperative for devising appropriate strategies for addressing poverty reduction and to achieve sustainable urbanization in the planning area. Epileptic electricity supply has hampered industrial development, there are also bad roads as a result of erosion, etc.

From this history, radio is known as the channel for the broadcasting of marketing information especially in the development of the rural areas and is popular as a result of its wide reach to a heterogeneous audience. This channel remains by far, the most appropriate for a rural population that has an illiteracy rate of nearly 90%. As a starting point, development cannot occur without communication, many writings on rural development problems in Nigeria reflect a wide spread of opinion as to the origin of the problem. However, there
seem to be a consensus that a combination of economic and political factors has contributed in no small measure to the problem, (Mboho 2005:151). Therefore rural development problems in Nigeria are multifarious, the classification of the problems is therefore much more complex than one can think. Available statistics indicate that more than 80% of her population live in the rural area, yet most of her development efforts; providing basic facilities like electricity, roads, water supply to mention but a few are concentrated in the urban centre while the rural area remain outside the dynamics of modern development processes (Mboho, 2005 p.154).

To Mboho (2005:155) these problems are common to most African countries, they tend to be more acute in Nigeria where the British colonial system failed to develop the rural areas. During the colonial era, development was restricted to urban centres which provided support for political and economic interests of colonial power and their collaborators. Thus two powerful mutually impeding forces that can be identified as the roots of Nigeria’s rural underdevelopment are firstly, imperialism and neo-colonialism secondly, in the past, nationalist government had depended on the theory that with a high rate of urban development, modernization in rural area would be realized or at best be seen to occur. But in recent times, however, this paradigm has been known to be irrelevant because over the years, various government development plans and other polices have failed to justify this assumption. In order to have a progressive transformation there is need for effective communication strategies so as to achieve a significant collective participation by the masses, for without this any long run economic or social planning will either be more much less effective than it could have been or it could even go in the wrong direction.

This brought about the mission of a progressive mass communication policy of 1990 during the regime of Gen Ibrahim Babangida, in the new global arena to help strengthen democratic practice, a healthy culture, and popular
participation in governance process. This vision underscores the central place of a communication policy that is vibrant, transparent and supportive of democratic and development goals (http://nigeriacommunityradio.org.September10,2011, page one). The characteristics of radio are as follows:

1. Pervasiveness.
2. Immediacy.
3. Economic medium.
4. Flexibility.
5. Presence.
6. Portability.

This brings about, information broadcast by radio as contained in a summary file that is processed by the market researchers. These files indicate the average prices of the principal food products in the locality, such as maize, rice (both local and imported), yams (tubers), garri, cassava, beans and other commodities and services, apart from food stuff. This information is generally broadcast on the day preceding, as well as on the market day of the locality in which the radio station is situated. In addition to broadcasting prices, the radio stations indicate the days on which the different markets are in operation.

The broadcasts are made in the dialects of the rural area in which the radio station is situated. The radio in carrying out one of its duties, in developing the rural area, does what is called development communication. Quoting Edeani in Okorie (2006:95) development communication means the use of all forms of communication in reporting, publicizing and promoting development at all levels of the society. It implies communicating development messages to the audience of the mass media, for example the radio. It takes a form of transaction between the source and the receiver, in nature it is participatory and collaborative of which the expected result is behavioural change.
Furthermore, Okorie (2006:67) pointed out that the major aim of such communication is to make better the lives of people in a given society economically by encouraging them to understand the development agent, accept to participate by developing their capacity and skill that will enable them change from unprogressive and under developmental conditions of the past to a better condition.

However, Ekwelie (1992:2) explains that a remarkable feature of development communication is that, it is only concerned with peoples welfare as defined by them. Thus radio, places the self determined needs of the masses at the centre of development communication. In this study, rural development implies progressive economic change for the betterment of the conditions of the rural area and consequently of the society. Therefore, development is not necessary without communication in that, the whole mediated programmes of the radio stations are packaged bearing in mind the development needs of the rural dwellers, ranging from information on agriculture, health education, cultural awareness, environment alert etc. And as such, there would be no need for the media (radio) if there was even development. This goes to say that development and communication are complementary.

Moreover, Nigeria is a developing country which has 250 different ethnic groups with Igbo, Hausa, Yoruba as the three major tribes. All things being equal, radio in developing the rural area is expected to facilitate, even development in a given country by playing the following societal roles.

1. Participatory information/communication of the masses towards economic advancement.
2. Promotion of economic knowledge, understanding and wisdom in the society.
3. Promotion of employment opportunities for the people.
4. Accelerate the accomplishment of the economic development programmes or policies of the Nigerian government.
(5) Help in the national integration for national economic progress, which must be in line with the policies or constitution of the government.

(6) Help in marketing government development programmes or policies to the masses in the society in order to encourage their adequate participation for collaborative societal development.

(7) Teaching and encouraging the use of modern strategies and technology in agriculture.

(8) Encouraging the establishment of small industries.

(9) Help in mass business/multi skill development.

(10) Encouragement of self development and self reliance of individuals than on the society and government.

(11) Social motivation/ mobilization of citizenry for proper participation in the nation’s economic development process.

(12) Promotion of right attitudinal and behavioural changes in citizens especially in the economic development process.

(13) Setting role models for the masses to emulate.

(14) Ensuring responsiveness, responsibility and accountability of the government to the electorates.

(15) Enhancing effective resource management, etc.

1.2 Statement of the Problem

The rapid growth of radio stations has raised concerns over whether they are serving the public interest or the interests of advertisers and their profit-minded owners. On one hand, there are people who argue that radio is a conduit of Western cultural products like music and advertisements, which are suppressing development-oriented local content. On the other hand, there are those who believe that radio has taken the government and its policies closer to
the people than in the days back, and therefore helped to raise the level of awareness among the rural people, on government policies, national and international events, etc. The fact is that radio, play significant roles in the development of rural areas. Before the advent of digitalization, AM radio (amplified modulation) was the order of the day but today, FM radio (frequency modulation) is in vogue. As technology takes us to a new stage, new things keep emerging and there is bound to be some changes and new development. In the opinion of Okigbo (1990:343-344) the argument may not end because, the effect of media communication will for a long time remain a controversial issue among scholars in any society.

In view of this, Ebeze (2002:282) stated that some schools of thought believe communication cannot effect economic development in the society (Null effect media school of thought) ,While some allude that some people under certain circumstances behave in certain ways to certain mass media messages (Minimalist media school of thought). The former, maintains that the mass media have no effect at all on the society while the latter implies that some kind of communication on some kind of issues brought to the attention of some kind of people under some kind of condition, have some kind of effects. Therefore the researcher aim is to find out empirically if radio, aid in the development of the rural areas in Onitsha north local government.
1.3 Objectives of the Study

The study tended to find out the role of radio in rural development. Therefore the major focus of the study was:

1) To determine whether radio has been making positive impact in the development of Onitsha north local government.
2) To examine the challenges of radio in rural development.
3) To find out the main contributions of radio in the development of the rural areas of Onitsha north local government.
4) To find out possible adjustments in the editorial policies of the radio stations to help promote development in Onitsha north local government.

1.4 Research Questions

Bearing in mind the problem, which the research intends to solve as well as the aims and objectives, which this research intends to achieve, the following are the research questions:

i) Does the community participate in the production of the radio development programmes?
ii) Can radio help in improving the lives of the people in Onitsha north local government?
iii) Has communication through radio made positive impact towards the development of the Onitsha north local government?
iv) Can sound radio information make Onitsha north local government area’s development plans to fully excel?
v) Are there challenges in communicating the rural development policies of Onitsha north local government area?
vi) Can radio contribute meaningfully towards solving the development problems of the Onitsha north local government?
1.5 Significance of the Study

Therefore it is hoped that this research will be of help to many in the society and of great relevance to the follow.

(1) The profession or practice.
(2) The academia/ scholarship.
(3) The researchers/ scholars in terms of future research efforts.

It is important that radio serve the interests of the most vulnerable people in the rural area. More than 80 percent of the people live in the rural areas, and up to 38 percent of the country’s 27 million people live below the poverty line; they cannot earn more than a dollar per day. Both the Poverty Alleviation Programme (PAP), the National Mass Communication Policy, and the mission statements of many radio stations concur on the need for radio to enhance development programmes countrywide, since there is widespread need to improve the lives of the population, thus this study becomes pertinent and relevant. In addition, this study will be useful to the makers of communication and economic policies in Nigeria.

1.6 Definition of Relevant Terms.

To enhance comprehensive readiness of this work, the research deems it fit to define some of the terminologies that are used in this work.

(1) Radio: This is a device used to disseminate information, to the diverse audience.
(2) Development: This is a change for the better in human, cultural, socio-economic and political conditions of the individual and of the society.
REFERENCES


CHAPTER TWO

LITERATURE REVIEW

2.1 The Focus of review.

Effective communication with the rural people and their active participation in the development of the rural area is very essential for a developing society. Schramm as cited in Ogbu (1980:207) in his remarkable work on media role in rural development observes that communication is always at the centre of existence for any society, developing or not.

This review covers the following areas, such as: Development as a concept, development communication, the modes of mobilization for social change in the rural area, the various forms and degree of community participation, programme genres.

2.2 The Review itself.

A related empirical study done and reported by UNESCO on rural communication which buttresses the effectiveness of radio is the ‘‘radio farm forums for rural development’’ carried out in Ghana between December, 1964 and April, 1965. The experiment showed that radio broadcasting, when skilfully used can be an effective medium of communication for rural development. In this experiment, about 43% respondents were able to identify and differentiate farm forums from other types. At least, 81% of them listened to this development support communication during the period (UNESCO, 1968:21).

In Nigeria similar studies have been done. The ‘‘Don Manuma’’ (for farmers) is an encouraging innovative agricultural programme on Radio Kaduna and a family village (Alabarikawa) was created using the air time drama. It succeeded as an effective way of teaching the rural peasants the procedure and rules of mechanized farming and how to cater for the new crops. Agricultural research findings have successfully been simplified into Hausa songs and
effectively communicated to farmers. The programme attracted satisfactory response and participation from rural dwellers, Ugboajah (1986:13). With the advent of technology today, the traditional mode of communication is gradually phasing out and technology replacing it, in the rural areas in that the rural dwellers now interact with their phones using the social media.

In an another study, Moemeka (1989:18) intended to determine which of the seven media (social forums, town crier, village market, village school, newspaper, radio and television), villagers in the then Bendel State of Nigeria depended on their response to the three development projects: Operation Feed the Nation, Local government reforms and the Universal Free Primary Education. The result showed clearly the superiority of the traditional media. Even though more than 80% of the respondents said they first heard of the development projects on the radio, 15% through the traditional media and 5% from the newspaper (no one mentioned television).

However, some scholars believed that the combination of different media is more effective than a single medium in developing the rural areas as a research as done by Rogers et al (1977:363) has shown that not only are two media better than a medium for effective communication but also that a combination of the mass media and interpersonal communication is better than using either alone.

In an experiment that compared the effects of a single and multiple media exposure, multiple media were typically found to be more persuasively effective. Therefore the combined use of several media is believed to be an effective technique of persuasion. In their study, Staudohar and Smith (1956:109) found out that the film ‘‘Twelve o’clock High’’ produced more favourable attitudes towards discipline, among airforce trainees. Waples, Berelson and Bradshaw (1940:99) on the other hand, concluded from their study that an attitude frequently changes from a subordinate to a dominant position when it is justified by the press.
In conclusion, these studies are particularly helpful in generating new ideas about the role of radio in the development of the rural areas. Nevertheless, one significant meeting point in all these studies despite divergent opinions is the belief that radio contact is the most appropriate channel of gaining even and rural development in the third world countries such as Nigeria. The insight gained in the review will be of great value to researchers, scholars and students especially in translating the research findings into practice.

1. Development as a Concept

Nigeria faced significant development challenges. As accurate population counts, for Nigeria are difficult to obtain because such figures are tied directly to representation in the National Assembly and distribution of national wealth(http://www.nationsencyclopedia.com September 11,2011,page two).In 2003,60% of the population lived below the poverty line;70% were engaged in agriculture, particularly of the subsistence type;68% were literate; infant mortality stood at 70 deaths per 1000 live births . Today, Nigeria’s population is over 152 million with majority of the population still living below poverty line and dwelling in the rural area. Thus, this has called for the in depth definition of development in order to know what it is and its relatedness to the rural areas.

Since the mid 20th century, according to Mattelart and Mattelart (1998:36) development has become a term synonymous with growth, modernisation, and social change. These concepts, which are most often applied to the ‘Third World’; since they are undeveloped, have been at the centre of many scholarly studies. Researchers have not been able to agree on a single definition of development – perhaps because of the diverse nature of the notion.
Some scholars contend that the meaning of development in one part of the world may be different from that of another area, according to Servas et al. (1996:82);

*This is because each country is considered peculiar in its own physical environment, culture, natural resources, and general way of life. Of course there are some similarities (common features) here and there, but each country remains unique in its own setting.*

The best definition of development, for this study, is taken from Servaes et al. (1996:82-83), who sees development as a multidimensional process that involves change in social structures, attitudes, institutions, economic growth, reduction of inequality, and the eradication of poverty. In olden fashion, development meant the poor countries imitating the developed West, and abandoning traditional, barbaric or uncivilized technologies and cultures in favour of the modern Westernised ones. Serveas et al (1996:83) demonstrated that, latter scholars coined the term ‘another development’, which calls for satisfaction of needs, endogenous self-reliance, participatory democracy and life in harmony with the environment – now popularly known as sustainable development.

According to Asadu (2009:5), development means different things to different people but generally, it involves a change from one way to another, where the latter is usually considered better than the former. Development is one of the oldest and most powerful of all western ideas about social progress or lack of it. It can be traced to as far back as the works of 19th century philosophers such as Condorcet, Comte, Durkheim, Saint-Simon, Spencer and even Karl Marx.

Development can occur in every aspect of peoples’ life such as culture, economy, etc. Servaes (1999: 14) says, in sum, it is safe to say that today scholars, as well as policymakers, look upon development as an ethical-political
process of social change. It is safe therefore, to argue that modern theorists see the whole dimension of human life as a yardstick for gauging development.

2. Development Communication

Information and Communication Technologies (ICTs) were recognized worldwide as agents of development and they had made some strides in Nigeria. These ICTs brought about radio of which the environment was such that it could not deliver significant dividends for development. No scholar disputes the fact that the media has enormous impact on any society. The only disparity of thinking is on whether the media-induced changes are good or bad for the community. It is also a question of how long it takes for media products to cause change in the lifestyles of people. Therefore the need to be aware of the happenings around us and embrace change brought about development communication.

In the opinion of Okunna (2002:293) development communication, implies communicating development message. Quoting Edeani, she further defined development communication as the use of all forms of communication in reporting, publicizing and promotion of development at all levels of a society. In an attempt to give a vivid definition of the concept, Okunna cited Quebral who viewed it as the art and science of human communication applied to the speedy transformation of a country and the mass of its people.

Asadu (2009:8) demonstrates that development communication can also be called communication for development, development journalism or communication for social change. He further explained, that it simply means applying communication principles to development objectives of a society. It is a multi-communication approach aimed at informing, empowering, educating and mobilizing or motivating the people to better lives in a sustainable way. At the
community level, this type of development exposes experts and local technologies in the village. Frazer and Restrepo-Estrada as cited in Asadu (2009 :9) defined communication for development as the use of communication processes, techniques and media to help people towards consensus, to help people plan actions for change and sustainable development, to help people acquire the knowledge and skills they need, to improve their condition and that of society and to improve the effectiveness of institutions.

In development communication, the people are the drivers of their own development. It as well recognizes and respects the culture, attitude, intelligence and traditional wisdom of the people. Therefore development that does not occur with the consent or involvement of the beneficiaries, does not mean true development. Because people will not feel committed to the project. By 2003, there were 113 radio broadcasting stations in Nigeria, among these were 83 government-controlled and 30 commercial stations. All the existing radio stations were located in the urban areas which were either administrative capitals or commercial locations. Therefore the programmes of radio, catered for the tastes of the population in these areas for instance government agencies, elites etc.

And this makes development communication process unsuccessful when compared with that of other countries; in terms of the level of development in those countries. According to Ekwelie as quoted by Okunna (2002:293) a remarkable feature of development communication is that it is only concerned with peoples welfare as defined by them. The broadcasting environment as defined in policy, legislation and regulation was also unfavourable. For example, the existing National Mass Communication Policy is also unfavourable`1.

Taken together, both the 1990 policy and the 1992 Act, while representing an expansion in access, nevertheless deny access to the majority of Nigerians
especially those in the rural areas of the country. This development again fails to honour Nigeria’s responsiveness to existing global standards regarding broadcasting. As regards to the New World Information and Communication Order (NWICO) debates of 1970s and 1980s, development scholars and experts are today still worried that instead of pitching development stories, the modern mass media are dousing the public with too much entertainment, sex, fashion, food, celebrity stories, travel and sensationalism (Thussu, 2000: 325-341). Some researchers refer to development communication as positive communication.

Asadu (2009:30-37) maintains that there are paradigms to communication for development namely;

**a) Modernization paradigm:** Development communication can be said to have given form, character and meaning by paradigms, theories, approaches or models.

Features of modernization paradigm are as follows;

I. It sees audiences as passive recipients of media messages who only act when they are told to do so. Bullet theory is its foundation.

II. It does not require immediate feedback.

III. It causes dependency of the developing world on the developed world.

IV. Its messages are usually designed by experts to achieve a particular objective.

V. It does not require interaction between the people and the development agents.

VI. It is prescriptive and not dynamic.

VII. The outcome of any development project is predetermined.

**b) Diffusion of innovation approach:** The mass media creates the awareness of new ideas and interpersonal communication will be used to persuade the people to adopt the innovation.

The differences between modernization and diffusion of innovation are as follows:
I. Diffusion of innovation theory recognizes that the mass media have limits in causing direct behaviour change for development.

II. The paradigm employs interpersonal approach (channels) to persuade the people to adopt innovation and new ideas.

III. Social structures constitute channels of communication.

c) Participatory communication approach / paradigm: This approach does not subscribe to the master-servant relationship that exists under modernization approach. But brings development closer to the people and liberates or frees them to look inward and define what development means to them. For clarity, participatory approach might include the following:

   I. The participation of the intended beneficiaries in different or all of the project cycle stages.

   II. Horizontal dialogue rather than vertical information.

   III. Cultivation of trust and mutual understanding rather than persuasion.

   IV. Local level actions rather national level programmes.

   V. Local knowledge.

   VI. The role of development specialist as the facilitator and equal participants rather than decision makers.

   VII. Communication process rather than specific outcomes.

   VIII. The use of communication to articulate deep seated social relations.

3 The Modes Of Mobilization For Social Change In The Rural Area.

According to Longman Dictionary of Contemporary English (1978) the verb “mobilize” means to gather together, people or things for a particular service or use. Ucheanya (2003:70) demonstrated that mobilization increases the participation of mature people in public issue, in quoting Nyirand he maintained that mobilization is aimed at mustering national support for a successful
Thus it helps in favourably modifying peoples behaviour and it enlightens people for mass participation in public programmes.

Radio, mobilize the masses for social change through its various types of development programmes, which can also be called a typology of development programmes. In definition, typology of development programmes, means the different types of programmes that are deemed to be development-oriented. The interpretation of the development orientation of the different programmes is derived from the emphasis put on the development needs of the rural dwellers (http://www.asiamedia.ucla.edu.September 11,2011,page one). Some of the programmes, apart from news bulletins, should be entirely in the local language. The time and days of the programmes are considered more important because of the time and days they attract more listeners. Therefore, programmes given more time also attract greater public interest than those given less time in a week.

Firstly, the news programmes are among the most programmes listened to. The fact is that the radio stations, schedule their news bulletins – both in the local language and in English – around the same time. According to Okunna (2002:141) news as a programme normally comes up around 7.00 - 8.30 local time and lasts for a duration of 30 -45 minutes. Which shows that news is among their top priorities, apart from major newscast, most radio stations also broadcast news updates, news commentaries, news analyses and news talks as addendum to major newscast. These are the times with highest number of listeners. As people always want to know what is happening around them, in the federal government or State government and outside the country. When things happens in the government house, within a few minutes even people deep in the rural areas have already gotten the information, this is development brought about by radio. This is good because it keeps the local community abreast with
what transpires in other parts of the continent after the media have relayed with the foreign media or the internet.

Secondly the peace and reconciliation programmes are broadcast so as be able to bring peace to warring countries or communities after years of war, which is one of the duties of the media. For years now, the radio stations package peace and reconciliation programmes, in collaboration with church leaders and Non-Governmental Organizations (NGOs), drumming the spirit of reconciliation and forgiveness of the rebels who have killed, abducted or maimed many people, as well as destroyed or looted people’s property, the programme presenter play songs for the rebels. The songs are often dedicated by members of the audience of which provisions are made for phone-in, for the comments of the audience. So that after prolonged insurgency; people are desperate for peace, which is a prerequisite for development.

Thirdly is the cultural awareness programmes, of which the programme presenters are supposed to be well-versed with the norms, values and traditions of the community which surround them. This contributes to “preservation” of culture and knowledge of the traditional artefacts and certain important cultural practices which would otherwise be extinct and should be discarded. Local music are broadcast to promote culture and local artistes, The local musicians are invited to the studio to talk about their songs, the lyrics, how they started etc. This process help to inspire other people, especially young ones, who may emulate and start performing or compose their own songs. Radio, have become the best “marketing forum” for musicians, through this musicians are brought to the limelight. The themes of the songs are mostly on social issues and therefore a source of education for the public on social values. This is one way to enhance development because the songs, motivate people into doing positive things advocated for in the songs.

In addition, the religious programmes apart from DJ presentations, music and advertisements, religious programmes are broadcast to enhance
development, for instance church leaders preaching to people to obey God, love one another, repent of their sins in order to be forgiven, or renew their faith in the Lord. Sometimes prayers are said and people receive healing and deliverance especially from the barbaric activities in the rural areas and also ungodly acts. The fact that the radio stations package religious programmes, means that they are important to the community. It also mean that the radio stations choose to lay emphasis on religious programmes because they believe most of the listeners are Christians.

Health Education is an aspect that should not be neglected because, the society can only develop when people are healthy and the media have a responsibility to help people live healthily. Along this line, the radio stations broadcast programmes during which medical doctors appear in the studio(s) to talk about general or specific diseases, their causes, symptoms and how to avoid them or where to seek for treatment. Through it, the community gain tips on simple but important things like disposal of garbage, cleanliness of the surroundings and utensils, and also personal hygiene. This is an important element of development, because once people keep their surroundings clean, then they can certainly reduce the risk of catching bacteria-induced diseases.

The HIV/AIDS pandemic is another area that should be of interest to the radio crew. As a reflection of the national agenda, which considers HIV/AIDS as a big threat to national development, the radio crew package programmes aimed at sensitizing the community on the disease (http://www.nationsencyclopedia.com.September 11,2011page two). The medical officials are invited to sensitize the community on the ABC (Abstain, Be Faithful, and use Condom) model of HIV prevention, as well as on HIV/AIDS counselling, prevention of transmission from mother to child among others.

The fact that health programmes are broadcast, reflects the ranking of health as very significant to the community. As a factor of development, human
health is very important, and should be taken care of. The HIV patients should be taken care of and advised on how to move on with their lives and also socialize with others in order to move on.

Another vital point is, information on Agriculture, the significance of radio in the promotion of rural agriculture and helping people improve the peasantry lifestyles of the rural dwellers show that farming is of great importance as a whole nation can be wiped out without it. The other type of programmes are those initiated by the radio crew themselves to update farmers about market prices, new crop uses, or the market demands for certain crops. It also teaches farmers about animal and crop husbandry, including techniques for planting, weeding, harvesting, storage and marketing approaches. Farmers are encouraged to grow organic crops, which fetch higher prices in the world markets. There should be a partnership between the agricultural experts and the radio crew which help to drive home the right messages for the farmers.

Through radio, agricultural experts will be able to raise massive farmers awareness on the symptoms of crop disease and how to handle it. Without radio, most people would probably not know about the various plant diseases. However, the money realised from farming and agricultural products could help solve some household problems and alleviate poverty.

Furthermore, Environment Alert is of utmost importance too. Over the last decade, following the first global summit on environment, held in Rio de Janeiro, Brazil, in 1992, there has been a growing need for human beings to harness the environment/natural resources for sustainable development. Radio, can sensitize the public on the benefits of tree planting, nature conservation, protection of wetlands, garbage collection for recycling and disposal, and a number of other environmental topics. The key messages of the environmental experts should be, that for every tree cut down two trees should be planted to replace it. And many people have taken heed by planting trees. However, it appears that the rural people are yet to put environmental issues among their
priorities. In a way, people still need some environmental education so that they stop looking at the environment as something which can naturally take care of itself. And through such radio programmes, the message will eventually penetrate slowly and people will in the long-run understand the value of environmental protection and conservation.

Self-Help and Small-Scale Investments are important, as poverty and lack of income is one problem of the rural dwellers and they still need more information, tips and guidance on starting up and sustaining small-scale businesses, radio through its programmes have to give tips on how and from where to access small scale loans as well as how to initiate or sustain income generating projects (http://www.nationsencyclopedia.com. September 11, 2011, page seven). People who have been successful in this type of business are invited to the radio station and with their success stories, they can motivate other people who might be reluctant and think they need a lot of money to start income generating projects.

For every good society law and order governs, thus the aim of this type of programme, is to teach the community, important local and international laws. Ewelukwa (2004:5) demonstrates that criminal law refers to the state and federal statutes that define criminal offences and consequently specify corresponding fines and punishments for them. The community therefore, needs to be informed of such crimes and desist from them or pay the fine when they go against the law. This also includes other types of law binding on the country or state. It also aims at building a society which is law abiding and a community that can help the police in enforcing law and order. It involves police officers etc, who should come up with different topics every week and they respond to phone calls and letters from the audience. The discussion can range from traffic and road safety, defilement, domestic violence, trespass, assault, burglary to robbery etc. The police also give out telephone hotline, for people to call and report criminal cases.
This type of programme not only enables people to obey the law, but it also sensitizes them on the need to take it upon themselves to report criminal acts to police, other than think it’s the work of the police to do everything. At the same time, people become aware of how to protect themselves and their properties from criminals. Human rights and family value of the rural dwellers should also be taken into consideration. The watchdog role of the media (radio), against abuse of people’s rights should never be underrated. Radio, run human rights programmes, during which human rights activists talk on how to raise the awareness of the people on the different aspects of human rights. Programmes for persons with disability are important also, including programmes which has to do with the rights of children, women affairs, liberties in the family unit and society as a whole, and the rights of the girl child.

The human rights programmes should also address issues such as love and tolerance in marriage, and cohesion between husband and wife, parents and children, as well as between neighbours. Since being aware of one’s rights is the beginning of development, therefore such programmes are not in vain.

Finally, political awareness and democracy are important to the lives of people everywhere. Politics normally provides the hottest news for the media and the public alike. Therefore, promotion of political awareness and democracy has become one of the top agendas of the radio stations in the rural areas. To confirm this Ucheanya (2003:70) states that mobilization increases the participation of mature people in public issue. He further stated that the act of mass mobilization depend much on the knowledge of the attitudes of the people concerned. It emerged that mature people are generally interested in politics, more than anything else. For instance, during political talk shows, there is bound to be a much bigger number of listeners than during other programmes. Listeners become more active when there is a political talk show, especially when a minister, or any personality is put on air. This can be interpreted that
people consider politics to be a deciding factor for many things, especially social services like roads, education, health etc.

News published by the daily newspapers, are analysed and commented on by the radio crew. This keeps the rural people updated on development in the federal and State government. During any of these programmes, invited politicians are put to task to either explain recent anomalies in the government, or a new public policy or action. And the audience are given an opportunity to ask and air their views and the politician promising to attend to areas pointed out by the caller(s).

The different programmes explained above are not the only development-oriented programmes. But at least they give a fairly broad scope of the kinds of development programmes that should be of importance to the radio crew. Some of the programmes, like the religious teachings, peace and reconciliation, and cultural awareness have direct impacts on the community. Religious teachings, for instance, help to build the spirit of kindness and love for other human beings. Radio, have contributed to the realization of peace in Nigeria, the radio stations should also be able to promote local musicians and dramatists, as well as raise community awareness on the need to nurture indigenous knowledge. Other programmes such as farming and self-help projects can stimulate rural development by providing useful information on loans, and tips on how to start or improve income-generating projects. The news programmes have greatly improved the flow of information in the rural areas while the programmes on human rights, family values, democracy and political awareness, can raise the level of understanding about these issues.

Other programmes, like environment alert, health education, and law and order, may not contribute directly to tangible development, but can help to raise public knowledge and observation of the prescribed codes of behaviour. which is good for communal development.
4. The Various Forms and Degree of Community Participation.

By form of community participation, this means the ways by which members of the audience interact with the radio stations. This interaction can take place at different stages, including at the time a radio station is coming up with a programme idea, when a programme is on air, at the time the radio reporters are sourcing for information or seeking comments from the public and during reactions to programmes which have been broadcast.

The degree means the extent to which these interactions take place or continue. It includes among others the number of listeners which can take part in any of the stages mentioned above, the number of times the same person contributes and the number of programmes to which the same person can contribute (http://www.fao.org.september 8, 2011, page two).

a) Letter to the Editor/Short Messaging Services (SMS).

This refers to the letters written and posted to or taken physically to the radio stations which broadcast them free of charge. Since e-mail services are still not available in some rural areas, email letters are only used by some listeners. The radio stations in some places, also don’t have websites, so they rely on public Internet cafes to check their mails or download Internet materials. The use of short messaging services (SMS) via mobile phones is another form of letter, but this is not yet common among the rural people due to the inability of some of the rural dwellers to write and read.

Some of them write to comment or suggest solutions to social problems. Others write on specific programmes, on matters that affect them as individuals. Some people write to advise on the ways through which the radio programmes can be improved. Others write to suggest a topic for the next discussion. And sometimes, brilliant ideas can be gotten from them. Due to the limited time of the radio, they cannot use all the letters. In some cases, even if the letter is not read on air, the radio crew can still learn something from it, regarding what the
listeners want. Some letters are not meant to be broadcast, but are addressed to
the radio stations, to address an issue or improve a programme. The letters are
also sorted according to logic, coherence, legibility and theme. Those on “hot
public topics” are more likely to be read and, or answered to.

However, to be able to write a letter, one has to be literate, and in
possession of pen and paper. Therefore, this form of participation keep off those
who can neither read nor write. For instance, there are many illiterate people in
the villages who cannot participate in this form, even if they are interested. They
can only do so by asking someone, like a son or daughter, to write on their
behalf.

b) Phone-in.

The availability of mobile telephone networks in most rural area, have
boosted communication between the radio stations and the rural communities.
Making phone calls to the radio stations have emerged as a common way of
participation, especially during the live programmes – presentations and talk
shows etc. Different categories of people call in; those who call in at the time a
programme is going on live, in the studio and are put or read on air directly to
the audience to express their views or opinions (http://www.fao.org.September
11,2011,page seven). This is the most interactive form of participation because
the moderator of the programme can even ask follow-up questions when the
caller is still on air. This type of phone-in is popular with talk shows.

The other type of phone call is where the caller want to contribute to a
programme, but for some reason do not want to go live on air; so they request to
speak off-air. Such people want to conceal their voices and names, especially
when their statements or the topics are controversial. Another group of people
are those who call the radio stations to give tips for news or problems in the
community that they want the radio station to follow up or address, in all these
cases, ordinary people become producers of the programmes.
Those who don’t have mobile phones sometimes, borrow from friends or use public phones which are available in the remote areas. Mobile phones have enhanced some degree of two-way communication between the radio station and rural areas. However, the telephone lines are often jammed because each of the radio stations may have single lines. Sometimes, the line is always busy and hinders people from calling in. The interpretation gotten from the jammed telephone lines is that many people are interested in such programmes. There are the monotonous callers, these are people whose voices you keep hearing each time a talk show is broadcast. Some of them are ‘common’ and ‘famous’ callers on the radio stations whenever they have talk shows.

The cost of airtime for calling the radio stations, which must be paid by the individual caller, has made it to be “prohibitive”. Many people would rather not call, even if they have good ideas. Some of those who call in are also usually brief for fear of the call billing. But despite all the problems, the value of phone-in which has come with radio, should not be underrated.

c) News Sourcing

As a form of community participation, news sourcing is one of the important means of keeping in touch with the public. Nworgu and Nwabueze (2005:10) demonstrated that development news reporting also called development journalism, provides news and information on development projects or programmes of both the government and individuals. They further described this type of news reporting as a variant known as rural reporting where it tries to gather news/information about the rural people and report it in a news medium. This process involves the radio stations sending out reporters to the community to interview people and get their views on topical issues. In other cases, when a newsworthy event happens in a village – like a newly built classroom block, a newly built micro finance bank, or a community borehole inaugurated – the residents are interviewed by the radio reporters either for facts or their opinions on the benefits they expect out of such a project. It can also be
about what the residents of a particular locality think about a social problem or an impending government project/policy.

However, the radio reporters tend to rely too much on the “famous” politicians, community leaders and key public servants as their news sources. This leaves the ordinary people with little chance of being interviewed as news sources. This trend can be attributed to the traditional news value of prominence, which ‘forces’ the reporter or editor to keep thinking of the status of the person they are interviewing. Journalists are always obsessed with “big names” that make their reports “bigger.”

It is important that the radio journalists think of the ordinary man and woman when following up news. Otherwise, the notions of diversity of information sources, community participation and the right to receive and impart information, will be undermined if only the “top politicians” get quoted all the time.

5. **Programme Genres**

Genres according to Oxford advanced learned dictionary (2006) is a particular type or style of literature, art, film or music that one can recognize because of its special features. Genres, in some cases are related to the typology or programmes presented in the previous section of this review. But the difference is that in looking at genres, there was no consideration for development orientation, which was the yardstick for judging the programmes with development goals. In this section, concentration would be only on the nature of the different programmes aired on the radio. One genre, for instance, may encompass both development and non-development programmes. And different development programmes may fall under different genres.

“News” as discussed earlier in this chapter, shows that the public demand for news always surpasses the demand for all other programmes. It is therefore not a surprise that on all the radio stations, there are at least two news bulletins
in the local language everyday, the same applies to news bulletins in English. In-between, there are also news briefs or breaking news updates in case anything ‘hot’ comes up. News bulletins, whose provision is incumbent upon the radio station, need not take a lot of time. News is basically any event deemed to be of interest to the population, whether it has happened within the community or outside the community. According to Nworgu (2005:161) news elements are the five Ws and H, which are the who, the what, the where, the when, the why and how of the news of which, all of it or some of it be contained in the news. These are the essential components of news alongside others, which should keep the audience abreast of the information they desire.

Talk shows is another type of genre and have become very popular ways of reflecting public views over important public matters. This genre, which features on radio offer platform for people to express themselves, mostly through phone-in which was noted earlier on. The debate, is moderated by a presenter or editor in the radio station. The topic of discussion is usually decided upon by the presenter or his editor, but bearing in mind public demands and latest “hot topics.” Most of the talk shows are on political topics. Of which politics should not be allowed to sell at the expense of other themes of human interest.

The Expert Programmes are another type of genre also, just as the name suggests, this type of programme feature people who are experts or professionals in a particular field. The health programmes broadcast on radio for instance, are strictly for doctors or other senior health practitioners who are very knowledgeable and have relevant experience on the subject of discussion. The religious programmes are as well strictly for the church leaders, while farming and environmental programmes are also for professionals in those fields. Such programmes are initiated by the radio crew, in consultation with the particular experts who in most cases, have their products such as drugs advertised on such programmes.
Such programmes are said to be popular and influential because the rural dwellers, trust and believe in what the experts talk about. Like in other programmes, letters and phone-ins are common ways by which the community participate in this type of programme.

The Special Interest Groups, besides the expert programmes, the radio crew come up with programmes for special interest groups. These include persons with disability, women, the youth, children, farmers among others. This diversity of programmes is a reflection of the diversity of the audience, and help meet the specific interests of the target groups. On such programmes, members of the specific interest groups, especially those who hold some special posts and opinion leaders, address their special interests, and answer phone-calls or letters from the audience.

The Music, Dance and Drama programmes, serve three main purposes – entertainment, education and cultural preservation. The music, dance and drama programmes are important since they are very useful source of education and entertainment. The music is normally selected from among local albums with educative themes or lyrics. Some impressive songs and dance tunes are recorded from church choirs or community social groups.

2.3 Theoretical Framework of the Study

It has been established that certain theories are determinants of communication effects on audience. Therefore, this study is based on the framework of development media theory. According to McQuail in Folarin (1998:31) the major tenets of the theory, included in the normative media theory are as follows

i) Media must accept and carry out positive development tasks in line with national established policy.

ii) Freedom of the media should be open to economic priorities and development needs of the society.
iii) Media should give priority in their content to the national culture and language(s).

iv) Media should give priority in news and information to links with other developing countries which are close geographically, culturally or politically.

v) Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks.

vi) In the interest of development ends the state has a right to intervene in or restrict media operation and devices of censorship, subsidy and direct control can be justified.

This theory believes that the primary aim of the media in using this theory, is societal development especially at the grassroots level. Principles of this theory are in support of the respective concepts of radio mediated messages and rural development. According to Folarin (2005:32) the media is a tool of national integration, socio-economic modernization, promotion of literacy and cultural creativity. All the above points and other points prove why the researcher conducted this study under the theoretical framework of Development Media Theory.
REFERENCE


The amended constitution of the federal republic of Nigeria.1999.


NOUN (2004).*History and philosophy of science*. Lagos: NOUN Publishers


Odigbo B.(2003).*The role of public relations and the mass media in building and sustaining democracy*, in Nwosu I.(ed.). *POLIMEDIA- media and politics in Nigeria*, Enugu: Prime Target Ltd


CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction.

This study is focused on the role of radio in the development of Onitsha north local government. This chapter presents the research methods and procedures used in the study. In terms of contents, the chapter is approached from the following sub-headings:

i) Research Design.
ii) Population of Study.
iii) The Sample Size.
iv) The Sampling Technique.
vi) Validity / Reliability.
vii) Method of Data Analysis.
viii) Limitations of Methodology.

3.2 Research Design:

Survey research technique will be used in this study. This technique has proved to be very efficient for this study, in view of the wealth of data and interpretation it can provide for this study.

There seem to be little or no disagreement over the meaning of survey research. As generally conceived, a survey research is one in which a group or items is studied by collecting and analyzing data from group of people or items considered to be representative of the entire group. The survey plan or survey design specifies how such data would be collected and analyzed. Survey research also requires a good deal of research knowledge and sophistication. As regards to these reasons, survey design was considered as the best method of data collection for this study.
3.3 Population of the Study

The population in this study is the Onitsha north local government. According to the record of the Structural Plan for Onitsha and satellite towns (2009:60) the population of the local government area as about 2006, is 261,600 people. It is vital to note that the Onitsha north local government has all of its villages cited in this local government while the other local government which is the Onitsha south local government is the urban area of the metropolis. Onitsha north local government is located in Anambra state and the state has three senatorial zones namely; Anambra north, Anambra central and Anambra west, of which the Onitsha north local government is in the Anambra north senatorial zone. Therefore, the population stands as the major target of development that is to be reached to by radio through their development programmes. In Onitsha north local government, this population stand as the major target of the radio crew in carrying out its duties as regards to even development.

3.4 Sample Size

A study may entail a large population which cannot be studied, therefore that portion of the population that is studied is called sample. A sample is a smaller group of elements drawn through a definite procedure from a specified population. The elements that make up this sample are those that are actually studied. Based on the data collected from the sample, generalizations or inferences about the population are made. According to Okeke (2005:73) under complete enumeration the expectation is that more faith would be placed in the findings of the sample rather than a population, because it will be impossible to study the entire population in any scientific study. Therefore it is impossible to study the whole Onitsha north local government in view of the large size of the
population, hike in the cost of studying the whole local government. These factors made the researcher to select a sample size of five hundred and twenty-three (523) using the formula propounded by Ossy Nwala (1981) which says that if the population is a few hundreds, a 40% or more sample would do. If many hundreds, a 20% or more sample would do. If a few thousands, a 10% sample would do and if several thousands, a 5% or more sample would do. Therefore the sample size of this study is five hundred and twenty-three (523) which was arrived at by getting the 5% of the population of Onitsha north local government area, which is 261600.

3.5 Sampling Technique:

A study such as this which has a rural focus should be directed towards rural areas. Therefore the population is the Onitsha north local government area of Anambra state. A total of 523 copies of questionnaire were administered in the aforementioned local government area. The Onitsha north local government area has the following villages in it, namely: Umudei, Mgbelekeke, Ogbeabo, Umuonogbo, Odoje, Umuikem, Ogbendida, Umuaroli, Ogbeoza, Umuase, Obikporo, Ogbeotu, Iyiawu, Ogboli eke, Ogboli olosi, Ogbembubu, Isiokwe.

Six villages were selected by the researcher from the listed villages of which the quota sampling technique was used in the distribution of the copies of questionnaire because some villages are over populated. Thus the six villages selected were Umudei, Umuikem, Ogbendida, Umuaroli, Obikporo and Ogboli eke. Therefore the areas with their corresponding number of questionnaire copies are shown in Table 3.1 below.
Table 3.1: Distribution of areas and their corresponding number of copies of questionnaires.

<table>
<thead>
<tr>
<th>S/NO</th>
<th>Areas</th>
<th>No of questionnaire copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Umudei</td>
<td>88</td>
</tr>
<tr>
<td>2</td>
<td>Umuikem</td>
<td>87</td>
</tr>
<tr>
<td>3</td>
<td>Ogbendida</td>
<td>87</td>
</tr>
<tr>
<td>4</td>
<td>Umuaroli</td>
<td>84</td>
</tr>
<tr>
<td>5</td>
<td>Obikporo</td>
<td>90</td>
</tr>
<tr>
<td>6</td>
<td>Ogboli eke</td>
<td>87</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>523</td>
</tr>
</tbody>
</table>

While administering the copies of questionnaire, the copies of questionnaire were administered in the six selected areas one after the other. The copies of questionnaire were distributed in schools, market places, shops etc.

3.6 Measuring Instrument

The measuring instrument for this study is questionnaire. The questionnaire contained a set of close ended questions and open ended questions. The questions were designed to guide the respondents’ answers and to know their opinion about the major issues and interest of this study. A total of 21 items formed the contents of the questionnaire.

The first section of the questionnaire (questions 1-5) focused on the demography of the respondents, the second section (question 6-21) focused on questions concerning radio, in aiding in the rapid development of Onitsha north local government, the influence of radio in the day to day decision making of the rural dwellers and those challenges which can hinder the flow of communication in order to disrupt the development of the rural area.
Therefore the impact of the role of radio in the development of Onitsha north local government will be determined if the respondents answer the research questions.

i) Does the community participate in the production of the radio development programmes?

The extent of participation of the rural dwellers in Onitsha north local government in initiating, development programmes will be ascertained if the respondents answer this research question.

ii) Can radio help in improving the lives of the people in Onitsha north local government?

In this case, the challenges in communicating the development programmes will be the expected answer of the respondents and also the strength of the relationship between the rural dwellers in the local government and the government in the interest of economic development etc.

iii) Has communication through radio made positive impact towards the development of the Onitsha north local government?

This research question will require the respondents to give the answer to this question stating if the radio has successfully brought about development in the local government in order to reach the extent of development goal set by the government.

iv) Can sound radio information make Onitsha north local government area development plans to fully excel?

The respondents response would determine if more strategies should be used by the radio crew, so as to achieve sound economic development policies in the mentioned local government.

v) Are there challenges in communicating the rural development policies of Onitsha north local government area?

The response from the respondents would enable future researchers, know how to tackle any future challenges and the present ones also. It will also help
in bringing about success in the development of Onitsha north local government.

vi) Can radio contribute meaningfully towards solving the development problems of the Onitsha north local government area?

The next step that should be taken in solving the development problems of the local government would be determined if the respondents answer this research question.

3.7 Validity and Reliability:

During this study, copies of the questionnaire were given to a 6 panel of communication experts for validation so as to ensure not only the face validity of the questionnaire but also the content validity and also to check, the aspect of clarity, appropriateness of language, instructions to the respondents etc. The members of the panel were instructed on what to do in order to ensure the effectiveness of the exercise. The instructions were based on the suitability/relevance of the research questions and the objective of the study. The validation exercise of the questionnaire was done this way to ensure its validity. And the panel of experts came up with an evaluation and judgment on how appropriately the items represented the content area.

A pilot test on a sample of those whom, would be used in the main study was done in this study; to check and ensure the reliability of the questionnaire. The reason for this, was to see how the respondents would react to the questionnaire; whether the items are clear enough and easily understood, whether there is need to include more items in certain areas or whether there are some items to which they would not like to respond etc.

During this, a reliability test was carried on 40 respondents randomly selected from Onitsha north local government area. This was aimed at ensuring that the items were clearly understandable to all the respondents even when interpreted to some of them who were not formally educated enough to grasp the grammar
used by the researcher. The researcher did all these to ensure that the respondents give the right answers to the questions contained in the questionnaire. After the pilot test, 100% consistency was found and that proved the reliability of the gathering instrument.

3.8 Method of Data Analysis:
Data collected in the research process was analyzed in descriptive statistics. Clear interpretation tables were used to summarize the research findings. While to enhance easy comprehension, frequency count and simple percentage were used to express the findings.

However, the primary focus of the analysis was on the respondents response to the research questions.

3.9 Limitations of the Methodology:
According to Nworgu (1991:55) since survey design deals mainly with opinions, individuals could deliberately fake their response. He further stated that faking can be reduced by particularly, employing well constructed questionnaire. In order to get the authenticity and degree of confidence required. This goes to say that some respondents do not take the questionnaire serious. Sometimes not all the copies of questionnaire are returned back. During the distribution of the copies of questionnaire, some respondents become reluctant in providing their responses in the questionnaire if not persuaded and pleaded with, to fill the copies of questionnaire. Another limitation is lack of fund and lack of time.
References


Black J. And Champion D. (1976), *Methods and issues in social research*. New York: John Willy and Sons


CHAPTER FOUR
DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This study concentrated on the role of radio in the development of Onitsha north local government. Survey research technique was used in collecting data for the following research questions:

i) Does the community participate in the production of the radio development programmes?
ii) Can radio help in improving the lives of the people in Onitsha north local government?
iii) Has communication through radio made positive impact towards the development of the Onitsha north local government?
iv) Can sound radio information make Onitsha north local government area development plans to fully excel?
v) Are there challenges in communicating the rural development policies of Onitsha north local government area?
vii) Can radio contribute meaningfully towards solving the development problems of the Onitsha north local government area?

Therefore the purpose of this chapter is to present relevant data, their analysis and discussion of findings in line with the stated research questions.

4.2 Data Presentation and Analysis.

A Sample of 523, which ranged from 18 to 60 years of age and above were randomly selected in Onitsha north local government area for this study. The copies of questionnaire were administered to them to get their individual opinions on the role of radio in the development of Onitsha north local government area.
Out of the 523 respondents of the sampled population, 513 (98.1%) returned their questionnaires while 10 (1.9%) did not return their own.

4.2.1 Respondents Sex

Two hundred and ninety-three (57.1%) were males while two hundred and twenty (42.9%) were females. See table 4.2.1 for explanation.

Table 4.2.1: Respondents Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>293</td>
<td>57.1%</td>
</tr>
<tr>
<td>Female</td>
<td>220</td>
<td>42.9%</td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>100%</td>
</tr>
</tbody>
</table>

4.2.2 Respondents Age

Eighty-three (16.18%) of the respondents were between the age of 18 and 28. Ninety-seven (18.91%) of them were between the ages of 29 and 39 years old, one hundred and twenty (23.4%) of them were between the ages of 40 and 50 years old while ninety (17.5%) of them were between the ages of 51 and 59 years old and one hundred and twenty (23.98%) of them were between the ages of 60 and above. See table 4.2.2 for explanation.

Table 4.2.2: Respondents Age

<table>
<thead>
<tr>
<th>Age Bracket</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 28</td>
<td>83</td>
<td>16.18%</td>
</tr>
<tr>
<td>29 – 29</td>
<td>97</td>
<td>18.91%</td>
</tr>
<tr>
<td>40 – 50</td>
<td>120</td>
<td>23.4%</td>
</tr>
<tr>
<td>51 – 59</td>
<td>90</td>
<td>17.5%</td>
</tr>
<tr>
<td>60 and above</td>
<td>123</td>
<td>23.98%</td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>100%</td>
</tr>
</tbody>
</table>
4.2.3 Respondents marital status.

One hundred and seventy (33.14%) respondents were single while three hundred (58.48%) were married and forty-three (8.4%) indicated that they don’t know their marital status. See table 4.2.3 below.

Table 4.2.3: Respondents marital status

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>170</td>
<td>33.14%</td>
</tr>
<tr>
<td>Married</td>
<td>300</td>
<td>58.48%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>43</td>
<td>8.4%</td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>100%</td>
</tr>
</tbody>
</table>

4.2.4 Educational Qualifications

Sixty-two (12.09%) of the respondents had First School Leaving Certificate, Eighty-eight (17.2%) of the respondents had Senior School Certificate. Ninety (17.5%) had diploma or NCE. One hundred and fifty (29.2%) had first degree or HND, one hundred and twenty-three (23.98%) of them had masters degree, Phd and others. See table 4.2.4 below.

Table 4.2.4: Respondents educational qualifications.

<table>
<thead>
<tr>
<th>Educational status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>FSLC</td>
<td>62</td>
<td>12.09%</td>
</tr>
<tr>
<td>SSCE</td>
<td>88</td>
<td>17.2%</td>
</tr>
<tr>
<td>Diploma/NCE</td>
<td>90</td>
<td>17.5%</td>
</tr>
<tr>
<td>B.A, B.Sc/HND</td>
<td>150</td>
<td>29.2%</td>
</tr>
<tr>
<td>M.A/M.Sc, Phd and</td>
<td>123</td>
<td>23.98%</td>
</tr>
<tr>
<td>others</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>100%</td>
</tr>
</tbody>
</table>
4.2.5 Respondents Occupation.

120(23.4%) of the respondents were students, 88(17.2%) were civil servants, 66(12.87%) of them were politicians, 72(14.04%) were artisans, 107(20.86%) were traders and 60(11.7%) were unemployed. See table 4.2.5 below.

Table 4.2.5: Respondents Occupation.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>120</td>
<td>23.4%</td>
</tr>
<tr>
<td>Civil Servant</td>
<td>88</td>
<td>17.2%</td>
</tr>
<tr>
<td>Politician</td>
<td>66</td>
<td>12.87%</td>
</tr>
<tr>
<td>Artisan</td>
<td>72</td>
<td>14.04%</td>
</tr>
<tr>
<td>Trader</td>
<td>107</td>
<td>20.86%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>60</td>
<td>11.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>513</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

4.2.6: Whether radio can help in the development of Onitsha north local government.

360(70.18%) of the respondents indicated that radio can help in the development of the local government, 108(21.1%) indicated that radio cannot help in the development of Onitsha north local government and then 45(8.8%) indicated that they don’t know if radio can help in the development of the local government or not. See table 4.2.6 below.
Table 4.2.6: Whether radio can help in the development of Onitsha north local government.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>360</td>
<td>70.18%</td>
</tr>
<tr>
<td>No</td>
<td>108</td>
<td>21.1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>45</td>
<td>8.8%</td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>100%</td>
</tr>
</tbody>
</table>

4.2.7: Whether the qualities of the programme communicator can bring about failure of the rural development programme.

320(62.38%) indicated that the qualities of the programme communicator can bring failure of the rural development programmes, while 161(31.4%) indicated that the qualities of the programme communicator cannot bring failure of the rural development programmes the 32(6.24%) indicated that they don’t know. See table 4.2.7 below.

Table 4.2.7: Whether the qualities of the programme communicator can bring about failure of the rural development programme.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>320</td>
<td>62.38%</td>
</tr>
<tr>
<td>No</td>
<td>161</td>
<td>31.4%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>32</td>
<td>6.24%</td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>100%</td>
</tr>
</tbody>
</table>
4.2.8: Whether radio can help establish healthy relationship between the government and the governed in the interest of economic development.

362(70.57%) indicated that the radio development programmes can help establish healthy relationship between the government and the governed, while 113(22.01%) indicated that the radio development programmes cannot help establish healthy relationship between the government and the governed then 38(7.41%) indicated that they don’t know. See table 4.2.8 below.

Table 4.2.8: Whether radio can help establish healthy relationship between the government and the governed in the interest of economic development.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>362</td>
<td>70.57%</td>
</tr>
<tr>
<td>No</td>
<td>113</td>
<td>22.01%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>38</td>
<td>7.41%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>513</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

4.2.9: Whether the people in the rural area can be encouraged to make individual economic initiatives in the interest of the Onitsha north local government area’s overall development through radio.

340(66.28%) indicated that the people in the rural area can be encouraged to make individual economic initiatives in the interest of the nation’s overall economic development through radio. While 115(22.42%) indicated that the people in the rural area cannot be encouraged to make individual economic initiatives in the interest of the nation’s overall economic development through radio then 58(11.31%) indicated that they don’t know. See table 4.2.9 below.
Table 4.2.9: Whether people in the rural area can be encouraged to make individual economic initiatives in the interest of the Onitsha north local government area’s overall development through radio.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>340</td>
<td>66.28%</td>
</tr>
<tr>
<td>No</td>
<td>115</td>
<td>22.42%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>58</td>
<td>11.31%</td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>100%</td>
</tr>
</tbody>
</table>

4.3 Discussion of Findings

The discussion of findings is therefore guided by the six research questions raised in the first chapter of this study.

Research question one.

Does the community participate in the production of the radio development programmes?

In this question, the researcher wanted to know whether the rural dwellers in the named local government participate in the production of the radio development programmes, this is to know if the development needs of the rural dwellers are met because if they participate in the production of the development programmes this means that all their needs are taken care of; since the people whose development needs are in question, are the rural dwellers. Question no 9 in the questionnaire stipulated this. Table 1 indicates the responses.
Table 1: Respondents response of research question one.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>115</td>
<td>22.42%</td>
</tr>
<tr>
<td>No</td>
<td>350</td>
<td>68.23%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>48</td>
<td>9.36%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>513</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Thus from the data gotten, shows that 115(22.42%) indicated that the rural dwellers participate in the production of the radio development programmes, while 350(68.23%) indicated in the negative form and 48(9.36%) indicated that they do not know if the rural dwellers participate in the radio development programmes. Since 115 respondents indicated that the rural dwellers participate in the production of the radio developmental programmes, this means that there is no cordial relationship between the radio crew and the rural dwellers and as such, the rural dwellers do not participate in the production of the radio development programmes.

Research question two.

Can radio help in improving the lives of the people in Onitsha north local government?

In this question the researcher wanted to know if the radio crew, both the government owned and the private owned, produce and package their programmes bearing in mind the need of improving the lives of the people rather than use it as a medium of business venture or for other motives. Table II indicates the responses.
Table II: Respondents response of research question two.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>155</td>
<td>30.2%</td>
</tr>
<tr>
<td>No</td>
<td>275</td>
<td>53.61%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>83</td>
<td>16.18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>513</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table II shows that 155(30.2%) indicated that radio help improve the lives of the people while 275(53.61%) indicated that radio do not improve the lives of the people and 83(16.18%) indicated that they don’t know if radio improve the lives of people. This shows that, the reverse is the case here, since the radio crew do not have the need of improving the lives of the people in mind when packaging their programmes.

**Research question three.**

Has communication through radio made positive impact towards the development of the Onitsha north local government?

The researcher wanted to know in this question, if really communication through the radio development programmes have made positive impact towards the development of Onitsha north local government area. Table III shows the responses.

Table III: Respondents response of research question three.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>361</td>
<td>70.4%</td>
</tr>
<tr>
<td>No</td>
<td>94</td>
<td>18.3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>58</td>
<td>11.31%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>513</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
The response of the respondents show that communication through the radio development programmes has not made positive impact towards the development of Onitsha north local government area; as 361(70.4%) indicated in the positive form and 94(18.3%) indicated in the negative form while 58(11.31%) indicated that they don’t know if communication through the radio development programmes have made positive impact towards the development of Onitsha north local government area.

**Research question four.**

Can sound radio information make Onitsha north local government area’s development plans to fully excel?

The researcher wanted to find out if sound radio communication of information can make Onitsha north local government area’s development plans to fully excel. See table iv for the responses of the respondents.

**Table iv: Respondents response of research question four.**

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>368</td>
<td>71.7%</td>
</tr>
<tr>
<td>No</td>
<td>92</td>
<td>17.9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>53</td>
<td>10.3%</td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>100%</td>
</tr>
</tbody>
</table>

From the table above, 368(71.7%) respondents indicated that sound radio can information can make Onitsha north local government area’s development plans to fully excel and then 92(17.9%) respondents ticked the negative option, while 53(10.3%) indicated that they don’t know. This shows that sound radio information can make Onitsha north local government area’s development plans to fully excel.
Research question five

Are there challenges in communicating the rural development policies of Onitsha north local government area?

The researcher wanted to know here if there are challenges that can hinder communicating the rural development policies of Onitsha north local government area. See table v for responses.

Table v: Respondents response of research question five.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>364</td>
<td>70.96%</td>
</tr>
<tr>
<td>No</td>
<td>101</td>
<td>19.67%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>48</td>
<td>9.36%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>513</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

From the table, 364(70.96%) indicated that there are challenges in communicating rural development policies of Onitsha north local government area while 101(19.67%) indicated in the negative form and 48(9.36%) indicated that they do not know. Therefore this shows that there are challenges in communicating rural development policies of Onitsha north local government area.

Research question six.

Can radio contribute meaningfully towards solving the development problems of the Onitsha north local government?

The researcher wanted to know if radio if can contribute meaningfully towards solving the development problems of Onitsha north local government area. See table vi below for responses.
Table vi: Respondents response of research question six.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>360</td>
<td>70.18%</td>
</tr>
<tr>
<td>No</td>
<td>97</td>
<td>18.91%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>56</td>
<td>10.92%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>513</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

360(70.18%) indicated that radio can contribute meaningfully towards solving the development problems of Onitsha north local government while 97(18.91%) response was negative and then 56(10.92%) indicated that they don’t know. This shows that radio can contribute meaningfully towards solving the development problems of Onitsha north local government.
CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION.

5.1 Summary of the findings

From the findings and analysis in the previous chapter, it is rational to confidently conclude that despite some weaknesses which call for adjustments, the radio stations are playing some significant roles in the promotion of development in the rural areas. From the data analysis, specific conclusions can be drawn that the radio stations have promoted development in the rural area of Onitsha north local government when 361(70.4%) indicated that communication through radio programmes has made positive impact towards the development of Onitsha north local government; as regards to research question three. By development we should not only think of agricultural, health or nutritional programmes. Even the fact that the radio stations have broadened the people’s horizon of access to information is in itself an aspect of development. The diversity of information channels in the different radio, brings with it different types of information sources to the rural people, almost free of charge. Therefore, it is good for people to be exposed to different kinds of information.

The closer radio and the opinion leaders are to the audience, the easier it is for the social and environmental needs of the masses to be considered during programme production and feedback – hence dialogical communication which is crucial for development. Some people go with their portable radio to the farm, offices, or even when riding bicycles from the villages to the town. This shows that the rural people, who cannot afford TV sets or newspapers, love to listen to their radio set. In this case, the more people have radio; the more the views and demands of the rural dwellers will be considered, as well as giving prominence to local content.

People must be in harmony with each other, and collectively work together for a common goal, rather than for selfish motives. Through radio, the rural
dwellers have been able to stay in touch with political developments and government policies. The rural people now know their political rights much better than before and use them especially during election. They can now confidently challenge political leaders or public servants on policies or projects that seem to be inappropriate. Therefore the more people become aware of their democratic rights, the better their community will develop. These rights include participation in election of competent leaders, being able to criticise their leaders, detecting bad government policies, and demanding for political accountability and transparency from both the local and national leaders.

The use of different dialects, and local content generally, by the radio crew is another important element of development. Rural development itself was responsible for the rise of many radio stations. Without the necessary conditions to support the radio stations, they would not have the capacity they have today, let alone even springing up. The fact that the rural people are able to buy radio sets, and the fact that there is electricity, telephone networks, advertisers, among others, show that the rural areas have attained some level of ‘development’ to offer audience to the radio stations.

Of course there are some loopholes that make it impossible to give the radio crew an excellent pass in terms of rural development. For instance, 155(30.2%) indicated that radio is improving the lives of the people in Onitsha north local government, this shows that the radio stations operate, because of profit motives; they feed the audience with too much advertisement, music and DJ jokes. The other problem is that most of the people that take part in the political talk shows – either as guests or callers – are influential politicians, not the ordinary man or woman. But rather than condemn the radio stations for those weaknesses, they should be encouraged and directed on the right thing to do. Being private stations without government subsidies, they have to ‘sell’ advertisements in order to raise money to stay on air and pay their staff. They also have to respond to audience demand. For instance, most of what is
broadcast is a result of ‘consumer taste’ from at least a section of the audience, if the audience do not want a particular programme, they (radio crew) would probably not produce such programme.

From the findings, it is clear that both the radio editors/reporters and the listeners have the different perceptions about the development role of radio. 350(68.23%) indicated that the dwellers in Onitsha north local government do not participate in the production of the radio development programmes, this is why good programmes are displaced by commercial advertisements, because the radio crew need money to sustain their operations. Perhaps this scenario could be avoided if the radio crew look for sponsorship of such programmes from donors interested in promoting certain causes. But on the whole, the radio crew, before now, have helped to promote and induce different forms of development in the rural area through the different types of development programmes mentioned earlier.

Although the degree of community participation is still low, one can say that the trend is encouraging. As more people become aware of their rights, and as “competition” between the radio stations becomes stiffer, they will probably offer more platform for community participation in order to tap more listeners, for their survival.

5.2 Conclusion

This study was embarked on in order to find out the role of radio in the development of Onitsha north local government. So far the researcher’s findings revealed that radio brought about the extent of development in Onitsha north local government area. And if the radio stations are better managed and reformed, they can facilitate development of the rural areas to a greater level. As a matter of fact, it is the conclusion of this study that radio is a powerful tool for rural development and equal development in the third world countries and Nigeria in particular.
5.3 Recommendations

In order to bring about even and equal development in the rural areas these measures should be taken care of so that the third world countries, Nigeria in particular would meet up with the developed countries. Because communication is vital in the process of development and is taken as the soul of the process (Okunna 2002:301). The measures are as follows:

a) Staff and Human Resource

i) All the staff, especially radio managers, editors and reporters, should be given some form of training on some development journalism. It is important, that the more the media people get expertise skills on development journalism, the better they can perform in the rural areas and should be free from partisan politics.

ii) The government should come up with a “reasonable salary package” law to ensure that the radio crew get not less than a certain amount of wages/salaries.

b) Participation

The radio crew should find ways of encouraging more ordinary people and grassroots leaders to take part, either as guests or contributors, in the talk shows, phone-ins and other programmes. Today, the status quo of the people have changed from the state of being passive to the state of being active and also with the advent of technology and new trends in the mode of communication, therefore the people’s needs “entirely” should be taken into consideration by the radio crew.

c) Economy

i) The radio crew should look for some form of sponsorship from NGOs, local government, institutions or companies whose agendas are connected with rural development in general or specific programmes. This will probably reduce
advertisements as the radio stations will get the money they need, and thus give more time to such sponsored development programmes.

ii) The government should introduce affirmative action in favour of community radio stations. This could be done, for instance, by exempting rural-based community radio stations from paying taxes like Value-Added Tax (VAT), or charging them subsidized license fees.

d) Cultural policy

To promote local and national identities, the government should come up with a national policy that local content constitutes not less than 50 per cent of the radio daily programmes. Local contents are programmes, drama or songs produced by the rural dwellers, in the local language, sometimes using locally made instruments, and aimed at promoting local themes, ideas or causes.

e) Knowledge production

Further research is recommended to assess the negative impacts of the radio stations, in the rural areas and other factors that will contribute to rural development, in order to achieve even and equal development in the Nigeria especially in the rural areas.
BIBLIOGRAPHY

a) BOOKS:


b) NEWSPAPER:


c) JOURNALS:


d) UNPUBLISHED MATERIALS:


e) ONLINE MATERIALS:


APPENDIX

University of Nigeria, Nsukka.
School of Postgraduate Studies,
Department of Mass Communication.
March, 2012.

Dear Respondent,

I am a student of the above stated department, I am conducting a research on the topic “The Role of Radio in the Development of Onitsha North Local Government”. The research is for my Masters Degree and is purely an academic research.

I have decided to use questionnaire in the research as my instrument of data collection. Therefore, I request you to complete the questionnaire for me.

Please be rest assured of your anonymity as any information you give will be handled confidentially.

Thanks for your usual co-operation.

Yours Faithfully

Akosa Cynthia.
Instruction: Please tick ( ) in one of the boxes provided to indicate your answer.

Section A: Bio Data.

1. Sex:  (a) Male    (b) Female
2. Age:  (a) 18-28    (b) 29-39    (c) 40-50    (d) 51-59    (e) 60 and above
3. Marital Status: (a) Single    (b) Married    (c) Don’t know
4. Educational Qualification: (a) FSLC    (b) SSCE    (c) Diploma/NCE    (d) BA, BSC or HND    (e) M.A/M.SC, Phd and others
5. Occupation: (a) Student    (b) Civil Servant    (c) Politician    (d) Trader    (e) Artisan    (f) Unemployed

Section B: Information Data.

Instruction: Please tick ( ) in one of the boxes that best explains your opinion to the question below.

6) Can radio help in the development of Onitsha north local government?
   (a) Yes    (b) No    (c) Don’t know

7) Can radio influence you in your daily decision about development?
   (a) Yes    (b) No    (c) Don’t know

8) If yes, to what extent can it influence your daily decision about development?

.................................................................
9) Do the dwellers in Onitsha north local government area participate in the production of the development programmes?
(a) Yes □ (b) No □ (c) Don’t know □

10) Can radio help in improving the lives of the people in Onitsha north local government area?
(a) Yes □ (b) No □ (c) Don’t know □

11) Has communication through radio programmes made positive impact towards the development of Onitsha north local government area?
(a) Yes □ (b) No □ (c) Don’t know □

12) Do you think that sound radio information can make Onitsha north local government area’s development plans to fully excel?
(a) Yes □ (b) No □ (c) Don’t know □

13) From your own view, are there challenges in communicating the rural development policies of radio in Onitsha north local government area. If yes, state your views ........................................................................................................................................
........................................................................................................................................
........................................................................................................................................

14) Can radio contribute meaningfully towards solving the development problems of the Onitsha north local government area?
(a) Yes □ (b) No □ (c) Don’t know □

15) Can the qualities of the programme communicator bring about failure of the radio development programme? (a)Yes □) No □) Don’t know □
16) In your own view, what other things do you think are responsible for the failure or success of the development programmes of radio in Onitsha north local government area?

.................................................................................................................................
.................................................................................................................................
.........................................................................................................................

17) Can radio help establish healthy relationship between the government and the governed in the interest of economic development?

(a) Yes □ (b) No □ (c) Don’t know □

18) Can people in the rural area be encouraged to make individual contributions in the interest of the Onitsha north local government area’s overall development through radio?

(a) Yes □ (b) No □ (c) Don’t know □

19) Can radio serve as a means of promoting good cultural norms which can encourage development in Onitsha north local government area?

(a) Yes □ (b) No □ (c) Don’t know □

20) Do you think that radio can help revive Onitsha north local government area’s economic system which is even development?

(a) Yes □ (b) No □ (c) Don’t know □

21) Do you think that face to face communication can help revive Onitsha north local government area’s economic system which is even development?

(a) Yes □ (b) No □ (c) Don’t know □