

**AUDIENCE AWARENESS OF ENVIRONMENTAL
SUSTAINABILITY REPORTAGE ON RADIO: A STUDY OF
OREDO LOCAL GOVERNMENT RESIDENTS**

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BENIN CITY, EDO STATE
NIGERIA**

JULY, 2023

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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF
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REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS
(B.A) DEGREE IN MASS COMMUNICATION**

JULY, 2023

DECLARATION

I declare that this project work is based on a study undertaken by me in the Department of Mass communication, faculty of Arts, University of Benin, under the supervision of Dr. C. C Nnabuike for the purpose of acquiring a Bachelors of Arts (B.A) degree in mass communication. All ideas and views are products of my personal research; where the views of others have been used and expressed, they were acknowledged.

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CERTIFICATION

I, the undersigned certify that this project work was carried out by AJAYI LAWRENTHIAN DAMILOLA, under my supervision and had been approved and accepted in partial fulfilment of the requirements for the award of Bachelor of Arts (B.A) Degree in Mass communication of the university of Benin, Benin city, Edo State, Nigeria.

Dr C. C Nnabuike
Project Supervisor

Date

Dr Daniel Ekhareafo.
Head of Department

Date

DEDICATION

I dedicate this project to God Almighty my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding. He has been the source of my strength throughout this program and on His wings only have I soared. I also dedicate this work to my parents: Catechist and Mrs. Frederick Ajayi who encouraged me and stood by me throughout my academic journey. Their tireless prayers, advice and contributions made me what I am today. And to all who have affected me in any way possible on this quest. Thank you. My love for you all can never be quantified. God bless you.

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ABSTRACT

One of the elements driving progress is the media. It can serve as a suitable medium for promoting environmental awareness if used appropriately. The physical environment is crucial to the existence of the universe as a whole, and Nigeria has been working to lower the risk of unsustainable environmental conditions. This study sought to determine the extent of listener awareness of environmental sustainability reporting on radio, as well as the effectiveness of the radio's role in spreading and cultivating environmental awareness. Respondents from the Oredo local government were surveyed. For this study, a quantitative analysis using questionnaires was used. 400 respondents in the Oredo local government area of Benin City, Edo State, received the questionnaires. The study was supported by theories of attitude modification, uses and pleasure, and development of media. Simple random and purposeful sampling was used to choose the respondents. Frequency and percentage analyses of the data were performed. The results demonstrate that many Oredo metropolitan residents are aware of environmental sustainability initiatives coverage on radio. However, the study recommends that In order to effectively and efficiently broadcast information on weather, climate, and other environmental issues, radio and other media should maintain a specific desk called the environmental and climate desk. It is also advised that broadcast media outfit their reporters with advanced tools or equipment to cover scientific topics like covering areas with less effort on environmental sanitation or poor environmental sanitation, flooding disasters, heavy wind and storm without much stress. The study equally suggests that in order to better exhibit professionalism and

ensure that the public is informed, broadcast media organizations should offer specialized seminars and workshops for their reporters on how to effectively cover scientific and environmental news and greater airtime be devoted to programming about environmental sustainability.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

It is undeniable that civilization faces enormous environmental and health problems, including pollution, climate change, open defecation, etc. Unfortunately, Human activities like improper garbage disposal, inadequate sanitation, etc. are the main causes of these problems. Concerns about the human geophysical environment evolved from a topic of social activism to a worldwide priority in the closing decades of the previous century. This was due to the realization that the effects of human activities could result in climate change and its adverse effects, and the environmental degradation caused by those effects could harm humanity, biodiversity, ecosystems and many other things (Barker, 2008: Ifeanyi, 2002).

According to the world global environmental disaster statistics on the 2022 first-half report on natural and climate calamities, demonstrates an overall rise in mishaps, expenses, and fatalities as a result of climate change and environmental challenges. For instance, According to the reports from the Global Climatic regime, a more than half of the 65 billion dollars in losses from the first half of this year were covered by insurance. The biggest statistics pertain to the United States, but Australia's insurance sector has lost at least 3.7 billion dollars due to heavy rains

over several days and floods, which have knocked Australia to its knees. There have been more fires, heat waves, and droughts everywhere, notably in southern Europe. The month of July experienced intense temperatures. Over 4,300 people died in natural catastrophes in 2022, including climate disasters, which is an increase from prior years.

In Nigeria, the actual realities of climate change and environmental degradation have already materialized as significant problems. This means that there have been increased issues with water scarcity, flooding, droughts, and desertification which threatens food Security and human survival and these are now signs of how the Nigerian society is being impacted by the deteriorating state of the environment. For instance, most urban and rural regions have experienced flooding in recent years (Adejumo and Adejumo, 2014; Odermeho, 1993).

The Nigerian government has reacted to the apparent and present risks of environmental degradation by establishing organizations, laws, and Media programs intended to assure environmental protection and sustainable development. Some of these motives are blatantly obvious in a multitude of records, rules, and institutions that cover the whole Nigerian administrative structure. According to Ajibade (2003), There have been obvious attempts in the developmental rhetoric of various Nigerian governments to Include environmental protection and sustainability in the development agenda, from the 1999

constitution with its provisions for the protection of the environment, the National Policy on Environment of 1989, the Millennium Development Goals project, to the many International conventions and summits to which the country is a signatory.

1.2 Statement of the Problem

The significance of environmental sustainability cannot be overstated, particularly in this age of pollution, resource depletion, deforestation and global warming. Therefore, because of man's weak sustainability nature, his activities on the environment have a tendency to degrade and make the ecosystem dangerous and unsuited for human habitation (Perman *et al.* 2003). Environmental sustainability has emerged as a global concern, and Nigeria and the rest of the globe have taken steps to address it. For instance, the Mass media, particularly broadcast media, have been encouraging and fostering the behavioral change necessary to achieve environmental sustainability through their programs (Uwaoma, 2020).

However, we do not know whether listeners in the Oredo LGA region of Edo State are aware of these programs on environmental sustainability or whether it has an effect on their behavior. It is against this background that this study

examines the audience awareness of environmental sustainability reportage on radio.

1.3 Objectives of study

The objectives of this study are as follows;

1. To ascertain the extent of radio listenership in Oredo local government Area, Benin, Edo state.
2. To discover the awareness and knowledge of listeners in Oredo LGA towards Environmental Programs on radio.
3. To ascertain the perception of radio listeners in Oredo towards the Environmental Programs on radio.
4. To understand the influence of the environmental programs on the behavior of radio listeners in Oredo LGA.

1.4 Research questions

The following research questions will serve as a guide for the study in order to effectively communicate its findings and propose answers to the difficulties previously mentioned.

1. To what extent do audiences in Oredo LGA listen to radio programs?

2. What is the awareness and knowledge of listeners in Oredo LGA towards Environmental Programs on radio?
3. What is the perception of radio listeners in Oredo towards the Environmental Programs on radio?
4. Do environmental programs on radio influence the behavior of listeners in Oredo LGA?

1.5 Significance of study

The Study's importance lies in revealing to the world the part that radio, in particular, is projected to play in environmental sustainability. The researcher firmly believes that the findings of this study shall be of the immeasurable value to her as a researcher and a mass communication student, to the media, to the government and to the academic space.

Essentially, the study shall be of relevance to the researcher as it would help the researcher come to know and understand environmental sustainability and how environmental challenges impact the society.

Researchers will also find the work to be highly intriguing because they can use it as a source of information to help them when they write about related or same issue. More so, as a communication student, the researcher will understand

how the media are important vehicle for promoting environmental protection activities.

To the media it will help them to craft better messages, content and programs that will impact people and change their behavior.

To the government it would serve as a document to discover and access public knowledge of environmental sustainability in order to create better policies. It might be useful to decision makers since it might present novel solutions to the problem of environmental sustainability.

To the academic space, it would be a useful research material for future studies. Just build on these.

Despite the fact that media coverage of environmental deterioration in Benin City is frequently reported on and studied by academics, many studies did not concentrate on the respondents' exposure to radio advertisements on environmental sustainability.

1.5 Scope of the study

The focus of this study's content was restricted to how environmental sustainability initiatives on radio stations affected the locals of Oredo Local Government Area in Benin, Edo State. In a similar vein, the population of this

research study will be restricted to residents of the Oredo local government area in the state of Edo.

This implies that the research tools for data collection will solely be delivered to the citizens of Oredo local government area, Benin, Edo State in order to sample the residents' opinions on the subject that the research wants to solve.

1.6 Limitations of the study

The researcher encountered some obstacles in conducting this study, including financial limitations, linguistic hurdles, and respondent attitudes. To assure the success of this investigation, the researcher was able to handle these obstacles.

The researcher faced additional difficulties as a result of the case study technique used in the study, such as the potential for biases and poor issue judgment. To overcome obstacles, the researcher relied on respect for the fundamental rules of procedure, justice, and fairness as well as objectivity in observation and recording.

1.7 Operational Definition of Terms

In this study, it is important that the following terms be defined for proper understanding of their meanings and applications.

AUDIENCE: The Latin word "audire," which means "to hear," is where the word "audience" originates. As a result, the definition of audience is "A group of individuals who listen to or watch a television program or radio program."

AWARENESS: This is described as the current understanding of a situation or issue based on information or experience, or the knowledge that something exists.

ENVIRONMENT: The physical and social conditions that surround people and have an impact on them are referred to as the environment. Both objective and subjective terms apply. This is due to the fact that it encompasses aquatic life, land masses, forests, grasslands, and deserts, as well as animals, man, and all of their relationships. To maintain the integrity of each ecosystem, support all life, assure the preservation of biodiversity, and prevent environmental deterioration, environmental sustainability refers to the conservation, management, and wise use of natural resources.

ENVIRONMENTAL SUSTAINABILITY: Environmental sustainability refers to the conservation, management, and intelligent use of natural resources in order to maintain the integrity of each ecosystem, support all life, ensure the preservation of biodiversity, and prevent environmental deterioration.

SUSTAINABILITY: A strategy for arranging civilization and human activity such that people, society, and economy can meet their needs and realize their full potential in the here and now while protecting biodiversity and the environment.

RADIO: It is a form of broadcasting that includes sending and receiving electromagnetic radio waves, particularly those that carry sound signals.

CHAPTER TWO

LITERATURE REVIEW

2.1 Concept of Mass Media

Any kind of communication that reaches a larger, more varied audience that live in numerous geographical locations is referred to as "mass media". The means or channels used to communicate or broadcast messages or information to a larger, more diverse audience who live in different regions are referred to as mass media, according to Akinfeleye (2004).

Mass media refers to technology that is intended for a sizable audience. It can be used as the primary communication tool by the vast majority of the general population. The platforms for mass media that are used the most commonly are newspapers, magazines, radio, television, and the Internet. The general public frequently looks to the media for information on political concerns, health issues, economic issues, social issues, entertainment, and news.

Given the significance of the mass media's functions as a social institution, it is fair to say that their presence is necessary for both the government's and its agencies' operations as well as the operation of society at large. This suggests that the mass media has responsibilities meant to uphold society's progress, unity, and peace. However, it is up to the mainstream media to gather and disseminate information to the varied audience. The general population can use the mass media for informational, educational, and entertainment purposes. It is the duty of the mass media to uphold the principles, viewpoints, and practices that promote social peace, cohesiveness, and stability.

A mass media organization is one that produces news or entertainment content and disseminates it to a sizable audience of geographically dispersed individuals using a technologically based medium (David, 2005). Mass media is the term used to describe the contemporary techniques of distributing news, opinion, education,

and entertainment to large audiences, primarily through radio, television, newspapers, magazines, and cinema. Print and electronic media are both employed in Nigeria to transmit news, according to (Isamuko, 2011). Some of these include radio, television, newspapers, and periodicals.

According to Andrew (2009), who was cited in McQuail (2000), mass media is a kind of communication that has a significant impact on virtually every person of a society to varied degrees. The mass media, according to McQuail, is a planned method of quickly and openly communicating with a significant number of people over a sizable distance. A vast audience, the mass media is an impersonal mode of communication. According to Akinfeleye (2004), mass media are a way or channel for communicating ideas or information to a much larger and more varied audience that resides in a variety of locations.

2.1.2 Forms of Mass Media

According to (Oyekanmi, 2008), there are mainly two classifications of mass media.

- Radio and TV are examples of broadcast media.
- Print media includes magazines and newspapers.

For the purposes of this study, radio broadcasting medium are the primary emphasis.

2.1.3 Brief History of Radio Development in Nigeria

Intriguingly, radio has grown gradually in Nigeria. Radio was introduced to Nigeria by the British Broadcasting Corporation as a wired system known as radio distribution or radio re-diffusion (BBC). This procedure involved connecting wires to loudspeakers installed in subscriber homes. In 1930, the BBC made its first use of radio technology. Lagos' wired broadcasting services were launched on December 1, 1935, and two relayed stations—at Ikoyi and the Glover Memorial Hall—were set up there (Onabajo, 1992; cited in Omensea, 2007).

The relay's primary function was to transmit BBC programs, leaving just one hour for local programming that included news, entertainment, and notifications specific to the area. Later on, Ibadan opened up additional stations. In the years that followed, more stations were opened at Ibadan (1939), Kano (1944), Kaduna, Enugu, Jos, Zaria, Abeokuta, Ijebu Ode, Port Harcourt, and Calabar. The colonial administration then devised a plan to survey radio transmission across all of the British territories, including

Nigeria. L. W. Turner of the BBC Engineering Department and F. A. W. Byron of the Crown Agents' Telecommunications Department were chosen to lead the committee. The group suggested installing a wireless broadcasting infrastructure in the colony of Nigeria.

An dilapidated structure on 32 Marina, adjacent to the General Post Office, was rebuilt as temporary headquarters, according to Ladele (1979), referenced in Sambe (2008, p. 83). In addition, regional broadcasting houses were created out of the reorganized Kaduna and Enugu Radio Diffusion Services. The Radio Diffusion Services (RDS), which later changed its name to the Nigerian Broadcasting Service (NBS), primarily focused on providing its audience with the programming they needed to be informed, educated, and entertained. The NBS performed admirably, particularly during Queen Elizabeth II's visit to Nigeria. The colonial authority, on the other hand, did not offer all Nigerian nationalists the chance to respond to charges made against them. The NBS upheld the neutrality role.

As a result, the NBS was replaced by the Nigerian Broadcasting Corporation (NBC) on April 1, 1957. The founding of NBC made any British colonial area the first to have a public broadcasting corporation. The duties of radio broadcasting in Nigeria were assumed by NBC. 1978 saw the founding of the Federal Radio

Corporation of Nigeria (FRCN). In 1990, the Voice of Nigeria (VON), which provided the external service, was founded. The Western Regional Government launched its radio and television station in 1959 after becoming dissatisfied with the new arrangements. On the day Nigeria gained political independence from the United Kingdom in 1960, Eastern Nigeria followed suit. In 1962, Northern Nigeria adopted a similar strategy. Also, when new states were formed and each one wanted to promote its own people and culture, radio broadcasting started in Nigeria and quickly expanded throughout the entire country.

Nowadays, each state in Nigeria owns and runs a number of radio stations (Akpede, Josef, Oladokun, Christine, and Chidinma, 2018). Along with it, there are also personal radio stations. According to Anifowose (2013, p. 19), "the process by which information and understanding are communicated from one person to another" is what radio communication in Nigeria entails. He further argues that radio has multiple uses because, among other things, it can be used to spread messages, enhance group recruitment and organization, expand the social dialogue forum, help build society's capacity to raise awareness and knowledge about developmental issues, elevate the voice of the populace within their political system, and mobilize members of a given society to address issues.

2.2 Radio as a Mass Media Channel

Radio has been defined in a variety of ways by academics. Oyekanmi (2006, p. 4) describes radio as "an electronic instrument that employs electromagnetic waves to transmit messages, information, and communication and it has several characteristics that put it above television broadcasting." Onabajo (1992) asserted that radio is a medium for presenting personality through which it attracts and retains an audience. Adekoya, Akintayo, and Adegoke (2016, p. 121) cited Onabajo's work. The same is true of the assertion stated by Akpede, Christine, and Chidinma (2018, p. 10) that "radio can be characterized as a medium utilized for sending and receiving communications through the air utilizing electromagnetic waves."

Radio is without a doubt a helpful medium for communicating with many people at once. It can give communities a voice and a forum for contact with the government. It also involves the act of distributing content for people to listen to, and radio assumes this duty by including and representing marginalized groups in society in its programming (Idebi, 2008, p. 1). It can also be referred to as the public broadcasting of programming. It is also a technique for sending electrical impulses over a distance to transmit sound (BBC English Dictionary, 2002, p. 946).

Additionally, according to Adekoya et al., radio stations should use their programming to inform, educate, and sensitize local listeners about issues like

water, human rights, education, and health that have an impact on their lives. It serves as a true tool for regional development in this way. Through the programs they air, radio stations provide information to a sizable and varied audience. As a result, the shows that are televised are always in the audience's best interests.

Radio is a type of electronic device that uses electromagnetic waves to deliver communication, information, and messages. It is superior to television broadcasting in a number of ways (Oyekanmi, 2006). People may have a voice and a venue for dialogue with the government through radio. This responsibility is taken on by radio, which ensures that underrepresented social groups are highlighted and represented in their programming. Community radio stations educate, raise awareness of, and inform local audiences on issues like human rights, education, water, and health that affect their daily lives. In this way, radio can genuinely promote regional growth (Olutope, 2010).

2.2.1 Characteristics of Radio Broadcasting

Notwithstanding globalization, media convergence, or the intimidation of new media, radio as a medium has its own distinctive qualities that make it still highly relevant. Here are a few characteristics of radio as described by (Olayinka and Alao 2016).

- A radio receiver is transportable; you can move it from room to kitchen to field, and you can take it almost everywhere.
- Ease of use: Unlike digital television and computers, which require some training, audio is very easy to use.
- Imaginative: Despite being an audio-based medium, you could "see" in your mind what was being discussed while listening to a radio show. Some people visualize the election process, including the voting and announcement phases.
- Cheaper: Due to its simplicity, it is also a less expensive kind of media to produce and even to receive. The production costs of radio programs cannot be compared to those of television. In addition, radios are included into the majority of GSM and Smartphone devices.
- Power or Electricity: Radios can function without an electrical power supply. Dry battery cells can be used to listen to the radio even in the absence of electricity or a generator. Therefore, in a nation like Nigeria, especially in the rural areas where there is either an epileptic power supply or none at all, the majority of people rely on radio as a source of information.

- Everyone's medium: Since radio is designed to cater to local tastes wherever it is located, most radio languages are native tongues, hence listening to it does not require literacy. You cannot read a newspaper, read television captions, or read text unless you are literate.
- Quick medium: Unlike television, radio requires less processing, making it a very fast medium for the dissemination of information. As it reports the story before other media outlets, it is a venue for breaking news.
- Wide audience: Because radio signals can be picked up in far-off locations, they have the ability to simultaneously reach more people.

However, According to Abiola (2010), "radio is seen as one of the ideal means of mass communication in both developed and developing societies because it is easy to establish, own operate, and maintain, and does not require much intellectual exertion from listeners as it is a powerful instrument in the area of public enlightenment, not been constrained by the barriers of time space, illiteracy, and electricity supply" (p. 2). He continues by saying that it is impossible to undervalue radio's ability to offer tutorial assistance and materials that promote conversations, introspection, and practical learning about the economical, sociopolitical, and cultural activities of a society or a country.

2.3 Mass Media and Development

Development is a transformational process meant to improve both the environment and human existence. According to Dudley Sears (1985), development means creating opportunities for the realization of human potential. The media enters the development process during the "development communication" phase. This type of communication is intentionally created by the sender to persuade the receiver or target audience to take a certain stance and participate in the accomplishment of a development goal or objective. Sometimes the message's purpose is to persuade the intended audience to take a favorable attitude toward a development objective. The three responsibilities of providing information, education, and entertainment are generally attributed to the media.

These are the usual social services that the media provide to the populace, but they also have a wide range of applications in the effort to advance a country. It may be claimed that the media educates, informs, and amuses society's leadership as well as its members and the public at large about the importance of implementing a certain process or processes for national development.

The persuasion function, in which media are considered as effective tools for utilizing persuasion to affect people's behavior in a specific direction, is also connected to these three essential purposes of media. Therefore, it is clear how the

mass media serves to inform the public and equip it with the knowledge it needs to achieve development or change goals.

According to Ucheanya (2003), who was referenced by Chinenye Nwabueze, the power of the media to enlighten, sway, sensitize, and mobilize people through information distribution is crucial to these duties in national development. According to the agenda-setting hypothesis, the media also influence public opinion by bringing to the public's attention problems like development programs and policies that ought to be given priority (Nwabueze, 2005).

A current example of this job being carried out by the media in Nigeria is the pursuit of the global millennium goals by the year 2015, as established by the United Nations and approved as national policy by governments of member nations throughout the world.

The millennium objective policies address issues related to women, children, and other groups as well as to health and education. The initiative might also be considered a part of the globalization movement, and any government that chooses not to actively pursue and execute it faces the danger of alienating other countries in the international community. The media's top articles were about health-related topics like HIV/AIDS, polio vaccine, and the H5N1 bird flu virus, albeit they did not always without propagandist overtones. The media gives

emphasis to and more focus on democratization activities as well as other related topics like wars, famine, women's and children's health, and rights.

Nigerian media has played a progressive role, as seen by the recent loss of Olusegun Obasanjo's unconstitutional effort to win a third term in office and the media's role in motivating Nigerians to vote in the country's general elections in April 2007. The nation saw the first successful changeover from one civilian government to another thanks to these events. The media did its responsibility by abstaining from taking any actions that would have compromised the aim of the change, even if there were issues with election fraud and other irregularities throughout the transition.

Other roles of media in national development apart from the assertion given above include;

1. The media aids in the creation of attitudes by defining values for the community or country and encouraging a climate of change in those communities or countries. This includes the dissemination of news and information in response to the "right to know," which Alade Odunewu claimed to be a basic human need in Yakasai A.S. (1996).

2. In addition to recording, composing, or reporting events and tales as historians are expected to do. The media also have a role in promoting social justice by examining the issues and specifics of news stories in the context of social justice demands and goals. The press, according to Stanley (2000), "are subordinate to a far higher goal: the goal of ensuring that public and private conduct is directed toward the greatest possible measure of justice, in society."
3. To ensure a peaceful national coexistence and progress, the media must discourage such damaging issues as ethnicity, dictatorship in leadership like the military rule, and of course discourage embezzlement of public funds, which is the disturbing trend currently engaged in by politicians in positions of responsibility and related public officers in Nigeria. The current situation, in which some former governors, like Saminu Turaki of Jigawa State, Orji Uzo Kalu of Abia, Joshua Dariye of Plateau, Chimaroke Nnamani of Enugu, and others, were imprisoned by the EFCC on suspicion of money laundering and embezzlement, might not have happened. "The press in Nigeria can never legitimately claim to discharge any real role if it doesn't consistently show, if not condemn, the numerous ways in which
4. The responsibility of informing the public about development initiatives and programs also includes a substantial role for the media. The people

who need to be informed, educated, and mobilized by the media might not have any knowledge of the policies that policymakers develop and convey. Examples of such initiatives are the National Campaign to Increase Agriculture and Food Production, the Nomadic Education, the Girl Child Education, Adult Education, Combat Drug Addiction and Trafficking, and the Universal Basic Education (U.B.E.).

5. As watchdogs of the society, the media should review, analyze, appraise, or criticize, as necessary, the activities of government agencies and programs like the Re-capitalization of banks and the Economic and Financial Crime Commission (EFCC), with a view to providing solutions in the areas where there are problems. This is in addition to their obligations to criticize government officials and condemn their actions.
6. The media also plays a significant role in the obligation of educating the public about development projects and programs. The people who need to be informed, educated, and mobilized by the media may be completely unfamiliar with the policies that are devised and presented by policymakers. The Universal Basic Education (U.B.E.), the Nomadic Education, the Girl Child Education, Adult Education, Combat Drug Addiction and Trafficking, and for instance, a nationwide push to increase agriculture and food production are examples of such programs.

7. As societal watchdogs, the media should examine, analyze, evaluate, or critique, as necessary, the actions of government organizations and initiatives like the Economic and Financial Crime Commission (EFCC) and the Re-capitalization of Banks, with the goal of addressing any issues and offering solutions. In addition to criticizing and denouncing the behavior of public leaders, the media also plays a developmental function.

To persuade leaders to constantly adhere to budgetary provisions and refrain from engaging in excess budgetary expenditure, which results in the misappropriation of public funds, the media in Nigeria should use this role of providing solutions. Yakasai A.S. 1996 cited Bajuwade D. 1987 as saying, "This day and age demands pungent writing that does not stop at picking up all the peccadilloes and mote in other people's eyes, but in addition, offers its own alternatives, puts forward its own ideas, and submits well considered solutions to problems it highlights."

2.4 Environmental Sustainability

The Environment at the start of the 20th century merely indicated a poor state of affairs at home or at work. Nonetheless, the idea subsequently expanded to encompass the full interplay between all aspects of the natural world and human activity. The phrase is now used to refer to concerns about the environment, the

economy, aesthetics, and ethics. Environment, in the words of Acho (1998), is "the total set of circumstances that surrounds an individual or a community, these circumstances are made up of physical conditions such as air, water, climate, and landforms; the social and cultural aspects such as ethics, economics, and other factors that influence the behavior of an individual or a community." Although this definition is comprehensive and detailed, however it leaves out important socioeconomic factors that are fundamental to the environment. This issue has been addressed by Bayode et al. (2011)'s definition. According to their definition, the term "environment" refers to the biophysical elements and processes that make up the land, sea, and air environments as well as all levels of the atmosphere, as well as the inorganic and organic substances, socioeconomic elements, and human endeavors. This remark implies that all of the ecosystem's parts are interdependent and that any disruption of their natural balance could have a negative impact on people's economic activity. According to the Federal Environmental Agency of Nigeria (FEPA) (1994), the environment consists of the water, air, land, plants, animals, and people who live there, as well as any possible interactions between them. The environmental and societal conditions that surround all people, including future generations, are referred to as the environment by the World Bank (1991). The National Conservation and Environment Protection Act (1987) broadened the concept of "environment" to include both the biological components

of animals and the physical elements of a person's surrounds, such as the land, soil, water, atmosphere, climate, sound, odor, and taste. The environment is officially described by these divers as the physical, non-physical, external, living, and non-living situations as well as man's natural habitat with a multitude of components where various types of activities and processes occur.

These widespread environmental and health problems have elevated environmental sustainability to a major global concern. Environmental sustainability calls for the protection, management, and wise use of natural resources in order to uphold the integrity of each ecosystem, support all life, and guarantee the preservation of the environment. As stated by Gbenda (2012), it also entails protecting biodiversity and halting environmental degradation.

One of the principles of sustainable development is environmental sustainability, along with social and economic sustainability. The use of resources, both natural and social, is strongly emphasized throughout this stage of development, which also takes continuity and the future carefully.

2.4.1 Issues of Environmental Sustainability

It is impossible to overstate the consequences of significant environmental issues. The most significant ones include deforestation, atmospheric contamination, and pollution of the air, water, and noise, among others. Each specific issue has a

network impact that tends to magnify the consequences of others, causing waves of anxiety, fear, and concern for all environmentalists.

- **POLLUTION:** When potentially hazardous substances are released into the environment, this phenomena occurs. Pollution can also be caused by a natural process, albeit it is typically caused by human action. According to the receiving agents, it is often separated into three categories: air (emissions), water (effluent), and land (dump and disposal) (Ukpond, 1994). The three main types of pollution are air pollution, water contamination, and noise pollution. The primary contributors to environmental or air pollution are human economic and domestic activities, such as modern agriculture, which requires the use of pesticides that poison the atmosphere or enter water systems through runoff and sewage. Industrial activity is the cause of a wide variety of pollution. Thermal power stations, equipment that burns fossil fuels, and moving autos all generate harmful pollutants like sulphur dioxide and nitrogen oxide. Acid rain, global warming, and hemoglobin malfunction in people and other animals are all caused by these pollutants. Mba (1996) reported that the primary causes of water contamination in Nigeria were industrial facilities, decaying domestic waste, mining for solid minerals, and petroleum extraction. The main contributors to water pollution, according to Odiete (1994), were soil

erosion, the untreated discharge of industrial and domestic effluent wastes into water bodies, and the growth of water hyacinth. Unmanaged gully erosion is a significant contributor to water contamination, the loss of agriculture, and construction projects, according to Okorie (1992).

Flooding is a significant environmental issue, in addition to the issues already stated, according to UNDP (1995). Lagos floods as a result of rivers and streams overflowing their banks. Because the incidence is seasonal, it frequently occurs during and after the rainy season. It occurs annually in some regions. Rainfall has been identified as one of the main causes of flooding. Clay soil also has a higher propensity to flood. Homes, businesses, and public structures are all destroyed by flooding, and in some extreme cases, it even claims lives.

Noise, which is most often described as undesirable sound, is a serious environmental problem. Noise, which is mostly created in industrial settings and densely populated cities that usually use industrial plants as their primary energy source, is typically measured in decibels (DB).

- **GLOBAL WARMING:** This is due to the continual accumulation of greenhouse gases in the atmosphere. These gases, which include carbon dioxide, methane, nitrous oxides, and chlorofluorocarbons, cause the greenhouse effect by obstructing some of the heat radiated from the earth.

An intergovernmental panel on climate change (IPCC) (UN, 1998) concluded that the latter two decades of the 20th century were the warmest on record. Some of the primary causes of increased greenhouse gas emissions are the burning of fossil fuels for energy and transportation, the clearing of forests, which reduces carbon dioxide absorption, the rearing of cattle, which produces methane emissions as a byproduct, and the use of polluting technology. Sea levels have increased due to this global warming, resulting in concerns such as floods and soil erosion and these are dangerous to both human existence and the environment.

- **OZONE LAYER DEPLETION:** The ozone layer is about 20 to 30 kilometers above sea level. The planet is protected from the sun's harmful UV radiation by the ozone layer. Dr. Joe Fanner's 1985 findings showed that the ozone layer degradation was even worse than expected. Due to the atmospheric pollution caused by the release of CFCS vapors, the ozone layer is destroyed, causing environmental harm. UV light is to blame for the bulk of skin diseases and low agricultural productivity, according to Ukpong (1994). Additionally, an increase in ultraviolet light kills fish that are a source of food for humans and damages aquatic life, which sustains the food chain. Additionally, an increase in ultraviolet light kills fish that are a source of food for humans and damages aquatic life, which sustains

the food chain. Additionally, it aids in the deterioration of synthetic products used in the construction sector, such as paints and other commodities, which inevitably lowers housing quality owing to an increase in human pollution.

- **LAND DEGRADATION:** Land degradation, one of the most significant environmental problems affecting people worldwide, has an impact on almost 40 million people in Nigeria. Nigeria has experienced food shortages and health problems as a result. Several elements that cause land degradation, according to Ukpong (1994), include:

- Ineffective resources management
- Destructive logging of our forests
- Overgrazing and over-cropping of arable lands
- The threat of flooding and wind erosion
- Strip mining
- Land degradation with pesticides and fertilizer
- Some known natural-landslides etc.
- Destruction of wetlands and marshes for development.

Population growth, migration, problems with property ownership, a lack of enforcement, improper farming techniques, and even the production of manufactured goods are all indirect causes of land degradation.

- **DEFORESTATION:** The extent, diversity, and stability of the Nigerian forest have been diminished as a result of extensive forest clearing for agricultural development, urban growth, industrial expansion, and general pressures from growing population. According to estimates from the Food and Agricultural Organization (FAO) (1983), Nigeria destroys reforestation efforts by around 25.00 hectares annually, or about 4% of the total loss, through systems of exploitation and husbandry. In Nigeria, plants and animals have become extinct as a result of the mindset of perpetual deforestation. Deforestation is a persistent activity brought on by the need for fossil fuel energy, the scarcity of building materials, hunting, and collection of natural resources. Due to the lack of arable plants in our culture today, all of these have led to low agricultural productivity in Nigeria. One of the main contributors to forest loss is the practice of commercial logging, commercial plantation, and commercial livestock rearing because these industries charge high prices to cut down trees. Initiatives against deforestation include planting trees, which should be

accompanied by public awareness campaigns, and implementing the necessary rules and regulations, which should discourage the general public from contributing to the extinction of plants and animals.

- **DESERTIFICATION:** The Savannah is the region most affected by desertification, a process wherein fields are turned into desert-like conditions (Ukpong, 1994). Activities both natural and artificial typically contribute to desertification of a region. The man-made activities include overgrazing, over-cultivation, deforestation, bush burning, and general environmental misuse, whereas the natural activities include short rainfall and a longer dry season. Among the consequences of desertification include landslides, starvation, soil erosion, and vegetation loss. Once more, the government needs to enforce the rules banning deforestation and bush fire.
- **ATMOSPHERIC CONTAMINATION:** The degradation of an environment's air quality due to both natural and man-made factors is known as atmospheric pollution. Volcanic eruption, whirlwinds, earthquakes, etc. are a few examples of natural causes, whereas improper solid waste disposal, gas flaring, oil exploration, industrial pollution, as well as coastline erosion, are examples of man-made causes. All of these

factors lead to the loss of biodiversity and have an impact on both aquatic and terrestrial life.

- **WATER POLLUTION:** Vesilind and Pierce (1982) report that a number of sources of water pollution have been identified over time, including: organic wastes from industrial plants, inorganic wastes from industrial plants, heat from industrial discharge, municipal wastes, agricultural wastes, sediment from land erosion, acid rain, oil spills, and contributions from routine operation. These result in the tainted water bodies and the spread of diseases transmitted by water. Additionally, it makes water use hazardous for human consumption and has a severe impact on the ecosystem.

2.4.2 Benefit of Environmental Sustainability

The term "environmental sustainability" has proliferated in conversations about climate change. The importance of environmental sustainability can have a substantial impact on the fight against the climate crisis. Many people continue to think that environmentalists are exaggerating when they assert that environmental sustainability is essential to our future. The following are some advantages of environmental sustainability:

- Landfills take generations to decay and break down. Yet, environmental sustainability can prevent or even reverse the terrible effects of global warming, preventing this disastrous situation.
- There will be less respiratory problems all around the world, improving global health.
- Care for endangered species is possible. Nature can be appreciated in its natural state.
- There is the added benefit that the lives of future generations will have been preserved and they would lead better lifestyles

2.4.3 Environmental Sustainability and The Media

The world is not completely safe because calamities might happen at any time, the compelling goal that is currently receiving attention on a global scale is minimizing the losses in life and property resulting from natural disasters. Because of this, it is increasingly believed that by simply improving information, communication, and awareness, through a coordinated, cooperative international effort, it would be able to save many lives and lessen suffering, upheaval, disaster shock, and financial losses (Prabhanjan and Rapaka, 2011).

However, the media should demonstrate its readiness, emergency planning, and preservation of vital infrastructure well before a disaster really occurs. Media,

including print, audio, video, and the web, are now acclimated to the requirements and behavior of modems. In order to improve society, journalists should be fully committed to their work (Prabhanjan and Rapaka, 2011).

In the larger interest of preserving not only the long-standing traditions, culture, and values of the land, but also of protecting the environment and ecology in the context of changing climatic conditions, broadcast media professionals should take this situation into full consideration and social responsibility (Prabhanjan and Rapaka, 2011).

Responsible journalism includes making contributions to society that advance knowledge of issues and promote the quest for practical solutions. The public should profit from media. The single factor that separates journalism from blogging, misinformation, or information with a purpose is social duty. Climate change and inadequate environmental sanitation are the most pervasive issues affecting humanity today, especially in underdeveloped countries (Sangeeta, 2010).

In terms of supplying the public with reliable information, broadcast media play a significant role and have a significant obligation. Official emergency broadcasts are just one type of media relay, which also includes: What took place? Where did it occur? When did it occur? Who or what suffered an impact? Who are the most defenseless? What steps are taken? Where can I go safely? Avoid areas that are dangerous or under construction. When is it okay to return? Where can

individuals go for aid? Where can I find out more about administrative or governmental assistance? Where are the treatment facilities located? Therefore, ethics should be the guiding concept of information dissemination, and during a crisis, the media should be mindful of the needs of the populace in impacted areas and should refrain from. The media in Benin City typically does inform people about the risks of putting rubbish on flood drainage and the significance of drainage evacuation. In order to preserve a sustainable environment, environmental sanitation agencies are consulted and questioned about environmental issues. As a result, accurate and trustworthy information that is distributed through the media is a crucial tool for balancing the potential consequences of false, misleading, or even purposeful twisted information.

General Role of Broadcast Media on Environmental issues

According to Prabhanja and Rapaka (2011), broadcast media can play the following function in disaster management and environmental destruction:

- The media uses accurate, sensitive reporting to inform and warn both the public and the government.
- Journalists successfully inherit reports about risk management and environmental hazards.
- The media should intensify its reporting on initiatives to inform the public and government about prevention, mitigation, adaptation, and rehabilitation.

The function of the media during the non-disaster phase

The following organizations employ journalists during this time:

- Making the government's efforts to prevent bad environmental cleanliness more widely known and broadcast.
- Reporting on problems with government legislation and policies aimed at preserving the environment.
- Holding interviews and showcasing the methods for achieving environmental sanitation.

- Inform the public about how to maintain a hygienic environment and what to do in the event of an outbreak.
- To keep the locals informed and to raise awareness, use scientific forecasts of early warnings and projections of rain, wind, storms, etc. in a specific area.
- Inform the public about infectious disease spread and precautions to take in the event of a tragedy, such as Ebola.

The Function of Broadcasting Media during disaster Phase

When there is an environmental disaster, the journalists serve as a conduit between the afflicted communities, the government, and the relief organizations to discuss solutions. Reporters may take the following measures during disasters:

- Informing the relief groups by highlighting the needs of all those affected by environmental disasters.
- A must is to report on the survivors' miserable circumstances and ask for assistance.
- Relaying and disseminating news on the well-being of individuals or families who are stranded and trapped in certain locations (a roof, a tree, an

island, etc.) in order to alert the authorities to launch immediate rescue efforts.

- Sharing information on the actions taken by the government and relief organizations to protect the lives and property of the impacted people. Additional plans, activities, and procedures are being developed by the government to preserve lives and give the affected people vital support. When a crisis occurs, the general populace must be made aware of what to do to keep safe.

The function of Broadcasting Media Post Environmental Disaster Phase

The journalists offer a detailed picture of the overall situation and quantify the physical and economic harm brought on by the disaster in the last stage. The reporter behaved responsibly in the aftermath of the disaster by doing the following.

- Gathering data, reporting on victims and survivors in hospitals and from relief camps, and emphasizing the essential elements of survival.
- Reporting on how civil society organizations, government agencies, and NGO's collaborate in disaster-prone areas.

- A reporter arranges for discussions to establish and carry out strategies with active engagement from stakeholders in order to address the concerns of survivors.
- The government might not have the resources necessary to respond to and rebuild after a disaster. In these conditions, the media calls on donor organizations around the world to mobilize financial, technical, infrastructure, and material resources for food and clothes.

As part of their function as agents of social change, the media have used programs, articles, and other forms of material to distribute reports on environmental sustainability. The public's understanding of environmental challenges and the need to safeguard natural resources can be greatly aided by the media. Through its multi-channel regional and network service, which offers programs like debates, interviews, dramas, and documentaries, among others, it might be able to do this. The media is known for distributing information and rapidly reaching large audiences, hence it is essential to preserving environmental sustainability.

2.5 Empirical Review

2.5.1 Reportage of Environmental issues in selected Nigerian Newspapers.

Researchers Eucharia Ejowokoghene Obar, Idris O. Badiru, and Temitope Shukurat Matesun (2015) examined how environmental issues were covered in a sample of Nigerian newspapers.

The study evaluated how selected Nigerian newspapers covered environmental issues. Based on readership statistics and indications of environmental news coverage, three Nigerian daily newspapers (The Nation, Vanguard, and Punch) were chosen using a purposeful sampling technique. The study was conducted between August 1, 2015, and January 31, 2016. Percentages, means, and analyses of variance were used to collect and analyze data on reporting frequency, space allocated, and placement. Results showed that in The Nation, Vanguard, and The Punch, respectively, within a space of 12270cm and 24.5% in August, environmental issues were most frequently mentioned. The results showed that environmental issues were primarily covered in August (34.4%, 23.9%, and 24.5%) in The Nation, Vanguard, and The Punch, respectively, within an area of 12270cm and primarily on the inside pages of the newspapers (99.1%). The amount of space given to environmental issues varies considerably between publications ($F= 3.896$, $P= 0.05$).

At the conclusion of the study, it was found that coverage of environmental issues was often poor in terms of frequency, amount of space provided, and

prominence in the selected newspapers. However, given the significance of environmental issues in preserving humanity, it was advised that the government support environmental issues in Nigerian newspapers.

The topic and sampling strategy of this study are comparable to those of Eucharia Ejowokoghene Obar et al. (2015).

2.5.2 Assessing the role of Radio as a tool for public enlightenment towards achieving clean environment in Ilorin Metropolis

In order to achieve a clean atmosphere, Habeeb Abdulrauf (2022) performed study on the use of radio as a tool for public education. The study evaluated the role of radio as a means of educating the populace about the importance of maintaining a clean environment in the city of Ilorin. Development Media Theory served as the study's foundation. A questionnaire was used in conjunction with a survey method to obtain replies from participants. To choose respondents, quota sampling and incidental sampling strategies were used. Tables were also used to examine the data using descriptive statistics (frequency and percentage). The majority of respondents (64%) were found to frequently listen to environmental sanitation programs on the radio. Additionally, the majority of responders (65%) concur that radio-sensitization programs for sanitation. The majority of respondents (54%) concur that radio campaigns to promote sanitation were successful. The majority of respondents (54%) do, however, want radio

stations to increase their efforts in educating listeners about environmental sanitation. It was suggested that a specialized desk, to be known as the environmental and climate desk, be established, furnished with scientific and investigative journalists, and maintained for the effective and efficient dissemination of information on hygienic practices, the weather, the climate, and other environmental issues.

Given that both studies used questionnaires as their primary data collection tool and research methodology, there are similarities between the two studies.

2.5.3 Environmental awareness and attitude towards Environmental sustainability among students of Federal College of Education, Obudu, Cross River State, Nigeria.

A study on environmental awareness and attitudes toward environmental sustainability among FCE Obudu students in Cross River State, Nigeria, was undertaken by Bernadette Nengu (2022). The Environmental Awareness and Attitudes Towards Environmental Sustainability Questionnaire was utilized in a descriptive survey study design from August 1, 2015, to January 31, 2016. A random sample of 100 respondents from the study population was used to gather and analyze data on the frequency of reported, the space allocated, and the placement. Simple mean and standard deviation were used to analyze the data that were acquired. The study's results showed that FCE Obudu students had an above

average level of environmental awareness, as indicated by a mean score of 2.95 and a standard deviation of 0.06, and that these students also had a below average/poor attitude toward environmental sustainability, as indicated by a mean score of 2.45 and a standard deviation of 0.35. There are commonalities between these research' survey designs and data collection techniques. In conclusion, all relevant research to this study demonstrates the importance of radio media coverage of the environment.

2.6 Theoretical Framework

It is impossible to overstate the role that ideas played in this study's development. Good theories, according to Lewin (1958) (as stated in Folarin, 2005), allow researchers to put information into perspective and make predictions about what will happen even before it really does. Additionally, according to Folarin (2005), ideas aid researchers in controlling reality. As a result, the Uses and gratification theory, Development media theory, and Attitude change theory are the foundation of this work.

2.6.1 Uses and Gratification Theory

The usage of media is examined from a more humanistic perspective by the uses and gratifications theory. According to Blumler and Katz (1974), there are numerous ways that the general public consumes media. Instead, they contend that

there are as many justifications for media usage as there are media consumers. The notion contends that media users are free to choose how they will use the media and how it will influence them. Their beliefs that media consumers can choose the influence media has on them and that users choose media alternatives only as a means to an end influence over our lives and how we view the world are both evident indications of their principles.

The uses and gratifications theory created by Katz (1959), Klapper (1963), and Blumler (1974) is the foundation of this work. According to Katz and Blumler (1974), the theory contends that audiences engage in active discourse with media messages and regard them as sources of influence in addition to other sources. The audiences use media for a variety of factors and purposes.

According to Gurevitch (1974), who agrees with Katz and Blumler, uses and gratification studies are "concern[ed] with the social and psychological origins of needs, which generate expectations of the mass media or other source, which lead to differential patterns of media exposure resulting in need gratifications and other consequences, perhaps mostly unintended consequences."

In relation to the study, the radio program "Man around town" serves the audience in a variety of ways for varied goals. Some people may focus on the highlights and visuals that will be presented, while others may be exposed to the program as a result of the information they learn. Therefore, each Nigerian

undergraduate uses a particular media outlet ("man around town") for a variety of reasons that ultimately satisfy their needs.

2.6.2 Development Media Theory

This is a different notion that this study is based on. Dennis McQuail first proposed it in 1987, according to Anaeto, Onabanjo, and Osifeso (2008). The hypothesis examines media endorsement of an existing administration's initiatives to promote socioeconomic growth. The Democratic Participant Theory was one of the two theories that were added to the normative theories to make a total of six theories.

It contends that the media should support rather than criticize the government, but rather aid them in carrying out their policies, until a country is well-established and its economic development is well under way. Additionally, according to some academics, the Agenda Setting Theory put forth by McCombs and Shaw in 1972, claimed that the media shapes our thoughts rather than telling us what to think. In other words, the level of importance that an issue is given by the audience depends on how much press it receives.

The Development Media Theory, as its name suggests, is a theory that deals with media in developing or third-world countries. It encourages journalism

that looks for positive news and calls for prudence when handling negative news because it could be economically destructive to a country that is vulnerable to development and change.

Media in developing countries should do everything in their power to ensure development, such as reporting on, discussing, and staging campaigns on environmental sustainability and general sustainable development matter in order to promote hygienic lifestyle, just as the premise of this theory is to focus on developing story and maintain caution when it comes to bad stories.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

A research design can be thought of as a strategy or plan of investigation that instructs and directs the researcher in generating data collection and analysis. The survey research design was used for this study in order to allow the researcher to employ a collection of questions on various aspects of the study's subject that were intended to elicit responses from a sample of the study's population. The survey study method permits the use of a questionnaire as an instrument for data collection, as a result; a sizable amount of data may be obtained from a range of individuals who make up the sample size with relative ease (Wimmer and Dominick 2006).

The researcher also believed that a survey research design was essential, because it is was the most effective, less time consuming, and cost effective in gathering data from respondents using the questionnaire/interview

3.2 Population of study

The population of this study is drawn from amongst residents within Oredo local government Area (L.G.A), Edo state. All the political wards in the L.G.A are covered. All residents irrespective of age, Educational qualification, Economic status and gender are included to adequately cover the L.G.A.

The study area will constitute Oredo L.G.A specifically the area listed below; Ogbe, Ihogbe, Ekehuan, Kingsquare, Oreoghene, Oliha, Owina, Uzebu, New benin, Upper mission, First, second and third circular, Ikpoba Slope, Erediauwa and the Government reserved area (GRA).

For this study, the population is drawn in line with the 2022 projection of the population of oredo LGA in Edo state. The geographical scope of study is placed at 553,300 persons (city population statistics).

3.3 Sample size

A sample size of 400 respondents was selected for this study comprising residents of the Oredo LGA. In determining the 400 respondents, the Taro Yamane (Yamane 1973) formula was employed with a 95% confidence level. The calculation formula of Taro Yamane is presented as follows;

TARO YAMANE FORMULA: $n = \frac{N}{1 + N(e)^2}$

Where n = sample size

N = population size of the LGA: 553,300

e = level of significance (0.05)

CALCULATION

$$n = 553300/1+553300, 100 \times 0.05 \times 0.05$$

$$n = 553300/553301 \times 0.0025$$

$$n = 553300/1383.2525$$

$$n = 399.99927706$$

$$\approx 400$$

After calculating the sample size by substituting the numbers into Yamane formula, the sample of 400 respondents was gotten. Consequently, Oredo LGA has a total of 15 areas, they are: Ogbe, Ihogbe, Ekehuan, Kingsquare, Oreoghene, Oliha, Owina, Uzebu, New benin, Upper mission, First, second and third circular, Ikpoba Slope, Erediauwa.

However, using the simple random sampling technique, four areas of the 15 areas were selected. They are:

Ekehuan	37,886
Owina	36, 342
Erediauwa	36,567
Oliha	33,235

To distribute questionnaire among the four selected areas, the second Taro Yamane formula was used. This was to determine the number of respondents to be selected from the different areas. The formula is thus: $n = N/1+(e)^2$

Where;

n = sample size required

N = total population for each area

e= level of significance (.10)

Thus, the formula is substituted below:

EKEHUAN:

$$n = 37886/1+37886 (.10)$$

$$n = 37886/37887 \times 0.01$$

$$n = 37886/378.87$$

$$n = 99.9$$

OWINA:

$$n = 36342/36342+1(0.01)$$

$$n = 36342/36343 \times 0.01$$

$$n = 36342/363.42$$

$$n = 100$$

EREDIAUWA

$$n = 36567/36567+1(0.01)$$

$$n = 36567/36568 \times 0.01$$

$$n = 36567/365.68$$

$$n = 99.99$$

OLIHA

$$n = 33235/33235+1 (0.01)$$

$$n = 33235/33236 \times 0.01$$

$$n = 33235/332.35$$

$$n = 100$$

After calculating the sample size by substituting the numbers into the Yamane formula, the numbers of sample were 99.99 and 100 respectively. It was approximated to 100 respondents for each.

3.4 Sampling technique

Simple random selection was employed as the sampling approach for the data collection to choose the 400 respondents and to choose the four local government regions for the distribution of the questionnaires. According to Asika (2002), this technique is the most basic type of probability sampling. It indicates that data will be chosen so that every event in the population will have an equal chance of being chosen.

Following selection, the researcher used the purposive sampling technique to distribute the questionnaire in a deliberate manner to respondents in the chosen study locations.

3.5 Description of Instrument

A well designed and self-administered questionnaire was the main tool utilized to gather data for this investigation. Thirteen (13) closed-ended questions make up the questionnaire. The questionnaire is broken into two pieces; section A includes three (3) questions that include the respondents' demographic data. Ten (10) questions in Section B are designed to gauge listener understanding of environmental sustainability reporting on radio.

3.6 Validity of Instrument

The project supervisor verified the instrument used in this investigation. The supervisor received a draft copy of the questionnaire from the researcher and evaluated it before giving it the go-ahead to be utilized for data collection. The questionnaire's items were evaluated by the supervisor to see if they sufficiently addressed the study's aims and its research issues. Clarity and ambiguity were also checked for in the items. In an effort to address the study issues, the supervisor further ensured that the instrument was constructively and critically created to offer objective and truthful responses to the items.

3.6 Reliability of Instrument

A thorough test-retest on the selected sample was used to determine and establish the instrument's dependability for this investigation. Before the final administration of 400 copies, ten copies of the questionnaire were distributed during the initial phase. To ensure the consistency of the responses, this was done over a two-week period, and at the conclusion of the second phase, it was determined that both responses were entirely in agreement.

3.8 Method of Data Collection

The researcher used a structured questionnaire to gather the primary data from people' opinions. The intention was to obtain first-hand knowledge and assess the degree of agreement with secondary sources. Therefore, the face-to-face

approach with a two-week length was chosen as the data collection strategy for the study. Beginning the work required support from the researcher.

3.9 Method of Data Analysis

The quantitative approach made use of tables for presentation and descriptive data like frequencies and percentages. To prevent confusion about the data being presented, the tables' columns, rows, and figures all have titles and are well defined. The tables also improved the display of double option responses and helped explain the analysis.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the results obtained from the analysis carried out based on the responses from the administered questionnaire copies as well as presentation or discussion of the findings gathered during the course of the research. The socio-demographic characteristics are first presented using charts and percentages after which their general information is explained. Each research question is subsequently stated and explained and then relevant data collected are presented using tables.

4.2 Data presentation

Table 1: statistics of the questionnaire administered and retrieved

Variables	Number of Respondents	Percentage
No. of questionnaire administered	400	100%

No. of questionnaire retrieved	0	0%
No. of questionnaire not retrieved	400	100%

From the table above, it was indicated that 400 copies of questionnaire were distributed using both online field survey and the entire 400 copies were duly completed and retrieved by the researcher. This accuracy was as a result of the immense time dedicated by the researcher to ensure that respondents are well guided and instructed prior to the administration of the questionnaire. Therefore, the data analysis for this study was based on the 400 copies of questionnaire representing 100%.

Table 2: Statistics of the gender of respondents.

Variables	Number of Respondents	Percentage
Male	207	51.75%
Female	193	48.25%
Total	400	100%

It can be deduced from the above table illustrating the distribution of the gender of respondents, that 207 respondents representing 51.75% of the total population of the study were males, while 193 respondents representing 48.25% of the population of the study were Females. This shows that the respondents of the study were majorly Males.

Table 3: The age variation statistics of Respondents

Variables	Number of Respondents	Percentage
Below 20	22	5.5%
20 – 25yrs	63	15.75%
26 – 30yrs	47	11.75%
31 – 35yrs	50	12.5%
36 – 40yrs	101	25.25%
40yrs and above	117	29.25%
Total	400	100%

The above table exposes the age variation of the respondents, while 22 respondents representing 5.5% of the total population were below 20 years, 63 respondents representing 15.75% of the total population were between 20-25 years of age, leaving 47 respondents representing 11.75% of the total population for those between the ages of 26-30 years of age. Equally, while 50 respondents representing 12.5% of the total population were between 31-35 years, 101 respondents representing 25.25% of the total population were between 36-40 years of age, leaving 117 respondents representing 29.25% of the total population were between the ages of 40yrs and above. With this, we can say the population for those between the ages of 40 years and above has the highest respondents for the study, followed by those between the ages of 36-40.

Table 4: Marital status

Variables	Number of Respondents	Percentage
Single	140	35%
Married	217	53.25%
Divorce	20	7.5%

Widow	13	3.25%
Separated	0	0%
Total	400	100%

Table 4 above reveals that most of the respondents are married (53.25%), while a significant others are single (35%). The divorced make up 7.5%, widowed 3.25% and no separated respondent.

Table 5: Occupation of Respondents

Variables	Number of Respondents	Percentage
Farming	37	9.25%
Entrepreneur	102	25.5%
Civil Servant	132	33%
Artisan	30	7.5%
Student	99	24.75%
Total	400	100%

On occupation, most respondents are civil servants (33%), while a significant others are students (24.75%). The Entrepreneur 25.5%, Farmers 9.25% and Artisans make up for the remaining 7.5%.

Table 6: Do you listen to radio?

Variables	No of respondents	Percentage
Yes	311	77.75%
No	89	22.25%

Total	400	100%
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From the above table, 311 (77.75%) of the respondents claimed that they listen to FM radio while only 89 (22.25%) of the respondents said they don't. obviously, the majority of respondents (77.75%) were listening to radio.

Table 7: If yes, to what extent do you listen to radio?

Variables	No of respondents	Percentage
Very high	72	18%
High	175	43.75%
Average	20	5%
Low	89	22.25%
Very low	44	11%
Total	400	100%

It is evident from the above table that 175 (43.75%) of the respondents admitted that they listen to radio on a high level, a substantial numbers of 89 (22.25%) listen on a low level, 72 (18%) on a very high level, 44 (11%) on a very low level, whereas 20 (5%) listen to radio averagely.

Table 8: Do you listen to environmental programs?

Variables	No of respondents	Percentage
Yes	263	65.75%
No	137	34.25%
Total	400	100%

The analysis from the above table shows that 263 respondents representing 65.75% of the total population agreed that they listen to environmental programs on radio while 137 respondents representing 34.25% of the total population said they don't. Obviously, the majority of respondents (65.75%) were listening to Environmental programs.

Table 9: What environmental program do you listen to on radio? Please specify

Variables	No of respondents	Percentage
Man around town	161	40.25%
Rush hour	60	15%
Environmental watch	56	14%
Green house management	5	1.25%
Waka about	20	5%
Morning drive	20	5%
No specification	78	19.5
Total	400	100%

Table 9 reveals that 161 respondents representing 40.25% of the total population listen to Man around town program, while a quite numbers of 60 (15%) respondents listen to Rush hour, 56 (14%) respondents listen to Environmental watch, 5 (1.25%) respondents listen to greenhouse management, 20 (5%) of the respondents listen to waka about and morning drive respectively, whereas 78 respondents representing 19.5% of the total population have no speculation.

Table 10: Do you think radio stations in Benin City accords good airtime to environmental programs on radio?

Variables	No of respondents	Percentage
Yes	227	56.75%
No	173	43.25%
Total	400	100%

Table 10 exposes respondents thought on the airtime radio stations accord to environmental programs. 227 respondents representing 56.75% of the total population believe that radio stations in Benin City don't accord good airtime to environmental programs on radio, while 173 respondents representing 43.25% of the total population believe otherwise.

Table 11: How often do you listen to environmental programs on the radio?

Variables	No of respondents	Percentage
Very often	63	15.75%
Often	230	57.5%
Rarely	67	16.75%
Not at all	40	10%
Total	400	100%

n accordance with the aforementioned data, 230 (57.5%) of the respondents stated that they frequently listen to environmental programs on the radio, while just 40 (10%) of the respondents stated that they never do so. As a result, the majority of respondents (57.5%) were frequently exposed to environmental radio programs.

Table 12: Do you enjoy listening to radio programs on topics around environmental sustainability?

Variables	No of respondents	Percentage
Yes	273	68.25%
No	127	31.75%
Total	400	100%

According to the data in table 12, 273 respondents (68.25%) said they love listening to environmental programs, while only 127 (31.75%) disagreed. The vast majority of respondents (68.25%) clearly appreciate listening to environmental programming.

Table 13: How do you perceive environmental programs on radio?

Variables	No of respondents	Percentage
I find it educative and enlightening	200	50%
I don't find it educative and enlightening	76	19%
Undecided	124	31%
Total	400	100%

This table indicates that 200 respondents representing 50% of the total population find the environmental programs educative and enlightening, while 76 respondents representing 19% of the total population don't find the environmental programs educative and enlightening. Whereas 124 respondents representing 31% of the total population were undecided.

Table 14: Do you think environmental programs on radio have been helpful in influencing your sanitation and environmental behavior in any way?

Variables	No of respondents	Percentage
Yes	261	65.25%
No	139	34.75%
Total	400	100%

According to the chart above, 261 respondents (65.25%) acknowledged that radio programs had a beneficial influence on their attitudes on environmental cleanliness, whereas 139 respondents (34.75%) disagreed. This demonstrates how radio broadcasts had a favorable impact on their attitudes regarding environmental sanitation.

Table 15: If yes, what influence does it have on your sanitation behavior?

Variables	No of respondents	Percentage
I take part in reducing environmental pollution	66	16.5%
I now practice sustainability	104	26%
I obey government regulations on environmental issues, such as waste disposal and environmental degradation	45	11.25%
All of the above	180	45%
None of the above	5	1.25%
Total	400	100%

From the table above, 66(16.5%) of the respondents observed that the environmental programs aired on Benin radio stations has influenced them in taking actions that will reduce environmental pollution while 104(26%) opined

that they now practice environmental sustainability. 45 respondents representing 11.25% of the total population said they now obey government regulations on environmental issues, such as waste disposal and environmental degradation. 180 respondents representing 45% of the total population agreed to all the influence options while 5 respondents representing 1.25% agreed to none.

Table 16: How effective are these environmental programs on you?

Variables	No of respondents	Percentage
Highly effective	70	17.5%
Effective	190	47.5%
Fair	84	21%
Not effective	56	14%
Total	400	100%

According to the aforementioned data, 70 respondents (17.5%) thought radio environmental programs were extremely effective, while 190 respondents (47.5%) thought they were effective. While 56 (14%) of the respondents said the environmental measures were ineffective, 84 (21%) of the respondents thought they were fair. This suggests that the radio's environmental programs were successful.

4.3 Answering research questions

The following are the key conclusions after analyzing the data gathered from respondents in the Benin, Oredo local government city. Male respondents (51.75%) dominated the response rate for demographic questions. Additionally,

the vast majority of responders (29.25%) were over the age of 41. Additionally, 53.25 percent of the respondents were married. Finally, the majority of responders (33%) worked in the government.

Research Question one restated: To what extent do people listen to radio programs in Oredo local government area, Benin, Edo State?

This study question is answered in Table 6 since the majority of respondents, according to their responses, do listen to the radio. In contrast to the remaining 22.25% of the population, the majority of respondents (77.75%) clearly listen to radio. Table 7 will assist us understand this since we do not yet know how much these respondents listen to radio programs.

Table 7 shows how much radio they listen to on a daily basis. The majority of respondents (77.75%) obviously listen to radio, but the majority (43.75%) said they do so at a high level, while only 11% said they do so at a very low level. Other respondents fall between an average levels.

Research Question two restated: To what extent are listeners aware of the radio Environmental Programs in Oredo local government Area, Benin, Edo state?

In providing answers for the above questions, reference will be drawn from table 8, 9, 11 and table 12. From table 8, the largest percentage (65.75%) of the respondents listen to environmental programs on radio while a significant

percentage of 34.25% also do not listen to environmental programs. This means that majority of the total population of study listen to environmental programs on radio.

Table 9 reveals the respondents specification on the particular environmental program they listen to. Majority of respondents (40.25%) listen to MAN AROUND TOWN, a reasonable percentage (15%) of respondents listen to RUSH HOUR, while some respondents listen to ENVIRONMENTAL WATCH, GREEN HOUSE MANAGEMENT, WAKA ABOUT, MORNING DRIVE and others have NO SPECIFICATIONS.

Table 11 reveals that the largest percentage of respondents (57.5%) often listen to these programs while 10% of the respondents do not listen at all. A substantial percentage (15.75%) of the respondents listen to environmental radio programs very often while 16.75% of respondents rarely listen.

Research Question three restated: What is their perception towards the Environmental Programs on in Oredo local government Area, Benin, Edo state?

In answering this question, the study relies on data available from table 13. To start with, in responding to the question indicated in table 13, 200 respondents representing 50% of the total population find the environmental programs educative and enlightening, while 76 respondents representing 17% of the total

population don't find the environmental programs educative and enlightening. Whereas 124 respondents representing 31% of the total population were undecided. This at least shows majority of respondents are undecided about how they perceive environmental programs on radio, but a significant number of respondents agreed that they perceive the programs as educating and enlightening.

Research Question four restated: How effective are the radio programs in creating awareness and providing adequate knowledge on environmental sustainability?

The majority of respondents (47.5%) agreed that the programs was just effective in creating awareness and providing adequate knowledge on environmental sustainability. 17.5% of the respondents feel it was highly effective. A quite percentage of respondents agreed it was fair while 14% of respondents said it was not effective. From table 15, it is seen that the effectiveness of these programs have caused a significant percentage of respondents (16.5%) to take part in reducing environmental pollution. 26% of respondents practice sustainability, 11.25% of respondents agreed that the programs influenced their attitudes towards obeying government regulations on environmental issues, such as waste disposal and environmental degradation. 45% of the total population agreed to all the influence options while 1.25% of the respondents agreed to none.

However, table 14 showed that the majority of respondents (65.25%) revealed that radio programs had favorably altered their attitudes toward cleanliness. Consecutively, the majority of respondents (72.5%) in table 10 agreed that radio stations devote enough airtime to discussing and reporting environmental sustainability activities and programs, while a sizeable portion (27.5%) also agreed that they don't devote enough time to such activities and reporting.

4.4 Discussion of findings

It is safe to say that the majority of respondents were listening to FM radio after analyzing the data gathered from respondents. It is obvious that the majority of respondents listened to environmental radio programs, and a similar proportion of them said they did so frequently. Similar to how many respondents often listen to radio programs about the environment. The majority of respondents also concur that environmental radio programs make them more aware of environmental sanitation and other measures to preserve the environment. The majority of respondents also concur that radio environmental programming influenced their conduct in favor of protecting the environment. The effectiveness of the radio's environmental programs is generally acknowledged by respondents. The majority of respondents, however, advocate for radio stations to increase their efforts in

educating listeners about environmental sustainability. The majority of respondents acknowledged that they watch the program MAN AROUND TOWN to learn about environmental sanitation.

Nonetheless, the majority of the respondents indicated that listening to radio programs had a favorable impact on their attitudes regarding environmental cleanup. The percentage of respondents who agreed that radio stations in Benin's Oredo city give environmental activities and programming enough airtime to discuss and report on shows no significant variation. It is also clear that many respondents believed that radio had favorably influenced their attitudes regarding environmental sanitation. A sizable portion of respondents concur that listening to radio has truly informed and enlightened them.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The study assessed the role of radio as a tool for public enlightenment towards achieving a sustainable environment in Benin City, Oredo local government area has the following objectives.

- To examine the extent at which radio stations have been able to sensitize the public on environmental sanitation.
- To examine the frequency of exposure of the people in the Oredo metropolis to environmental sanitation program on radio.
- To determine the extent at which programs on sustaining the environment have been able to change the attitude of the people positively towards environmental sanitation
- To ascertain whether radio stations allot enough air time in discussing and reporting environmental sanitation activities and programs.

The research's general backdrop, issue statement, research aims, and research questions are covered in the introduction, along with the study's importance, scope, limitations, and operational definition of words. To provide this study depth and foundation, the study also reviews a variety of literature concepts, empirical studies, and theoretical frameworks that are related to it. Theoretical frameworks: Uses and Gratification, Development media theory, Attitude change theory, Environmental sustainability (global perspectives and Nigerian context), Issues of

Environmental sustainability, Benefit of Environmental sustainability, Environmental sustainability and the media, Empirical Review of Studies, and Environmental sustainability are just a few of the concepts mentioned. The survey research method was used as the research approach, and respondents were given a questionnaire. The study's fourth chapter focused on the interpretation of results and the analysis of data. The data that were gathered were examined using descriptive statistics (frequency and percentage) with the use of tables.

5.2 Conclusion

Having analyzed the data collected from respondents, it is safe to conclude that a majority of respondents (77.75%) obviously listen to radio, but the majority (43.75%) said they do so at a high level, while only 11% said they do so at a very low level. Other respondents fall between an average levels. It is also clear that a majority of respondents (65.75%) listen to environmental programs on radio.

Similarly, substantial numbers of respondents (57.5%) often listen to these programs while 10% of the respondents do not listen at all. A substantial percentage (15.75%) of the respondents listen to environmental radio programs very often while 16.75% of respondents rarely listen. Equally, the majority of respondents concur that environmental radio programs make them more aware of environmental sanitation and other measures to preserve the environment. The

majority of respondents also concur that radio environmental programming influenced their conduct in favor of protecting the environment. The majority of respondents, however, advocate for radio stations to increase their efforts in educating listeners about environmental sustainability.

The findings show that the reportage of environmental sustainability on radio was generally low in terms of frequency and space allotted although many of people living in Oredo metropolis are aware of environmental sustainability programs reportage on radio. On this premise, it can be said that the priority given to reportage of environmental news is low. The study however recommends that more airtime should be allotted to the airing of environmental sustainability

5.3 Recommendations

Following a critical analysis and assessment of the theories, literature, and field data, the following recommendations are made in accordance with the main findings of the study:

1. In order to effectively and efficiently broadcast information on weather, climate, and other environmental issues, radio and other media should maintain a specific desk called the environmental and climate desk.
2. It is advised that broadcast media outfit their reporters with advanced tools or equipment to cover scientific topics like covering areas with less effort

on environmental sanitation or poor environmental sanitation, flooding disasters, heavy wind and storm without much stress.

3. In order to better exhibit professionalism and ensure that the public is informed, broadcast media organizations should offer specialized seminars and workshops for their reporters on how to effectively cover scientific and environmental news.
4. A specialized desk, maybe dubbed the environmental and climate desk, should be established and staffed with scientific and investigative journalists to ensure that information on hygienic practices, the weather, the climate, and other environmental issues is disseminated effectively and efficiently.
5. Media companies should create programs to inform and warn people about environmental risks, difficulties, and sanitation.
6. By allotting greater air time for environmental sustainability reporting, other radio stations should be encouraged to give environmental cleanliness programs and campaigns the utmost attention. The level of environmental sanity will rise as a result.
7. As a result, radio stations in Benin should step up their efforts to respect the principles of objectivity, fairness, and balance in their reporting.

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APPENDIX

Department of

University of Benin,
Benin City,
Edo State

21st February, 2023.

Dear respondent,

I am AJAYI LAWRENTHIAN DAMILOLA, a Student of Department of Mass Communication, University of Benin, Benin city, Edo state. I am currently working on a research project “**Audience awareness on Environmental Sustainability reportage on radio, a study of Oredo local Government Area, Benin, Edo State**”. This research is for academic purpose and you, as an esteemed respondent have been chosen for this research study. So you are kindly requested to answer all the questions below as appropriately as you could.

Your responses will count a lot for this study. I solemnly promise that information given therein shall be treated with utmost confidentiality.

Thank you

Yours faithfully,

Ajayi Lawrenthian Damilola
Researcher

SECTION A: DEMOGRAPHIC OF RESPONDENT

Instruction: This section asks about your demographic information, please kindly tick (✓) in the appropriate bracket(s), and tick option that is applicable to you in the space(s) provided.

1. Gender: Male Female
2. Age: Below 20yrs 20-25yrs 26-30yrs 31-35yrs 36-40yrs 40yrs & above
3. Marital status: Single Married Divorce Widow Separate
4. What is your Occupation? Farming Entrepreneur Civil Servant Artisan student

SECTION B:

Instruction: This section asks questions that border on research questions and related, please kindly tick (√) in the appropriate bracket(s), and tick option that is applicable to you in the space(s) provided.

1. Do you listen to Radio FM? (a) Yes (b) No
2. If yes, to what extent do you listen to the radio? (a) very high (b) High (c) Average (d) Low (e) Very low
3. Do you listen to the environmental programs on the Radio?(a) Yes (b) No
4. What environmental programs do you listen to on Radio? Please specify ---

5. Do you think Radio Stations in Benin City accord good airtime to environmental programs on radio? (a) yes (b) no

6. How often do you listen to the environmental programs on the Radio? (a) Very often [] (b) Often [] (c) Rarely [] (d) Not at all []
7. Do you enjoy listening to radio programs on topics around environmental sustainability? (a) yes (b) no
8. How do you perceive environmental programs on radio? (a) I find it educative and enlightening (b) I don't find it educative and enlightening (c) Undecided
9. Do you think environmental programs on radio have been helpful in influencing your sanitation and environmental behavior in any way? (a) yes (b) no
10. If yes, what influence does it have on your sanitation behavior? (a) I take part in reducing environmental pollution (b) I now practice sustainability (c) I obey government regulations on environmental issues, such as waste disposal and environmental degradation (d) All of the above (e) None of the above
11. How effective is these environmental programs for you? (a) Highly Effective [] (b) Effective [] (c) Fair [] (d) Not Effective []