

KWARA STATE POLYTECHNIC, ILORIN

EFFECT OF MEDIA REPORT ON ECONOMIC DEVELOPMENT IN RURAL AREA OF OYUN LOCAL GOVERNMENT, KWARA STATE.

BY

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BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MASSCOMMUNICATION, INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY, KWARA STATE POLYTECHNIC, ILORIN.

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CERTIFICATION

The undersigned certified that this project report titled: "EFFECT OF MEDIA REPORT ON ECONOMIC DEVELOPMENT IN RURAL AREA OF OYUN LOCAL GOVERNMENT, KWARA STATE" meets the requirement of Department of Mass communication for the award of National Diploma in Mass communication.

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DEDICATION

This project is dedicated to Almighty God, whose grace and guidance made the successful completion of this work possible. It is also dedicated to my beloved parents and family for their unwavering love, encouragement, and prayers throughout the course of my study. Finally, I dedicate this work to all undergraduate students of Kwara State Polytechnic, whose experiences and realities inspired the focus of this research.

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My candid gratitude goes to the Lord of universe, the beginning and end, the alpha and omega for sparing My life and bestowing his continuous protection, guidance. mercy, love and blessing throughout my program.

More so, this research is impossible to achieve alone. I sincerely acknowledge. And appreciate

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Education through media has created substantial changes in the traditional concept of education, has eliminated most of the deficiencies of the traditional systems of education and has created fundamental changes in education (Charlton et al., 2002). Using the mass media has caused an increase in the knowledge level and the output of educational system in recent decades. It seems the main reason for the popularity of television lies in its simplicity for the audiences. Since people intend to choose the easiest way for learning and the simplicity can be found in television educational programs (Buren, 2000).

Television has proved that it is a strong communication means and can affect the society a great deal. Television has been used for educational purposes after the World War II. In the beginning, Americans knew educational television similar to lesson television. Ekoja (2003) has mentioned that the information sources in different aspects of agriculture for the farmers are radio and television, the propagational publication, daily farm newspapers, agriculture exhibitions, practical education, and consultation services, respectively. Jenkins and his colleagues (2003) have conducted a research about the information technology used by the farmers of North California. In Nigeria, the studies conducted by Arokoyo (2003) showed that although video, radio, and television are the major sources of information for the farmers of this country, in the case of establishing the foundations, it is also possible to use other developed equipment. In this country, the print media have a specific situation in agriculture transferring as well. Television is acknowledged as the most important medium for communicating with the rural populations of developing countries (FAO, 2001).

Despite their vaunted objectivity and self-acclaimed commitment to fairness, it can be argued that the Nigerian mass media has over the years, solely neglected the rural areas. The perspective of the Nigeria mass media was, and continues to be (despite some progress), strictly urban. The media reports and writes from the standpoint of an urban dweller's world. The ills of the rural areas, difficulties of life there, their burning sense of grievance, are seldom seriously conveyed.

Media is undoubtedly very fast, vast and powerful mode of communication. Nor does it only appeal a vast audience; it has got a tremendous impact on the political run of a country and culture of a society. Films, T.V Shows, Journalism (newspapers and news channels) all come under the short yet large "Media". Mass Media perform the role of dynamic watchdogs and erects its fingers towards and backlog in a system. It diagnoses the system and opens the pit full and tries to rectify it. As we know our country in a democratic way of living and India has completed sixty five years of its independence it is still in its youth stage. Our country has been successfully serving as the largest democracy of the world. In last two decades it is observed that liberalism has its impact on various dimensions of the human civilization. Establishment of market economy creates challenges to heritage of our country. It affects the urban population most and gradually creeps in to rural circle.

This stratification of distribution occurs not only between urban and rural areas, as much previous evidence attests, but more important the areas themselves, television is the mass

media with the greatest reach in most developing countries and radio is the most generally available however, even radio is quite the social strata. The majority of rural people in underdeveloped countries are found to live in a state of "under communication."

A great inequalities still hinder the potential use of mass media in availability in rural areas mirrors the unequal distribution of other resources. Even where mass media widely available serious reservation remains concerning the contribution of the information to a more equitable rural development achieve national development, rural development is a necessary step that cannot be jettisoned. The hope of developing Nigeria and all other developing countries in order to have a better tomorrow lies in the development of our rural areas. The mass media fill the communication gap between the government and the rural dwellers on one end and the urban and rural populace on the other end.

With this, the mass media especially community responsible oriented ones, succeed in making the rural dwellers active participants of the government as they become aware of programmes and policies of the government by working towards being benefactors of these policies and programmes.

Moreover, high coverage or publication of rural development news by mass media especially the newspapers, without any doubt help in speeding up meaningful development in rural communities which will in turn boost the standard of the people.

With improved standard of living of the rural dwellers, the problem of rural-urban migration would be aborted. When this happens, there will be gross development in the country, a situation that will give room for proper utilization both mineral and human intellectual resources in their different places of existence.

Observation shows that not much has been done by the government in order to improve the quality of life of rural dwellers when compared to that of the urban populace. This means that much emphasis has been on urban development.

The mass media has a vital role to play in rural development through the quality, quantity and high level of rural development it covers and disseminates to the public.

Therefore, it becomes important that the rural areas be given more opportunities in the scheme of information being the food basket of the nation.

In order to achieve diversification of the economy, development of the rural areas is inevitable. An equitable distribution of wealth and provision of social amenities will help reduce the rate of rural-urban migration.

1.2 Statement of Research Problem

The research aims to investigate the effects of media reports on the economic development of rural areas, specifically focusing on Oyun Local Government in Kwara State. This study seeks to understand how media coverage influences economic activities, decision-making processes, and overall development in these rural settings.

1.3 Objectives of the Study

The general objective of this study is to examine the effect of mass media report on economic

development in rural area. The specific objects include the following:

- To ascertain the usage of mass media among people in Oyun local government area.
- To find out the influence of the mass media report on the dissemination of information in Oyun LGA.
- To determine the impact of mass media educating the rural dwellers in Oyun local government.
- To examine the influence of the mass media in addressing the socio-economic conditions of the rural dwellers in Oyun LGA.

1.4 Research Questions

The relevant research questions related to this study include the following:

- What is the usage of mass media among people in Oyun local government area?
- What is the influence of the mass media on the dissemination of information in Oyun LGA?
- What is the impact of mass media educating the rural dwellers in Oyun local government?
- What is the influence of the mass media in addressing the socio-economic conditions of the rural dwellers in Oyun LGA?

1.5 Research Hypothesis

H1-There is impact of mass media in educating the rural dwellers in Oyun LGA

H2-There is influence of mass media on dissemination of information in Oyun Lga

H3-There is impact of mass media among people of Oyun local Government area

1.6 Significance of the Study

The study will be significant to the community socially, morally and economically, especially in terms of development in Oyun as a community. It will also help the media messages to shape their programming pattern and content in order to suit and appeal to the viewing and listening abilities of the audience. It will be significant to the government in terms of provision of information and training especially in the area of agriculture, merchandize and other economic related concepts that would aid developments at grassroots level.

1.7 Scope of the Study

This study is limited to Kwara State resident with focus on Oyun Local Government of the state.

1.8 Definition of Terms

Effects: The result or outcome of a cause.

Media: Plural of medium, means and institutions for publishing and broadcasting -information.

Report: To relate details, to recount, describe phenomenal to authorities.

Economy: Effective Management of a community or system, or especially its resources.

Oyun: Headquarters of Oyun Local Government, one of the sixteen LGs of Kwara State.

Community: A group of people sharing a common understanding, and often the same language law, manners and or tradition.

Kwara State: One of the five states in North-Central, Nigeria

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In communication for development it is not uncommon to talk about Rural Radio as an interactive tool.

However, to the layperson this may sound awkward since radio is by definition a mass medium with a top down characteristic. Yet, Rural Radio still arouses interest and curiosity: there must be more to it than just a radio in the countryside.

This presentation gives a broad overview of this tool, what it is, how it functions and why it is so special for certain development countries. The experiences mentioned are not meant to be exhaustive, they are drawn from the work that FAO has been carrying out as part of its communication for development programmers and projects related to agriculture and rural development.

Mass media are of crucial importance in rural areas of developing countries.

Equally important is their role in communicating the information needed for individual's everyday lives: from market prices and credit facilities to weather reports, music, entertainment and culture.

Media and communications have been effectively employed since the early days of development assistance, but their application influenced by the various post-war development theories and, to a large extent, a top down approach has dominated the scene

Radio, television, cinema, print media and theatre are instruments through which the masses could be exposed to new ways of thinking and taught new attitudes in order to stimulate economic development.

However, over the years the so-called masses have begun to appropriate these tools and to stimulate a truly bottom-up development. The growth of Rural Radio stations reflects both: the improvements in information technologies and the shifting development paradigm towards a more participatory style of information and knowledge transfer.

2.1 Conceptual Framework

Mass Media: Historical Background

Defining mass media or mass communication is getting more complex with every passing day. The irresistible explosion of digital media technology does not help matters either where giving a simple clear cut definition of media is in question. The Mass Media definitions have therefore been going through dynamic changes on daily bases. As digital technology develops, mass media, advertising and marketing communications are experiencing new dimensions. Mass Media has been described in different ways according to the context from which the subject is being perceived. Ruben (1984) defines mass media, as a communication of behavior related information. Dale (1969) in his own view sees it as the sharing of ideas and feeling in a mood of mutuality. (Croft, 2004) Other definitions place emphasis on the importance of signs and

symbols, as well as the transmission of cultural information, ideas, attitudes, or emotion from one person or a group to another. This branch of mass media involves in some ways the aspect of theater, music, dance, folklore, and other complementary traditional communication media. These definitions tend to capture the general idea of the sociological impact of media on one hand, and the variances in individual perspective of media approach on the other hand. From whatever angle we look at it, these definitions may fit well into specific aspects of human development from philosophy, to psychology from sociology to education etc. Media in today's world has been described as a combination of content, comprising scientific and artistic ensemble of music, film, TV, radio, publishing, advertisement, and electronic games, (Locksley 2009). In a similar perspective, Lane (2007), describes Mass media as any medium used to transmit mass information (Lane, 2007). He makes categorical classifications of what could be termed as mass media forms comprising of the eight industries of mass media industries, Books, Newspapers, Magazines, and Recordings, Radio, Movies, Television and The Internet Mass Media has attained rapid remarkable expansion, resulting in proliferated dynamism over its content, platform, and devices, following technological innovative changes over a long period of years. These developments have provided some dimensions of influence over various industries and social institutions.

For the purpose of this discourse, media communication shall be looked at as a tool for community development. One major element of media is the nature of its audience, which refer to its relatively large audience (Me Quail, 1977). Mass media is any media which is intended for a large audience (Smith., 2003). It either takes broadcast or print media form. Broadcast form of Media is also referred to as electronic media and is peculiar to radio and television technology. Print media on the other hand, operates in the form of news paper magazine journal and other print material. The Internet is the most recent form of mass media. Mass Media has become a huge industry in the world market on which many people around the world rely for information, news, and entertainment. Having witnessed a long time of transformation from ample murals, statues, and carvings from Ancient Egypt, China, Greece, Mesoamerica, and Roman, media has made remarkable historical pathways to global development. The 19th century was significant for opening up more communication options. The development of the print media made newspapers industry to thrive, just as radio opened the airwaves to broadcasting (Smith, 2003). Since then the media industry has become proliferated with all sorts of technological innovations, making it an everyday relevance in all human endeavors.

2.1.1 The Role of Mass Media

Carey (1989) describes media as the embedded institutional power of information. He went further to give special weight to the idea proposed by other scholars about the existing differences between the influence of natural communication and technology-generated communication. According to him, modern communication technology promotes space organization and tends to be more consistent in controlling huge impacts over large territories, while natural media tends to be more time consuming, thereby promoting the formation of limited communities (Carey, 1989). He submits that the modern world seems to be biased about media technologies toward community expansion. By the same token, median is seen as a loaded entity

serving humanity in different dimensions. Porch (2004) describes the media as major tool for social change (Porch, 2004).

Harold Lasswell, cited in Scroft, (2004) explains three major functions of mass communications: surveillance of the environment, correlation on the part of the society in responding to the environment, and transmission of the social heritage from one generation to the other (Scroft,2004). In this model, Lasswell is specific about the principal functions of mass media. According to him, the surveillance function of mass media refers to the news and information dissemination function of mass media. This involves the collection and distribution of information concerning both the inside and outside of the society. The correlation function means that mass media information is presented to the receiver after it has been selected, interpreted and criticized. This function is directly related to the interpretation of information on environmental issues.

By transition of social heritage, Laswell describes media as a tool for the transmission of our norms, values, and beliefs. Two major functions, entertainment and mobilization, were latter added to this model. Entertainment, according to him, provides a relief from stress. The fifth and one of the most relevant functions of media to this discourse, in Laswell's theory, is mobilization which he refers to as a function of promoting society's interest. These activities were carried out in modern mass media to inform, to educate and to entertain. Other than these functions, the mass media serves other multipurpose functions in the society. (Wright, 1960).

Community Media as a Concept

In attempting a definition of community media, it is perhaps germane to briefly explain the mass media. According to Raufu (2003, p. 8) "mass media are the modern means of giving information to a large number of people". The modern mass media include newspapers, magazine, radio, television, internet, etc. The concept of 'community media' might be clearer if the idea of community is first briefly explained. De-Fleur and Ball-Rokcach (1975), leaning on Ferdinand Tonnies, a German Scholar who used the term 'gemeinschaft' as cited by Ebagere and Anyanwu (2011, p.50) to describe community. From the above, community media would refer to publications or broadcast outfits which serve the needs of those who make up community. It suggests that its area of geographical influence is probably limited but it covers it effectively and some might even say, passionately.

2.1.1 Media And Community Development

Mass media can be distinguished from other forms of human communication by its characteristics and functions. The phrase mass media evokes images on TV, radio, motion pictures, newspaper, comic, books and magazines. It is not only the technical, component of this modern communication system that distinguished them as mass media but rather their distinctive operating condition primary among which are, the nature of the audience, the communication experience, and the communicator. The nature of the audience of mass communication is directed towards a relatively large, heterogeneous, and anonymous audience (Napoli, 2008).

The greatest challenge and concern of the seventeenth century contemporaries was the ideal of breeding informed society (Napoli, 2008). These trends in human development had always

enjoyed the essential input of mass media especially the press, in its advertising capacity (Chapman, 2005). As far back as 1880, mass media had shown very deep partnership involvement in human-related development (Napoli, 2008). The Prussians paved the way for public education in the eighteenth century school attendance was made compulsory in the Great Britain following the British's first education Act in 1880 (Napoli, 2008). As far back as 1789 the French had realized the relevant importance of the media to motivate political awareness and mobilize the public, the development which transformed education to a secular phenomenon in 1882 (Chapman, 2005). In America, education became a public consumer service as government and individuals embraced its emergence as an economic investment, even as the Japanese used the media as a tool to mobilize civilization and national consciousness (Chapman, 2005). Many opposition governments have tapped into the power of mass media to criticize government decisions and policies. In Germany, the media was employed by the opposition party to attack government. The relationship between CED and mass media has been established. Grahani Jackson, cited in Ava Carmel (1996) reiterates that community development can be promoted by passing laws, developing appropriate media technology to encourage desirable social attitudes, and behavior changes using comprehensive integrated communication campaign. Several other researchers have demonstrated the indisputable influence of media on behavioral changes in human being. The influence of mass media on human behavior has been a subject of research over the last 50 years (Piotrow, Rimon & Winnard, 1990). Over time, the sociological capability of media has gone beyond the primary cardinal functions of information, education and entertainment. The role of mass media has assumed creation of the environment for solving socio-cultural, socio-economic and socio-political issues that has provided fertile grounds for the debate on media use. Some of these areas of concern have not only been founded on the premise of striking balance between different types and forms of communication, but also have always centered on the efficacious power of the media on social change. Bandura, (1986), argues in support of the social learning theory which suggests that mass media may have far greater capabilities than the acknowledged role of creating public awareness or spreading specific information. He argues in favor of this claim that no other form of media carries the potent ability to directly influence changes in human behavior like does television. "When media influences tend to lead viewers, in the case of audio visual, to discuss and negotiate matters of importance with others in their lives, the media set in motion transactional experiences that further shape the course of change", (Bandura, 2002). He stressed that a drama series targeted at social cognitive theory, has the potential ability to serve as a tool for both personal and societal change better than the listening media. His view point is based on the assumption that people learn by observation and by using other people as role models better than they do hearing a story. He concluded that Mass media productions inform people, and enables them effective strategies and motivational support to exercise control over their life conditions (Bandura, 2002).

2.1.2 Development Communication

For any medium to influence the community it must pass across messages that have the potential to impact on community, hence the essence of development communication. But as

Moemeke (1989) has rightly observed, development communication is not merely a matter of transmitting information about how things can be done better by using available facilities; it is much more than the exchange of problem-solving information; it is also the generation of psychic mobility or empathy, raising aspiration, teaching of new skills, and encouragement of local participation in development activities. On his part, Anneto, (2008, p.7) sees development communication as "the planned and systematic application of communication resources, channels, approaches and strategies to support the goals of socio-economic, political and cultural development". In the light of the foregoing, it might be practical to see development communication as the concerted and integrated efforts to convey to people information that would help them attain a better life in all ramifications.

2.1.3 Conceptualization Of Development

Development is the desire of the human race, including those from parts of the world often described as 'developed to improve their conditions. Expectedly though, scholars perceive development from different perspectives. Amucheazi (1980,p.4) sees development as "a multi-dimensional process involving the totality of man in his political, economic, psychological, social relations, among others". The radical Guyanese Scholar, Rodney (1972, p. 9) sees development as "increased skill and capacity, greater freedom, creativity, self-discipline, responsibility and material well-being..."

The multi-dimensional approaches of these scholars should be a pointer to the fact that development must be seen from a wider perspective, working from the view point that development is people-centered and multi-perspectival. On the whole, development has to do with efforts to improve individuals and their conditions generally. It suggests advancement and a higher level of sophistication in all ramifications.

2.1.4: Community Media in Rural Development

The need for rural development has been widely acknowledged, irrespective of the kind of government in place in any environment. It was in pursuance of this that the General Ibrahim Babangida government (1985-1993) in Nigeria set up the Directorate of Food, Road and Rural Infrastructure (DIFRI) under the chairmanship of Larry Koinyan, a senior Air Force Officer at that time. With the death of that administration, the Directorate went into limbo. With the world spending the first few years of the second decade of the 21st century, the challenges of national development, particularly rural development, have remained daunting. Rural dwellers still suffer acute infrastructural inadequacies. On the economic scene, where the problems seem most debilitating, access roads to evacuate farm produce to a hungry urban population, have in many cases, remained a poor. But how do community media feature in this equation?

Community media have the advantage of being intimate with the rural people to the extent that they feel the people's heart beat and therefore better placed to prescribe solutions. One of such activities is centered around political participation where the rural dwellers appear neutely disadvantaged. Community media have been in the forefront of mobilizing the rural populace for participation in the political process. This, they have done through presentation of candidates and exposing candidates of dubious antecedents. Okoye (2008, p. 267) alluded to this fact when

he observed that Africa had been witnessing a steady decline in civil engagement and political participation by the educated groups. If the educated groups could be 'infected' by the 'virus' of decline in political participation, then, it must be worse with rural dwellers who are clearly at a disadvantage. Besides, community media provide a measure of assurance and a feeling of being part of huge, often impersonal, federation. This is achieved through the constant reflection of personalities from the locality and publication of stories and features from the environment. Moemeke (1981) was probably referring to this phenomenon with his observation that rural radio audience remained passive largely because of differences between the providing personnel from the receiving audience. Indeed, this is a major shortcoming when messages are beamed from outside or when those running community media are removed from the people they are supposed to be serving. Essentially, the media must be perceived to be part and parcel of a community to enable the people to relate well with them and possibly benefit from them.

Security: In security matters, community media are often at the forefront of securing the immediate environment. Quite often the media practitioners have relevant information about crimes and their operators who are often members of the community. The fear of being unmasked by the media in some cases, discourages the perpetrators of evil to desist or move to places they are not easily identified. In a major security issue which occurred in Nigeria at the Ikeja, Lagos Cantonment on January, 27th 2002, thousands of persons died following a series of bomb explosions. Remarkably, the deaths were not as a result of the bomb explosions, per se but due to the stampede that followed. The explosions were so loud and devastating that many abandoned their homes and jumped into the Oke-Afa canal where they met their death. Explaining the phenomenon, expectedly from an information management perspective, a professor of mass communication at the University of Lagos, Nigeria, Ralph A. Akinfeleye told Radio Nigeria on the 10th anniversary of the disaster that there was poor information management hence the huge losses, especially at Oke-Afa canal. He insisted that community media, especially radio and television, would have helped disseminate timely and credible information as regards what was happening, who was where, and should have told people where they should be. Indeed, the major fact that agitated the minds of Lagos residents was the crucial question "What's happening"? Some thought that a coup d'etat had occurred while many thought Lagos had been invaded. However, those residing close to the location of the blasts apparently did not have enough time to think, and in the absence of credible and timely information, many jumped inside the canal to record one of the most monumental disasters of that decade,

2.1.5 Mobilization for Development

The need for development has been earlier stressed in this presentation. Part of the hindrance to development efforts is perhaps insufficient mobilization because when people do not know what is expected of them and what they are likely to benefit from an action, they tend to be alienated from it, with far-reaching consequences for development. Apparently in reference to this issue Amos Utuama, the Deputy Governor of Delta State, south-south Nigeria, urged the publishers of community papers in the state to use their media for community mobilization geared towards providing effective solutions to problems. According to him: ...By nature, community newspapers

are close to the communities they live and as such should bring to the attention of its readers available opportunities in government at all times... the community newspapers should help build the communities and also free them from any form of oppression, they should rather make the plight of the people known to government without making such people be in opposition. Indeed, the strength of the community media lies mainly in their ability to bond with the people. Through their contents, the local media have the capability to be a source of psychological upliftment by emphasizing the strength of a community and encouraging members to attain their highest potential. Self-confidence is needed for development in any aspect and the community media are eminently qualified to address such an issue. Similarly, community media are in a position to encourage productivity especially in agriculture by encouraging the community members to adopt modern methods of crop and animal farming as well as bringing to their notice improved seedlings that would lead to higher yields.

2.1.6 Constraints of Community Media

Community media are constrained in important ways to the extent that their impact is often vitiated. Some of the problems are addressed in this segment.

- **Financial Constraints:** Generally speaking, financial resources are always in short supply, even for the seemingly rich. It is even worse for community media which have limited access to funds. Since their operations are limited, they tend to be financially handicapped as financial institutions do not seem to have much confidence in them with the result that credit is not easily made available to them. This situation is even exacerbated by the fact that joint businesses are not popular in Nigeria as a result of the rancor that often follows the sharing of proceeds from the endeavor. The result, sadly, is that community media are starved of funds as the opportunity to pull funds together is often not available.
- **Poor Management:** Closely associated with the above is the question of poor management of the meager resources generated from the business. Some publishers simply assume that whatever income that accrues to the business is profit! Such publications, sooner than later, usually disappear from the newsstands. This partly explains the high mortality rate of many newspapers and magazines, especially community publications in Nigeria.
- **Political Interference:** Many media houses in Nigeria, and perhaps across the world, suffer different levels of political interference. In Nigeria, it is "a clear and present danger because political authorities always want to be perceived positively by the people, even when their actions and inactions do not justify such trust. Believing that the media would present a "true but embarrassing "reality, those in authority especially in the developing world, tend to feel uncomfortable with the media. This was similar to the dark days of the General Sani Abacha regime (1993-1998) during the military era in Nigeria.
- Clearly uncomfortable about the publications of many newspapers, the infantry officer simply clamped down on them. Many newspapers including the National Concord, Punch, The Sketch and the highly respected The Guardian were shut down by the military authorities. Not even a law was needed to legalize the clear illegality! Indeed, in a bid to stop 'unfriendly' stories, political authorities often threaten community media, either openly or in a subtle manner, to desist from a particular editorial direction which it has set for itself. In some other cases, inducements are offered to avoid unfavorable stories,

- Unprofessionalism: Community media in Nigeria are generally bedeviled by a high level of unprofessionalism. Many journalists (if they can be so called), are unqualified and generally unprepared for the demands of the job. Many professional journalists, in a bid to survive economically often prefer to work for the popular national newspapers and magazines and their electronic counterparts.
- This creates a gap which is often exploited by those who do not have the requisite training to exploit. As a result of the financial constraint earlier referred to, there is a tendency that many who have not seen the four walls of a journalism training school are recruited to carry out such serious editorial and sub editing functions of reporting, writing, editing, page planning and other similar functions. Naturally the output of such a bunch of staff is predictably poor.
- Illiteracy and Low Patronage: Despite efforts made by the various governments in Nigeria, illiteracy remains a major challenge. This is even more worrisome given that a great majority of Nigerians live in the rural areas. Onabajo (2003) estimates that about 80% of Nigerians live in the rural areas and are actively engaged in subsistence agriculture. Large portions of this group are illiterates.
- Indeed, illiterates are handicapped in important ways as they are not in a position to consume media products. The problem of low patronage is worsened by poverty. Although it is difficult to estimate, but it is obvious that the ranks of the poor are increasing by the day in Nigeria. This has been exacerbated since the January 1st 2012 fuel price hike by government which has, expectedly, triggered spiral inflation. By implication also the human suffering index has increased tremendously in the country.

2.2 Theoretical Framework of the Study

It has been established that certain theories are determinants of communication effects on audience. Therefore, this study draws on multiple media-related theories such as the Development Media Theory, Democratic Participant Media Theory and Participatory Development Communication (PDC) Theory to understand the nature and philosophy of community participation in development processes. They explored the symbiotic relationship between Carpenter (2011) and Aronstein's (1969) theses on participation to propose four major indicators in evaluating the levels of community participation in Radio TNT's broadcast. The paper also investigates the frequency of community members' participation in the station's broadcast and ascertained the levels of satisfaction (or otherwise) of their participation in the radio broadcast.

- Development Media Theory -The main thrust of the development media theory is how the media can be used in developing countries to promote development. According to the proponent Denis Me Quail (2000), mass media serve as agents of development by: disseminating technical knowledge, encouraging individual change and mobility, spreading democracy (election), promoting consumer demand and aiding literacy, education, health, population control. That the media serve as catalyst for development is not in doubt. If properly managed, the media can be used to promote development in all its ramifications. Towards this end, the media will serve as agents of mobilization for development. As agents of mobilization, Rosengren (2000) observes that the media provide formal, educationally oriented socialization.

He adds further that the media help to conserve existing structures of power at the same time as preparing the ground for those on-going processes of change so vital to any modern, industrial and post-industrial society and presumably, to all post-modern ones as well. Community radio is suited for the tasks assigned to the media under this theory.

- Democratic Participant Media Theory The Democratic-participant theory preaches easier media access for all potential users and consumers of media. According to Me Quail (2000), the theory supports the right to relevant information, the right to answer back and the right to use the new means of communication for interaction and social action in small-scale settings of community, interest group or sub-culture. Instead of a centralized, high - cost or scale, local, non institutional committed media which link senders to receivers and also favor state controlled media, this theory advocates small horizontal patterns of interaction. Community radio fits perfectly into the structure being advocated by this theory. It is owned by the community, managed by the community, broadcast in the local language and is not for profit purpose.

2.3 Relevance of the Theory to the Study

Theory Democratic Participant Media Theory This theory understands the nature and philosophy of community participation in development processes. It explored the symbiotic relationship between Carpenter (2011) and Aronstein's (1969) theses on participation to propose four major indicators in evaluating the levels of community participation in Radio TNT" broadcast. The paper also investigates the frequency of community members' participation in the stations broadcast and ascertained the levels of satisfaction (or otherwise) of the participation in the radio broadcast.

Community access and participation are considered cardinal and significant components to the successes of development interventions. The lack of beneficiary community's participation in the conception, design, implementation as well as monitoring and evaluation, is often blamed for the failure of many development interventions (Leeuwis, 2004; Taylor, 1994; Cherdpong & Flor, 2014). Participatory communication is defined as "that type of communication in which all the interlocutors are free and have equal access to the means to express their viewpoints, feelings and experiences" (Bordenave, 1994: 43). This reinforces the view that ordinary people have long years of experience which, if utilized, can bring about meaningful development to them (Freire, 1983). This therefore provides opportunities for ordinary people to participate in decision-making enables them to express their knowledge about how they view the world and interpret development. "Rather than view themselves as somehow deficient or lacking in their ability to effect social change, communities could, through participatory methods, reassert and reclaim their capacity to transform their daily lives" (Howley, 2010: 184).

2.4 Review of Relevant Literature

In many African countries, agriculture plays an overwhelmingly important role in the rural economy. In the 2004 Malawi Economic Growth Strategy it is stated to account for 39% of Growth Domestic Product (GDP), 85% of the labour force and 83% of foreign exchange earnings. In 2010, the Malawi Confederation of Chambers of Commerce (MCCCI) states that agriculture is the mainstay of Malawi's economy and it contributes about 33.6 percent to the

economic growth (Mucavele, 2009).

In Zambia, agriculture is the major development sector and about 97.4% of rural households are engaged in agriculture, and this equates to 45% of the total population -approximately 4.6million poor people dependent on agriculture. It is therefore important that people in the rural areas in general need adequate information on agricultural practices through broadcast agricultural programmes.

The provision of information and skills has gained popularity in the quest to empower communities with Community Radio as a unique and effective tool. Chapman et al (2003) reported that the growth of rural radio stations reflects both the improvements in information technologies and the shifting of development paradigm towards a more participatory style of information and knowledge transfer. According to the study of Al-Hassan Seidu Al-hassan, Alhassan Andani and Abdulai Abdul-Malik (2011) on "The Role of Community Radio in Livelihood Improvement. The Case of Simli Radio", which focuses on the contribution of Simli Radio to the livelihood improvement of the people in the Tolon Kumbungu and Savelugu-Nanton Districts of the Northern Region of Ghana. The study established that Simli Radio has worked to improve awareness and knowledge of solutions to community development problems ranging from culture, rural development, education, hygiene and sanitation, agriculture to local governance. The station has been an appropriate medium that has facilitated an interface between duty bearers and rights holders. It has promoted small and medium enterprise development by creating market opportunities for Small and Medium Enterprise (SME) operators and consequently improved sales and incomes. In addition, Chapman (2003) has found out that rural radio is effective in improving the sharing of agricultural information by remote rural farming communities. He stressed that, radio in this regard provides a set of participatory communication techniques that support agricultural extension effort by using local language to communicate directly with farmers and listeners groups.

CHAPTER THREE

METHODOLOGY

3.0 Research Methodology

This chapter will describe the methods that will be adopted in this study and how the research will be conducted. This chapter will explain the research method and research design, the population of the study, the sample techniques, the sampling frame, sampling procedure, sources of data which are primary and secondary data source, the procedure for data collection, the research instrument, validity and reliability of the research instrument.

3.1 Research Design

This study will employ survey design. This type of design is found most helpful to use because it describes, finds out and interprets condition, relationships that exist or the attitude of the people toward event and ideas. Survey design focuses on the vital facts of the people and their beliefs, opinions, attitudes, motivations and behavior.

3.2 Population for Study

The population for this study covers the adult rural dwellers in the communities residing in Ilemona, Oyun Local Government area in terms of the content, the population in the influence of media objectivity in English and the vernacular version.

3.3 Sampling Techniques

For appropriate generalization, the research will use stratified random sampling. This is where the population are divided into state or sub-population. It is also the process whereby population is divided into mutually exclusive groups such as Age and random sampling are drawn from each group. It ensures that every sub-group is selected or represented in the same proportions that exist in the population. The research sampling will be selected randomly but independently from each stratum.

Sampling

This is made up of the population, sample area, sample size and sample technique adopted for the study.

Sampling Size

Due to the wide nature of the study area, the research will use 100 respondents from the sample population. This suggests 85% of its listeners and 15% of the stations staff. The listeners cut across different professional backgrounds, specialization, sex, age and occupation.

Sample Area

The sample area of this research work is metropolis. The population area conversant with the performance of the media station in the state.

3.4 Validity and Reliability

Validity attempt to find out whether the test measures what is supposed to measure and It focuses on. the respondents understanding. Therefore, the research instrument is valid since it has the ability of predicting some future event or events. Also, such is determine through process which the items were selected. These terms will be reduced by eliminating the bias content by making research valid. More so, the result might be compatible with some theories derived from hypothesis model. While the research is reliable, if there is consistency of measurement overtime, the test data will be interpreted in the context of all available information regarding demography and psychology in the instrument which essential factors in placing the meaning of the test data in the right perspective for making it reliable.

3.5 Data Gathering Technique

The researcher used a combination of primary and secondary methods of data collection. The primary method used in this research work is survey method for intensive data, for study and analysis. The researcher employed cross sectional design which is a method used to cover a particular period of time. (MAC 212) primary data is referee to information generated expressly for a specific purpose.

On the other hand, the secondary method used for this study are in the first two (2) chapters and they include textbooks, journals, unpublished materials, websites, and other relevant materials.

3.6 Instrument for Data Collection

The research instrument for the purpose of this study is questionnaire, comprises of questions, drawn from the research questions, research objective, and research problem. The researcher uses structured questionnaire.

3.7 Justification for The Technique

The justification or rational behind this technique is dictated by the type of research as well as the research problem. Survey method is the most suitable method since it offers the researcher the opportunity to select a sample population for intensive study over a specified period of time. The questionnaire is justified because of it advantage of being able to provide answers to many questions (multi response) and is used to cover a wide population.

Accordingly, structured questions were used to cover variables like ownership performance, fairness impartiality, objectivity and other illiterates from the sample population.

3.8 Study Variables

Variables are quantities or characteristic that change from one situation to another. It could be empirical properties that take two or more variable. Variable can be independent or dependent variable. Variable according to MAC 212 lecture notebook is the factor that can take different value and influence the outcome of scientific research.

Independent Variables

Independent variables are the condition or characteristics that researcher manipulate in order to determine their relationship with the observed state of affairs.

The independent variable is either a stimulus or treatment for the study. It is caused. for the effect (dependent). Thus; in this study the independent variable in the impact of government

ownership of media houses on media objectivity is government ownership of media house.

Dependent Variable

These are variable whose characteristics are being predicted when statement of hypothesis are made.

The change as the researcher manipulates the independent variable. Khan (1989) states that: "dependent variables are the condition or characteristics that appear or change the experimenter introduces removes or change the independent variable." Dependent variables are therefore the characteristics that the researcher is finally focusing on in the research. For this study the dependent variable is "on media objectivity."

3.9 Method Of Data Analysis And Interpretation

In analyzing data, the researcher used simple percentage score (%) and frequency table, according to (Kerlinger 1973) percentage could be used to reduce different sets of numbers to a common base, and he says: "...any set of frequency can be transformed to percentage to facilitate statistical manipulation and interpretation..." therefore, all responses were measured in percentages and then for easier understanding the percentage (%) score was then represented in a graph/chart, this is done to provide a lucid and clear interpretation of the responses. All judgments were based on responses gathered from the field.

On the other hand, the researcher used both descriptive and analytical method of interpretation. Analytical is aimed at describing and explaining why certain situation exist, descriptive it aimed at picturing current condition of attitude which exist.

CHAPTER FOUR

4.0 Presentation, Interpretation and Analysis of Data

In the last chapter, the researcher indicated how data is to be collected. In this chapter, the information gathered for the study is presented. In presenting and analyzing the data more emphasis was laid on this questions that are directly related to the objectives and problems of studies. In addition to sources of data mentioned earlier, this study made use of questionnaires which were analyzed with the statistical tool.

4.1 Presentation of Data

- To determine if educative broadcast economic messages are adequate, and meet the needs of the rural community.
- To ascertain the level of media reportage in serving as a communication tool, educating people of the community on economic related sphere.
- Assessments of media efforts in facilitating the community in a participatory discussion to define problems and find solutions on economics.
- Media mobilizing efforts in ensuring community's economics is given the deserved attention
- Reflection and promotion of local identity, merchandize, trade and wares with focus on principally on local content

- Creation of a diversity of voices and opinions on the air through its openness to participation from all sectors on economic development.
- Sharing unbiased reportage of information and innovation on rural economic development.

These objectives sought to determine from respondents effects of media report on economic development in rural area using Ilemona community in Oyun Local Government of Kwara State as a study. Responses are indicated in the table below:

Section A: Bio data of Respondents

Table 1: Analysis of Distribution by Sex

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
MALE	68	68%
FEMALE	32	32%
TOTAL	100	100%

From the above table it is deductible that out of 100 respondents, 68 of them are males, while women were 32 others. This means that male respondents are more than female respondents.

Table 2: Analysis of Distribution by Age

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
BELOW 18	-	-
21-30	27	27%
31- 40	33	33%
40-ABOVE	40	40%
TOTAL	100	100%

Table 2 instills it there were no respondents below age 18, 27% of them are between age 21-30, 33% from 31-40 and the other 40% are 40 years and above.

Table 3: Analysis of Distribution by Religion

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
CHRISTAINTY	28	28%
ISLAM	72	72%
TRADITIONAL	-	-
OTHER	-	-
TOTAL	100	100%

28 of the respondents are Christians while 72 others are Muslims. Being a settlement in North-Central State, it is no surprise that the numbers of Muslims are more than Christians. And the rewire no respondents that practice traditional and other religions.

Table 4: Analysis of Distribution by Ethnic Group

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
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HAUSA	7	7%
IGBO	2	2%
YORUBA	85	85%
OTHERS	6	6%
TOTAL	100	100%

Oyun is a Yoruba settlement and it is evident from the Table above.

Table 5: Analysis of Distribution by Marital Status

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
SINGLE	5	5%
MARRIED	78	78%
DIVORCED	-	-
SAPARATED	-	-
WIDOWED	-	-
TOTAL	100	100%

It is deductible from Table 5 that the smallest of these units are married, larger percentage [17]are widowed] and members of the largest unit have their partners alive.

Section b:

TABLE 6:Media channels disseminate various educational messages to rural dwellers in your community.

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	62	62%
DISAGREE	38	38%
TOTAL	100	100%

From the above table6; it is deductible that out of 100 respondents, 62 of them agreed, while 38 disagree. This means that agreed respondents are more than disagree respondents.

TABLE 7: Media messages educate rural dwellers on the dangers of illiteracy

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	25	25%
DISAGREE	75	75%
TOTAL	100	100%

Table 7: indicated that (25) respondents agreed with all the Media messages educate rural dwellers on the dangers of illiteracy respectively disagree of 75.

TABLE 8: Media messages sensitizes rural dwellers on the benefits of adult basic literacy programme

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	85	85%
DISAGREE	15	15%
TOTAL	100	100%

Table 8: indicated that respondents agreed of 85 with all the Media messages sensitizes rural dwellers on the benefits of adult basic literacy programme respectively while 15 respondents disagree.

TABLE 9: Through media messages rural dwellers have learnt about and enrolled in adult basic literacy programmes in your area and.

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	35	35%
DISAGREE	65	65%
TOTAL	100	100%

From the above table 9: it is deductible that out of 100 respondents, 35 of them agreed, while 65 disagree. This means that disagree respondents are more than agree respondents.

TABLE 10: Through radio, television and newspaper messages, many rural dwellers got awareness, enrolled and acquired vocational, skills for socio-economic improvement.

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	61	61%
DISAGREE	39	39%
TOTAL	100	100%

Table 10: Respondents agreed of 61 with all the through radio, television and newspaper messages, many rural dwellers got awareness, enrolled and acquired vocational, skills for socio-economic improvement, respectively while 39 respondents disagree.

TABLE 11: Many rural dwellers are now computer literate through messages relayed by radio, television and newspaper

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	55	55%
DISAGREE	45	45%
TOTAL	100	100%

Above table 11: it is deductible that out of 100 respondents, 55 of them agreed, while 45 disagree. This means that agree respondents are more than disagree respondents.

TABLE 12: Through sensitization from radio, television and newspapers, rural dwellers, have acquired information about improvement on their skills.

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	95	95%

DISAGREE	15	15%
TOTAL	100	100%

Table 12 Respondents agreed of 95 with all the Through sensitization from radio, television and newspapers, rural dwellers, have acquired information about improvement on their skills..respectively while 5 respondents disagree.

TABLE 13: Health information is always relayed through radio, television, newspaper etc.

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	75	75%
DISAGREE	25	25%
TOTAL	100	100%

Table 13: Respondents agreed of 75 with all the Health information is always relayed through radio, television, newspaper etc, respectively while 25 respondents disagree.

TABLE 14: Radio, television, newspaper relay message about child care regularly.

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	65	65%
DISAGREE	35	35%
TOTAL	100	100%

From the above table 14: it is deductible that out of 100 respondents, (65) of them agreed, while 35 disagree. This means that agree respondents are more than disagree respondents.

TABLE 15: Radio, television and newspaper educate rural dwellers on proper malaria control.

ALTERNATIVE	RESPONDENTS	PERCERTAGE (%)
AGREE	65	65%
DISAGREE	35	35%
TOTAL	100	100%

Table 15: Respondents agreed of 65 with all the Radio, television and newspaper educate rural dwellers on proper malaria control, respectively while 35 respondents disagree.

4.2 Discussion of Findings

Findings from this study indicates that mass media had been instrumental for mobilization of rural dwellers for community development programmes in Oyun Local Government, Kwara State. The finding is consistent with that of Umaru and Sharafa (2013) who reported that mass media plays a vital role in disseminating agricultural extension information to rural farmers in rural parts of Nigeria.

Also, results from the study that mass media is used for the dissemination of information on health programmes for community development corroborates the view of Aina (2003) that information communication, technology (ICT) media and mass media are useful and potent in

mobilizing and sustaining the health system reform programme in Kwara State, Nigeria. Findings on the utilization of mass media to mobilize rural dwellers to participate effectively in educational (adult basic literacy) programmes for community development agrees with the views of Carmel, (2012) who noted that the radio and television have been successfully utilized for adult education in various parts of the country. The study also found that enrolment into available vocational technical skills acquisition has been enhanced through the mass media among the rural dwellers which also has multiplied effects toward improving their already acquired skills. The economic life of the rural dwellers through the use of mass media has been improved by providing various avenues for economic improvement and opportunities which they have explored and benefited from. Fundamentally, it can be said that if any opportunity available to help eradicate and alleviate poverty of rural dwellers is not properly disseminated through the mass media, that opportunity may fail to achieve its objectives.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The need for a more effective and widespread information dissemination machinery among the rural dwellers in Nigeria has somewhat encouraged an upsurge in community media. This is understandable, given that the country has returned to democratic rule since 1999.

Democracy theoretically encourages mass participation in the political process as against the alienation and emasculation of the people which military rule represented in Nigeria.

This presentation finds anchor in is anchored on the agenda setting and the modified agenda building theories which emphasize the role of the mass media in concert with relevant institutions, in determining what the people should think about.

Essentially, the community media perform the roles of encouraging the rural dwellers to participate in the political process, give them security tips, help in their mobilization for development, among others. However, they are constrained by political interference, poor funding, illiteracy, low patronage, among others.

Despite the daunting challenges confronting community media, their importance to society is widely acknowledged, especially under the democratic dispensation which Nigeria has subscribed to since May 29, 1999.

This study reports new findings relating to the impact of media in community It has been discovered that media can be used to service development initiative, aside from serving the fundamental roles of information, education, and entertainment,

This study also established for instance, that media, through its various components has stronger network capacity to motivate direct participation of the community. The findings of this study has drawn some basic facts to validate previous findings over the use of media in opening

up a brighter path to further knowledge in the efficient use of media for community development.

This research therefore, has put forward substantial argument to support the claim that media is an effective tool to create awareness development. The result obtained from the study indicate that the broadcast media do perform effectively within the rural communities as far as matters of economic programmes are designed and disseminated to their respective homes.

It was discovered that the residents of Oyun community received broadcast messages on economic matters that improved their career skills thereby improving their economic standard, financial standard and even provided employment for some of the unemployed residents. It is however observed that there is need for the broadcast media to package more of these programmes that will enlighten the rural populace on certain issues that will expose them on how to manage their farm produce appropriately to enhance their economic standard there by leading to rapid growth and development.

This proved the government support to the local stations in disseminating programme that are of usefulness to the rural communities as an accomplishment to their proposed aim of rapid growth and development.

5.2 Conclusion

The following conclusion was be inferred from the findings of this study. Economic matters are arguably still very thorny and sensitive in Africa, most especially in the rural areas and the Nigerian government has since accepted economic matters as a necessary ingredient of socio-economic development.

The effectiveness of use of media in stimulating community action project has been further established, with the result of the participant survey of Oyun, Kwara State Residents used to evaluate the impact of media.

In this case study, the media components tested in order of their relevant role include, commercial Jingle for awareness and information dissemination, drama, for media advocacy and community participation, interviews for information dissemination and skill development, and panel discussion for advocacy and marketing.

However, certain problems were identified in the process of the finding. These include lack of media development-based media programs in Kwara State, lack of media personnel with passion for development communication.

This study concludes that certain programmes and projects has to be put in place for economic development, such that the broadcast media can disseminate to a large population and can bring about proposed rapid growth and development to the rural populace in the whole of the country.

5.2 Recommendation

In view of the foregoing, it is germane to put forward the following recommendations with a view to strengthening community media in Nigeria.

Another area for future findings will be to carry out a research on identifying various elements of media and assigning them to specific development tasks.

The final submission of this study is for community development workers in Nigeria to consider the use of media in their future community action plans.

Community development workers are hereby enjoined to tap into the multi-various opportunities of development-based media intervention to explore pool of assets for improved communal practice.

As a tool, media has the potential for effective community need assessment, awareness, advocacy, marketing, community participation, information dissemination, social development, capacity building and development training.

There is need for the practitioners in the industries to integrate more of economic programmes in their schedule more frequently as a form of repeat broadcast for the rural communities and also include entertainments to serve as a form edutainment programme production more for the rural populace in order for them to find it interesting as well as educating while watching the programme.

Given the perennial problem of scarcity of funds, it is suggested that prospective investors should put aside their ego problems and pull together funds to establish and sustain community newspapers, magazines, radio or even television stations. This can be successful if the investors have respect for one another and are patient during the gestation period of the business before they start reaping the fruits of their investments.

Community media should, like other media outlets, be run professionally. This means that qualified and competent hands should be engaged so as to produce market-friendly 'menu'. Community media should endeavor to thoroughly cover the nooks and crannies of their area of interest. All festivals, celebrations, chieftaincy titles, etc and breaking news should be covered consistently so that the media would become a reference point for all the happenings in their area of interest.

Government of the day may wish to consider poverty alleviation programmes in the rural areas to lift the rural people out of the depth of poverty and want.

Experience wash own that many poverty alleviation programmes put in place in Nigeria are inefficiently and corruptly run with predictably poor outcomes.

The adult education programme should be intensified in the rural areas to liberate many from the pangs of illiteracy and poverty.

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QUESTIONNAIRE

Department of Mass
Communication,
School of Communication and Information
Technology Kwara State Polytechnic, Ilorin.

Dear Respondent,

We are ND II student of the above-mentioned Department, conducting research on the topic "Effects of Media Report on Economic Development in Rural Area (a case study of Oyun Local Government, Kwara State)".

Please, supply the necessary information as honestly as possible as your response would be kept in strict confidence.

Thanks for your prospective co-operation.

Instruction:

Fill in the gap and tick (V) the box for your appropriate answers in section A and B below.

Section A: Personal Data of the Respondent

1. Gender: (a) Male ☐ (b) Female ☐
2. Age: (a) Below 18 ☐ (b) 21-30 ☐ (c) 31-40 ☐ (d) 40 AND ABOVE ☐
3. Religion: (a) Christianity ☐ (b) Islam ☐ (c) Traditional ☐ (d) Others, please specify
4. Ethnic Group: (a) Hausa ☐ (b) Igbo ☐ (c) Yoruba ☐ (d) Others, please specify
5. Marital Status: (a) Single ☐ (b) Married ☐ (c) Divorced ☐ (d) Separated ☐ (e) Widowed ☐

Section b:

"Effects of media report on economic development in rural area (a case study of oyun local government, kwara state)"

6. Media channels disseminate various educational messages to rural dwellers in your community.
7. Media messages educate rural dwellers on the dangers of illiteracy
8. Media messages sensitizes rural dwellers on the benefits of adult basic literacy programme
9. Through media messages rural dwellers have learnt about and enrolled in adult basic literacy programmes in your area.
10. Through radio, television and newspaper messages, many rural dwellers got awareness, enrolled and acquired vocational, skills for socio-economic improvement.
11. Many rural dwellers are now computer literate through messages relayed by radio, television and newspaper
12. Through sensitization from radio, television and newspapers, rural dwellers, have acquired information about improvement on their skills.
13. Health information is always relayed through radio, television, newspaper etc.
14. Radio, television, newspaper relay message about child care regularly.
15. Radio, television and newspaper educate rural dwellers on proper malaria control.