

**INTERVENTION IN COMMUNICATION FOR THE DEVELOPMENT OF RURAL COMMUNITIES,
A CASE STUDY OF OREDO LOCAL GOVERNMENT**

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**A PROJECT WORK SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
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DECLARATION

This research is based on a study undertaken by I, **WILLIAMS MINISTER** in the Department of Mass Communication, Faculty of Arts, University of Benin. This was carried out under the supervision of Dr. **AMBROSE UCHENUNU**. All ideas herein are products of my personal research and where the views of others have been used and expressed, they were duly acknowledged.

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CERTIFICATION

This is to certify that this research work was carried out by **WILLIAMS MINISTER** of the Department of Mass Communication, Faculty of Arts, and University of Benin.

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DEDICATION

This research work is dedicated to the Almighty God

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ABSTRACT

In this discourse, the relevance of building Development Communication intervention on established models of communication to achieve maximum benefits from such intervention is highlighted. It borrowed from positions of communication models such as the objective or transmission model, Subjective or receiver-oriented model and the social network or negotiation model. Important considerations to make the most of Development Communication interventions are also x-rayed. This includes among others seeing development communication as participatory tool for agriculture and rural development, seeing it as worthwhile venture and not mere megaphone of development interventions, its usefulness for varied development intervention and seeking the service of trained development communication specialists,

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Rural communication has recently emerged as a key concern for communicators of both profit oriented corporation exploring rural areas to expand marketing their products, as also by those in social service institutions trying to reach rural communities to relay social and health related messages to rural dwellers. Rural communication is an interactive process between rural inhabitants and information providers, extension/advisory services and the government in which information, knowledge and skills relevant for development are exchanged, mostly through media such as radio, print and more recently the new Information and Communication Technologies (ICTs). In this process all actors may be innovators, intermediaries and receivers of information and knowledge. The aim is to put rural people in a position to have the necessary information for informed decision-making and the relevant skills to improve their livelihoods. Communication in this context is therefore a non-linear process with the content of data or information. (F.A.O.2006). It is believed that development is desirable and that communication media can contribute towards development. Communications media are of considerable value in development and can never be effective alone without practical changes in each particular society's social, political and organizational structure. The value of communications media is in support of a whole range of development initiatives.

Developing communities are characterized by isolation from ideas and information as well as services. Which is why rural dwellers have limited access to essential services and improvements such as education and health services because these amenities first reach the urban areas before getting to the villages where the bulk of the country's population resides.

Chester and Neelameghan (2006), attest that rural communities in Africa constitutes the larger percentage of the population whose information and developmental needs are not adequately met and consequently they have not been able to productively participate in the development process and enjoy the benefits thereof . The danger facing many countries is the drift to the cities by the young, attracted by urban facilities. The only way to prevent this is through rural development. Communications can be the cheapest and swiftest method of reaching rural communities, and of providing some expertise where none has existed. Communication can reach isolated communities. Emphasis has been on the use of mass communication that is, messages flowing from capital cities to the periphery. In most cases, feedback from the communities was limited because the communications media communicated one way from the center outwards. What happened to the message, its impact and the attitude of those on the receiving end, were not taken into account. The content of programming was decided centrally, based on the opinions of a relatively small group of people as to what rural communities needed and wanted to know. In the use of media for development, emphasis has been on telling and teaching, rather than an exchange of requests and ideas between the center and outlying areas.

In Communication for Development approaches, rural people are at the center of any given developmental initiative; planners, development workers, local authorities, farmers and rural dwellers as ‘communication equals’, equally committed to mutual understanding and concerted action. For long, history has shown that rural communities in Africa have suffered from enjoying any meaningful development largely because of policy implementation gap artificially created by the African governments and leaders. The consequence of these neglect resulted in rural communities lacking access to basic needs such as water, food, education, health care, sanitation, information and security, leading to low life expectancy and high infant mortality. These conditions, considered harsh by the majority of the rural dwellers,

which result in massive migration into urban areas to look for greener pasture, and often in search of formal employment, as the only option for survival. Moreover, literacy is quite low amongst the general populace and as UNESCO (2000) has since established, education is the catalyst of meaningful development without which no nation can propel itself into the modern era.

Udu is a local government area in Edo state, a kingdom of the Urhobo people. It has its headquarters in Otor-Udu. Udu local government is made up of thirty-two (32) villages. According to the Udu local government population census board (2006), Udu's population amounts to one hundred and forty two thousand, four hundred and Eighty (142,480). The prominent villages in Udu local government are Ovwain and Aladja communities because of the Delta Steel Company (D.S.C) located in between Aladja and Ovwain. Udu communities are backward in terms of development and as a result there is a high rate of illiteracy, youthful disturbance, no proper health care facilities, schools, and general infrastructure in these communities. Farming is a major livelihood activity for the people of Udu. This situation warrants a closer look at the attributes of information, and how well these attributes comply with development requirements.

The emergence of information and knowledge in the society is a significant intervention with the potential to ensure that knowledge and information are very important for achieving meaningful development. The relevance of this revolution is supported by Balit (1996) who pointed out that the least expensive input for rural development is knowledge. Knowledge and information are basic ingredients of making one to be self-reliant and are essential for facilitating rural development and bringing about social and economic change. According to Waterson (1987), the purpose of rural development is "to improve the standard of living of the rural population which is multi-sectorial including agriculture, industry and social facilities". In another review Munyua (2000), asserts that rural communities require

information inter alia on supply of inputs, new technologies, early warning systems (drought, pests and diseases), credit, market prices and their competitors.

Therefore, creating awareness through provision of information product and services to the rural people should become an essential component for development. Also, (Boon 1992; Martin 1984 and Paez-Urdaneta 1989) share the opinion that information (or knowledge) is power, however, information by itself is worthless and cannot solve problems. Information has power only when used and applied effectively. Neelameghan(2006), hint that planners, developers and governments do not yet acknowledge the role of information as a basic resource, or are unaware of its potential value. For this reason, information can be regarded as a basic resource by rural communities which the populace may use to improve their conditions of living and is essential to development process. Not only does information expand the possibilities of social, political, educational and economic development of any country, but it also facilitates awareness and empowerment. Information is an asset and a resource for development of communities, governments, agencies, and the target population. This study therefore assesses how communication interventions have led to development in Oredo local government area.

1.2 Statement of the Problems

Rural community development is faced with a number of problems. Although, communication intervention strategies have been used to support health and nutritional scheme, educational, agricultural, information dissemination and family planning among others, it is not evident in Oredo local government. Despite the benefit of communication to rural community development and how it affects the attitude, behavior and lifestyle of people, it seems that the absence of adequate communication is a contributor to the low level of development in rural areas. However, where communication is adequately deployed for development purposes, it becomes easy for development to take place since the challenges of

the people will become known and steps to be taken in addressing them adequately communicated.

Against this background, it is difficult to ascertain whether communication has contributed in any way to the development of the rural communities in Oredo Local government area of Edo State. Where there is effective communication, development will become effective especially when the necessary conditions are provided. This may not be the situation in Oredo Local government area. Arising from the above, the necessary question the study sought to answer is; what is the nature of communication intervention in the development of rural communities in Oredo Local government area of Edo State.

1.3 Objectives of the Study

The study was guided by the following objectives:

1. Investigate how communication intervention enhances development of rural communities in Oredo local government area.
2. Find out how effective communication between the municipalities, other agencies and the rural communities can lead to the enhancement of effective development in Oredo Local Government Area.
3. To examine the level of awareness and education among the inhabitants of the rural communities.
4. Investigate which of the communication media is more useful to the inhabitants of rural communities.
5. Examine the barriers that militate against communication intervention in the development of rural communities in Oredo Local Government Area of Edo State.

1.4 Research Question

1. How does communication intervention enhance development of rural communities in Oredo local government area?
2. Is there effective communication between the municipalities, other agencies and the rural communities for the enhancement of effective development in Oredo local government area
3. What is the level of awareness of rural inhabitants on development activities?
4. Which communication media is more useful in the development of Oredo local government area?
5. What are the barriers that militate against communication interventions in the development of rural communities in Oredo local government area of Edo State?

1.5 Significance of the Study

The outcome of this study would serve as empirical evidence that would reveal the communication intervention needs for development of rural communities in Nigeria. To this extent, the media would find this study useful as the data that this study generates would serve as guide to ascertaining the input of the media in the development of rural areas. More so, the study can serve as one existing literature or as an additional literature on communication intervention in the development of rural communities in Nigeria. It would also be instrumental to prospective researchers who may want to plunge into this similar area of study.

Also, this study would be of immense use to the various government bodies involved in rural development such as; Edo state ministry of government affairs, rural electrification agency, ministry of wealth and the state sustainable development goals.

The significance of this research to the Government cannot be overemphasized as it would go a long way in transforming quite significantly the way government conducts its developmental business by way of involving the members of rural communities which these developmental plans and programs are designed for through the available communication links created and made available by the media for the rural communities.

1.6 Scope of the Study

The study considered communication intervention in the development of rural communities in Delta. Notwithstanding, the study was conducted in four (4) selected rural communities in Oredo local government area of Edo state. These rural communities selected for this study were Ovwian, Egini, Ubogo, Ukpiovwin communities all in Edo state. Therefore, the study delimited its study coverage to how communication intervention enhances development of rural communities in Oredo local government area. The study is restricted to only the inhabitants/residents of the four selected rural communities in Oredo local government area of Edo state.

1.7 Limitation of the study

One of the major limitations of this research is the inability of most research participants to respond to the questions in the questionnaire. The inability of respondents to read or write deterred the speed of the research as the researcher had to attend to participants individually by explaining the questions to them.

1.8 Definition of Terms

1. **Communication:** The interactive process between rural inhabitants and information providers, extension/advisory workers and the government concerning developmental needs of rural inhabitants.

2. **Communication Intervention:** This simply means development issues that require communication input to change or how communication helped in fostering a development issue.
3. **Development:** The availability of necessary infrastructure in rural areas with the aim of placing rural inhabitants in a position to have the necessary information for informed decision making and the relevant skills to improve their livelihoods.
4. **Rural:** An area located away from the city and not included in the urban definition, usually characterized by poverty and underdevelopment.
5. **Information:** Knowledge or facts rural inhabitants have about development.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Focus of Review

Review of related literature is the process of exploring the existing literature to ascertain what has been written or otherwise published on chosen research topic, the previous research conducted and their impact on the present topic chosen. It is in this light that the literature will draw inferences from materials relating to:

1. Concept of Development
2. Development Communication: A conceptual review
3. Development Communication Planning
4. Rural Communication
5. Media for Community Development
6. Challenges to Rural Communication
7. Empirical Review of Related Studies
8. Theoretical Framework

2.1 Concept of Development

Development is a broad concept that entails social, economic, political and human development. Human development constitutes the foundation on which the first three concepts are based. According to Burkey (1993), economic and political development must translate into social development. As a broad concept, development has been extensively explored with a view to realize economic growth and social development. However, the emphasis shifted from industrial and economic development as the determining factors in societal transformation. Economic growth may bring material gain to the people, but development is much about enrichment of the lives of all the people in the society (Edwards 1993). The shift moved from holistic theorization of development towards local

‘participation’ and ‘empowerment’ (Mohan and Stokke 2000). The underlying principle of such a phenomenon is the people’s control of the processes.

Todaro and Smith (2006) also agree with Edwards that if a development strategy results in robust economic growth and political stability without a significant change in the quality of life of the masses of people, something is wrong. High growth performance without people participation is clearly economic growth without development. This is evident in Brazil, a country that experienced and suffered the consequences of “growth without development” (Todaro and Smith 2006). Its growth performance was the best in Latin America between the 1960s to the 1980s. However, due to its low social spending on health, education, pensions, and other benefits, it remained one of the countries with the highest levels of social inequalities in the world. Numerous development definitions presently focus on the capacity of people to make and implement decisions (Martinussen, 1995). Basic human needs form a base for this conception. It is normatively assumed that satisfaction of basic human needs should take precedence over all other development thoughts and efforts. This evolution of development thoughts was promoted by the United Nations since the 1970s and the World Bank became vocal about it in the 1990s (Todaro and Smith 2006). Many community development theories emphasize people’s participation in decision-making as being important, particularly in respect of initiation, planning, implementation and evaluation of a development program. The strategy of “voluntary development sector” (Korten 1990) evolved from relief and welfare to community development approach and it also suggested, that in future greater attention should be given to development facilitation as people’s movement.

2.2 Development Communication: A conceptual review

Nora Quebral, (1972), first defined development communication as the art and science of human communication linked to a society’s planned transformation from a state of

poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential. Similarly, development communication refers to the practice of systematically applying the processes, strategies and principles of communication to bring about positive social change (Quebral 1972). However, the World Bank defines development communication as the integration of strategic communication in development projects (Manyozo 2006). Development communication was introduced as an integral part of rural development in Africa in the 1950s and 1960s to promote and facilitate the participation of the rural poor in the sharing of the benefits of development as well as the responsibility for development decision making.

The importance of effective communication in promoting successful implementation of developmental initiatives cannot be questioned. This study is aimed at creating new effective communication model which will bridge the communication gap between the structures of government and the community members and encourage sustainable public participation. Schramm (1997) revealed that the problem of underdeveloped regions across the globe is partly due to poor or lack of effective communication. Schramm (1997) laments the existence of a considerable communication gap between development agents and communities. In support, Dudley (1999) points out that there is a relationship between communication and economic growth.

Lu (2009), reports that communication gaps in economic activities impact negatively on development initiatives. He argues that China needed effective communication to build its internal and external images. Portrayal of poor image by communities within the country is a sign of a communication gap between the government and its people. In 2008, the economy of China was affected, resulting in both its internal and international reputation being dented. According to Lu (2009), lack of effective communication and inadequate knowledge of

international communication skills needed to relate with her own stakeholders was likely to be the major reason for this status quo.

Sawer (2009) also contends that a communication gap exists between the government and the people in Australia. He attributed this to the traditions of secretive government, on the one hand and high levels of community distrust, on the other hand. Hurskainen (1993) explains the situation presented above and expresses the view that governments believe they are custodians of correct policies and possess appropriate knowledge for developing people's living conditions. Most governments strive to address the ignorance that communities have of the programs and opportunities that they can take advantage of to improve their livelihoods. As Olutimayin (2002) points out, effective communication between government and its people is crucial even in the health industry. The Health for All System introduced in Nigeria between 1993 and 1998 led to the establishment of the Primary Health Care System. The goals of the Health for All programs could not be achieved because effective communication channels among health facilities, districts and community members were non-existent (Olutimayin, 2002). Moreover, it was recognized that communication between decision makers in the urban offices and implementers in rural areas needed attention.

According to the South African State of Local Government Report (2009), a considerable communication gap exists between municipalities and communities in rural areas. This, as indicated in the same report by the Department of Cooperative Governance and Traditional Affairs (CoGTA), hinders the realization of rural development and poverty alleviation. According to the State of Local Government in South Africa report (2009), the increasing number of violent protests in some parts of South Africa is partly due to lack of communication between the local sphere of government and people residing in areas under its jurisdiction. Bowes(1997) believes that a communication gap also contributes to

underdevelopment in the sense that people cannot access the information they need to improve their livelihoods.

The rural areas of Nigeria are characterized by low level of socio-economic activities, low purchasing power and lack of infrastructure and social amenities (Abdulraham 1999; Alabi and Ocholi, 2010). In most rural areas in Nigeria, like any other rural setting in the developing nations, basic infrastructures, where they exist at all are too inadequate for any meaningful development. In spite of the fact that these rural areas serve as the source of food and raw materials for the urban areas, yet they have continued to witness increasing poverty and marginalization (Akinola, 2007; Egbetokun, 2009; Lawal 2014). The need to integrate communities into development activities in Nigeria has been necessitated by the realization that despite the huge amount of money expended on rural development most people in the rural areas still live below poverty line (Malinga, 2011; Gnade, 2013). One way to explain this is that although, since independence the government of Nigeria has placed emphasis on the provision of infrastructure and services as a deliberate move to correct imbalances between urban and rural areas, however, there has been no or limited involvement of rural people in the planning and implementation of these projects.

The period between 1973 and 2007 marked a watershed in rural development efforts in Nigeria. The period witnessed deliberate government efforts at mobilizing the people for rural development. A number of task forces and bodies were set up to oversee, organize and to direct partnership with the people on self-help activities. They include: Directorate of Food, Roads and Rural infrastructure (DFRRI), Rural Electrification Schemes; Credit Schemes to small holders through various specialized institutions such as People's Bank, Agricultural and Cooperative Development Bank, Community Banks, NERFUND, SME Credit Schemes, the Family Economic Advancement Programme (FEAP), Universal Primary Education Schemes and Low Cost Housing Schemes, Health Scheme as the Primary Health Care Programme,

National Directorate of Employment (NDE), Better Life for Rural Women Programme as well as the Family Support Programme (FSP). More recent programs include the National Poverty Eradication Programme (NAPEP), the YOUWIN program as well as the Small and Medium Industries Equity Investment Schemes (SMIEIS). The various state governments had also articulated blueprints on rural development, adopting the Integrated Rural Development Strategy as their strategic option to carry development to the masses. While it is acknowledged in societies around the world there is concern over the plight of poverty, in South Africa years of active discrimination policymaking and neglect have resulted in high levels of inequality.

Chambers (2010) describes Effective Communication for Rural Development as communication characterized by community participation where in community members are empowered with information and are part of the identification of their needs, challenges, intervention plans, implementation thereof, monitoring and evaluation in an environment conducive for them to take issues of their own development into their own hands by becoming active participants and owners of the whole process. This means that members of the community are persuaded to take matters of their development into their own hands. They also are made to be accountable to existing developmental initiative.

Larson (1990) indicates that persuasion involves self-motivation and it occurs incrementally. According to Larson (1990), effective and successful persuasion is determined by persuaders' knowledge of the needs of their audience. Correct knowledge of audience seems to be a missing link in government as in most cases they believe in one-size-fits all approach. The easy to single out example in this regard is when government prefers writing one and the same statement and sends it to all media houses irrespective of media houses' different story angles and editorial styles as well as content needs. Effective communication involves situation analysis and communication research which is regarded as a key in

document called *Guidance on Communication for Rural Development* (2009). It is through communication that community members will be made to take part in initiatives that improve their lives through self-actualization.

The notion of self-actualization (Larson, 1990) comes as a result of effective communication. O'Keefe (2002) argues that persuasion is connected to the notion of success and this emphasizes the importance of effective communication in rural development. O'Keefe (2002) also adds that persuasion is like the orientation of the mind. Effect of persuasion, as O'Keefe (2002) argues, can be measured by change in attitude. Here, a well-trained communicator will assess attitude before and after exposure to the message. Change in attitude will also result in change on outcomes. Should the outcome be positive, this has potential of changing how community members perceive government institutions and their developmental initiative. Instead of becoming passive recipients of government's grants and destroying existing limited resources they may become part of the implementation of interventions and have a level of ownership and accountability.

2.3 Development Communication Planning

Communication in its simplest form is the transmission of a message from a source to a receiver. For any developmental plan to be effectively executed, then proper communication flow must be paramount in the planning. For the focus of this study, the message is the developmental plan by the government which can be referred to as the source, and those at the receiving end of this developmental plans are the rural dwellers who are referred to as the receivers. The importance of effective communication in promoting successful implementation of developmental initiatives cannot be questioned. Consequently, the importance of planning cannot be overemphasized if there must be development then

there must be planned strategies to execute such developmental goal and strides which are aimed at eradicating or reducing poverty. And one of such strategies is effective communication flow between the government and the rural dwellers.

In Nigeria the majority of development messages get to the village level, where the people live, not via the mass media, but through interpersonal contacts (opinion leaders) made by Local Government officials, social groups, teachers, village health workers, extensionists and other volunteers etc. who reside in the village or district. The traditional leaders, through the village chiefs, town criers and age grades create awareness about programs and legitimize their adoption. Religious leaders have played a positive role in spreading messages, while social groups have helped through face to face contacts, to inform, convince and motivate potential adopters of innovations (Imoh, 2008). In the late 1970s and 1980s, however, the failure of rural development strategies to achieve their objectives was traced to the lack of participation of the intended development beneficiaries. Development communication practitioners began to shift their focus to a decentralized and participatory communication strategy. According to Librero (1991), “the central principle in this strategy is community cooperation and personal growth. Participatory strategy aims to foster greater participation and working together.” In spite of these commendable efforts, development communication practitioners continued to experience difficulties in achieving objectives. Serra(1989) tried to explain the lack of support from local residents for participatory communication projects. First, she stated that it was hard to sell the idea since communication sounded abstract to the grassroots. Second, communication knowledge and skills were a monopoly of the local elite. Third, there was lack of know-how on sound planning and management. As a result, development agencies end up operating the community medium or implementing the communication project. Alcalá (1990) added that practitioners had a hard time adjusting to their role as mere facilitators (not managers) of community media.

“Although responsible for the success of a project, practitioners lose a power position in the participatory approach. Also, being a facilitator requires definite skills and personal characteristics”. Steeves(1993;3), on his part, commented that “theories of participation and interactivity advanced thus far have been overly simplistic. One major inadequacy is the assumption that participants are equal, an assumption that ignores huge power differentials in Third World communication situations.”

In the late 1980s, development communication practitioners started looking into the promise of new communication technologies in bringing about rural development. They viewed these new technologies as agents of change – enabling the speedy delivery of health, educational and agricultural information. Given its interactive nature, they believed that these new technologies allow marginalized sectors of society to solve development-oriented problems without ending up as passive receivers of communication messages. The marginalized sectors may even use these technologies to transmit information and knowledge to a wide range of audiences, thus realizing a bottom-up communication flow. With these in mind, governments, donors and development agencies invested heavily on the technology – wanting to realize the benefits that internet access promised in their fight against poverty. To quote the World Bank (1994;6) “This new technology greatly facilitates the acquisition and absorption of knowledge, offering developing countries unprecedented opportunities to enhance educational systems, improve policy formation and execution, and widen the range of opportunities for business and the poor.”

Librero (1991;2) “defined information technology as “the acquisition, processing, storage and dissemination of vocal, pictorial, textual and numerical information by a microelectronic-based combination of computing and telecommunications.” The promise of new communication technologies in addressing development problems, however, may most probably remain a promise for a long period of time. As Panos (1998;15) stated “New

communications technologies are revolutionizing access to information – but the revolution is likely to reach everyone but the poor.” Heeks (1999;20) contended: “The poor simply do not have these resources. In a world where 80 percent of the world’s population has no access to reliable telecommunications, and one third has no access to electricity, it is hardly surprising that the internet reaches few poor people. Likewise, more than half of low-income countries’ population is illiterate, with a far greater proportion unable to read English, the language that dominates digitized information.” The poor will be unlikely to control or use the technology hands-on in any significant number for the foreseeable future.

2.4 Rural Communication

Rural development is a process of action with economic, political, cultural and social dimensions. It is imperative for the rural dwellers to have and accept the necessary technologies, innovations and knowledge for the rural development. Therefore, communication plays an important role in the process of rural development. The communication bridges built between public institutions, rural organizations and people generate the opportunities to ensure sharing of knowledge and experience needed for rural development. In addition to these, the media ensures publication and popularization of rural issues in the general public. It supports the educational and awareness activities; it specifically contributes to facilitating the technical information. The communication networks set up in the rural areas facilitate access by the local people to the service and the information. Therefore, it is evident that communication plays a remarkable role in rural development. In the rural communication activities in different parts of the world, radio, TV, press, computer, internet, other information systems, videos, films, theatres, festivals, meetings, panels and seminars are widely used. In the rural areas where traditional relations are prevalent, face-to-face communication is a commonly used method. The functions of communication in rural development include the following:

1. To facilitate the exchange of views and information between farmers and rural organizations.
2. To make contributions to the implementation and coordination of the rural development projects.
3. To ensure that the innovations are embraced and spread in rural areas.
4. To raise awareness in the rural areas to promote participation.
5. To support the activities for education and awareness.
6. To ensure cooperation and coordination among the rural and agricultural organizations.

2.5. Media for Community Development

It is appropriate, at this point, to distinguish between communication and information. Communication is a two-way process in which data and information are sent and received between two or more parties, each with an inherent knowledge and understanding about how the data and information is to be used. Information is basically data which is more or less a passive commodity with little inherent value unless it enriches one or more of its recipients, either in terms of knowledge or in some other, material way. The importance of information in rural community development cannot be overemphasized because information has become a supportive input for any development program. It is so vital that is why Nyerere (1967; 4) stated that, "While other countries in the world aim to reach the moon, we must aim for the time being at any rate to reach the villages by providing them with necessary information". Thus, it can be said that, information, if well-articulated could eradicate ignorance and gives enlightenment on how to achieve economic, educational, social, political and cultural objectives towards the development of the entire community.

This signifies that no community can develop without knowledge, and a community can only become knowledgeable if they recognize and use information as their tool for

development. It is generally agreed by a number of scholars such as Mchombu (1993, 2003), Corriera (1997), Okiy, (2005), Dawha and Makinta (1993), Camble (1994) and others that, rural communities in Africa have invariably lagged behind in terms of any meaningful development. This constitutes to a greater extent the underdevelopment of African nations as a whole because rural communities form the nucleus of those nations, lack of access to adequate and right information at the right time to the rural communities undermines the efforts at improving the living conditions of the rural people by both governments and non-governmental organizations.

It has been observed that having access to the right information can address major problems that hinder rural community development and it can also improve chances for livelihoods. It also strengthen their social networks, such people today continue developing themselves with information they acquired. Societal needs are satisfied through various kinds of activities, each of which requires information as an input. These include, for example, education, policy formulation, research and development, personal needs, business, decision-making, mass communications, public goods and private goods. Societal needs are also satisfied at different levels, from individuals through to global communities with information. This is why access to information is an essential condition for development (Panos, 1998). At this point, it could be said that information, if well uttered and packaged for rural communities, it will exterminate poverty, ignorance and give enlightenment on how to achieve economic, social, educational, political and cultural objectives towards the development of the entire society.

Access to information in rural communities of Africa is affected by a number of drawbacks, evident in ways in which rural information services are coordinated. It is agreed that information providers and experts need to pay attention to the information needs of the various groups and the communication process among each group of the user community (Odini, 1995). Therefore, the role of libraries, information centers and other agencies

becomes vital in sustaining the information services for the development of rural communities in Africa. In this case, Libraries and information centers should develop their collections, facilities and services to meet the information needs of their patrons. In addition, to accomplish this task effectively, Government and its agencies must have a careful and thorough understanding of the information needs, information-seeking behavior, information services and information system of the rural communities. Furthermore, Governments and their agencies must have effective implementation picture that will make the rural dwellers to maximize the utilization of information for their daily activities. It is therefore, desirable to understand the purpose for which information is required, the environment in which the user operates, users' skills in identifying the needed information, channels and sources preferred for acquiring information, and barriers to information seeking and use.

Adequate knowledge of the information needs of users is imperative for Government and its agencies in re-orienting the information services and activities to synchronize them with the information seeking behaviour of the rural communities. Today, information is conceived as an important resource that contributes immensely towards the development of a nation especially in this era of information explosion. It provides the mainstay for the development of knowledge, the foundation for innovations, the resources for informed citizenry, and as a result, becomes a key commodity for the progress of any society. Mchombu (2003;111) stated that, "the contradiction between the vital role of information in development and its lack of official recognition in developing countries can hardly escape the attention of Information specialists". Therefore, this unhealthy situation warrants immediate concern of the information workers, professionals, governments and specialists to actively bring about lasting and favorable solutions, so that information can be fully accepted and utilized as resources contributing to the development. Until recently, development communication borrowed heavily from the marketing approach to communications: the area

known as 'persuasive communications'. Mass media were used to support development initiatives by beaming messages or directives encouraging people to support development projects (Mhagama, 2015). The approach taken has varied, but the usual pattern has been for broadcast media and print to inform people that development projects were taking place, to highlight the benefits likely to follow from these projects, and urge people to take advantage of them. A typical example is in the area of family planning where communications media such as posters, leaflets, radio and television would inform people that methods of family planning were available and tell them where they might be obtained, illustrate the advantages of the small family or the disadvantages of the large, and attempt to persuade the audience to practice some method of birth control. Similar communication strategies have been used to support health and nutrition schemes, agricultural projects, education.

The community media approach does not deny the necessity for the continuation of some or all of these functions for the media. There is still a need to inform, and to point out the reasons why certain development programs are being undertaken. But there is a belief that media could and should do more for development than be the means of message transmission from one source to another (Fairbairn, 2009). Advocates of community media believe that through involvement in the process of communications itself, development can be progressed. Uses of communications media which include two-way communications have been called 'community communications' or 'community media'. In the past, similar terms have been used to identify programming especially designed for particular community groups, such as ethnic or minority groups, groups with special needs or interests. Community communications should mean more than programming designed for special or selected groups. They are intended to be based on more than assumed audience needs and interests. Community media are variations of media used by the community, for whatever purposes the community decides. They are media to which members of the community have access to for information,

education, entertainment, when they deem it necessary. They are media in which the community participates, as planners, producers, performers. They are the means of expression for the community. Community communications describe an exchange of views and news, not a transmission from one source to another. The relevance of community media for development depends upon an understanding of what development is.

2.6 Challenges to Rural Communication

One of the major objectives of rural development programs is to rectify gross inequalities of wealth, because much rural underdevelopment in Africa is a consequence of historical subjugation which has generated demoralization, apathy, fatalism, submissiveness and dependency (Miller, 1981).

Rural people are trapped in a cycle of deprivation and have given up trying; they do not perceive themselves as having any choices. Following this diagnosis, Paulo Freire (1973) has recommended a model that will restore the self confidence that will release energy and motivation for self-development. They learn that their impotence is a consequence, not of inherent inferiority but of historical processes that are reversible. An evaluation of many development communication projects in Africa and other third world countries show that there are more signs of the top-down than of the bottom-up approach to rural communication. These approaches Miller observes are influenced less by good intentions than by the structure and culture of implementation. Government's programs targeting the rural people are perceived as a privilege, that they should feel grateful to receive, and not something they have a right to demand, even to fight for. At the level of the community, any concept of development plan is rare indeed and the micro regional or "pilot project" approach and interventions seem arbitrary and often unrelated to each other or to the priorities that the local population itself might have set. Recipients of development programs in rural areas are often

perceived by development planners as incapable of assessing the options open to them or choosing among them.

As a result, many rural dwellers are distrustful of the government and its programs, because of their experience with past government programs that held the communities in the passive dependent posture that discourages them from moving into the more active autonomous, entrepreneurial posture that is necessary if they are to become capable of self-sustaining development. As Miller further observed, many development communication projects have misjudged the goodness of fit between the innovation being promoted and the prevailing culture and as a result, extensionists have ignored the pragmatic wisdom of peasant communities that have enabled them to survive. In some cases, the peasants have not acquired the requisite skills needed to use the innovation themselves and become dependent on the extensionists to sustain the adoption of the innovation.

1. Limited income sources
2. Absence of providers
3. Sustainability issues
4. Poverty
5. Variations in language
6. Vast heterogeneous and diversity spread audiences
7. Poor media reach
8. Low literacy level
9. Lack of well-developed communication infrastructure

Communication is important for rural development in the face of various challenges facing rural development. Such challenges are characterized by (a) A dearth of information, (b) Conflicting messages (difficulty in knowing what is relevant/correct information), (c) A

lack of well-developed Information and communication technologies (ICT) infrastructure and low levels of ICT skills. (www.fao.org/sk/knl_en.htm).

When talking of communication for rural development, it should be noted that in reality, the electronic media are largely available in institutions and companies, the contents of which are in languages that rural populace do not use or communicate in, such have little relevance to their needs and their use require training. However, it is assumed that the availability of new information technologies and media like the internet, rural radio, mobile phones and TV open more channels for communication and give the chance for wide access to information and to limited extent to interactive communication. For electronic communication to be effectively used in rural development, the issue of connectivity, content and context must be addressed and assured to realize the potential of information technologies (Thussu 2000). Adedokun (2008) sees development as the power of people to solve their own problems with their own wisdom, experience and resources with a view to eliminating poverty, pestilence and starvation. Akinpelu (2002) sees the target of development as being human beings and not the material accumulation surrounding them or of the economic growth of the nation. Akinpelu, sees development as the process of enhancing man's knowledge, skills, attitudes, boosting his self-confidence, self-reliance, and self-pride to face the world. For all these to come about, there is need for effective communication. Community development involves the coming together of a group of people in a community planning and acting together to bring about the satisfaction of their needs with a view to bringing about desirable change in the lives of the people through their cooperative efforts and by actively taking part in measures designed to improve their conditions of living (Adedokun 2008). The coming together of these people in a cooperative way presupposes that there must be effective communication between and among the people.

Without effective communication, there would be misgiving and misunderstanding and this would always result in conflict, lack of cooperation and subsequently lead to underdevelopment. To Braimoh (1988), effective communication is an essential tool for the establishment and maintenance of a good social and working relationship. It involves constant change of ideas and interactions among people for the solution of their problems and they see effective communication as essential prerequisite for every aspect of group functioning. With all these facts, effective communication cannot be brushed aside if rural development is to be accomplished because to Anyanwu (1999), community development depends on the effectiveness of communication as it helps in sharing of ideas and opinions and diffusion of good ideas while irrelevant ideas are thrown out.

Effective communication enhances participation of every community member towards the achievement of the goals of community/rural development. It makes people participate actively in matters of development. Communication is a powerful tool to facilitate participatory development. It is about encouraging community participation with development initiatives through a strategic utilization of various communication strategies. Community development involves strengthening the capacity of individuals within the community to accomplish the community's set goals. Communication process brings together all stakeholders in community development in a dialogue of ideas on development needs, objectives and actions (Manyozo 2006). This is to say that as an agent with a community or as a development practitioner or as a leader in the community, you are first a communication actor and so the way you approach the local community, the attitude you adopt in interacting with community members, the way you understand and discuss issues, the way you collect and share information, all involve ways of establishing communication with people. The way communication is established and nurtured will affect how involved people will feel about

the issues raised and how they will participate or not in the development initiative (Quebral1973).

Effective communication is a two-way communication, it should not be a one way dissemination of information, nor should it consist of telling people what they should or should not do. It should not be viewed as a way to motivate people to participate in activities in which they did not have input. Communication is expected to be used to facilitate community participation in a development initiative. When communication is used for community development purpose, it is based on the one hand on participating process and on the other hand on media and interpersonal communication which facilitate a dialogue among different stakeholders around a common development goal, with the objective of developing and implementing a set of activities to contribute to its solution, or its realization and which supports and accompanies this initiative. Communication for community development means moving from a focus of informing and persuading people to changing their behavior or attitudes to a focus of facilitating exchanges to solve a common identified problem. This in essence would lead to a common development initiative to experiment with people and to identify what is needed to support the initiative in terms of partnerships, knowledge and material conditions. The above can be linked to communication as described by Udoakah (1998). To him, communication is a process through which needs, emotions, desires, goals and sentiments are expressed among human beings using codes, symbols and languages understood by the parties involved in the process. In the process of community development therefore, communication is important as it involves the study of people relating to themselves and to one another in groups, societies, influencing one another and being influenced, informing one another and being informed, teaching and being taught, loving and being loved, entertaining and being entertained (Adepoju2000). Communication from the

above summary of what communication is about can be said to be an educative process and one which leads to effective community development process.

2.7 Empirical Review of Related Studies

Umukoro (2012), examined community radio as catalyst for community development with focus on Okuama, Eku and Jeddo communities of Delta Central Senatorial District of Edo state. It affirmed the study by using Development Media Theory. The survey research design was adopted to investigate the study. The questionnaire was used as instrument. A total of 400 copies of the questionnaire were distributed to the respondents in the eight (8) local government areas which made up Delta Central Senatorial District. Data collected and analyzed show that the absence of a community radio in the state is a major constraint to the development of the rural areas and their people. It also showed that community radio is a development agent to the rural areas and it brings numerous benefits, engendering general development in rural communities. Furthermore, it was revealed that community radio is also capable of attracting government's attention to the plight of the rural communities and people when established amongst other discovery.

The study of Umukoro Ese (2012), is related to this current research work, in that both study used a survey design method though slightly different. Also both studies seek to ascertain the role communication will play in fostering rural/community development. However, while Umukoro Ese, (2012) concentrated on Okuama, Eku and Jeddo communities in Delta Central Senatorial District, the current research work tend to cover the communication interventions in the development of rural communities in Oredo local government area, Edo state.

Wood (2009) observed that over the last decade, there has been an explosion in the number of radio stations across Africa – particularly community and commercial Fm stations and new

techniques such as phone-in shows are making radio an interactive medium, providing farmers with a real voice. It noted that the effectiveness of radio in improving food security has not been well studied or documented, and there is a lot to gain by sharing and recognizing best practices. The main objective of this research was to review the current strategies used to engage communities with farm radio in Malawi and to identify common factors of success and feasibility for widespread adoption at the time of the study, many of the farm radio producers interviewed by the author were partners of the African Farm Radio Research Initiative (AFRRI). AFRRI is a 42-month action research project launched in April, 2007 and supported by the Bill & Melinda Gates Foundation and being implemented by Farm Radio International, in partnership with the World University Services of Canada (WUSC). Its aim was to assess the effectiveness of farm radio in meeting the food security objectives of rural farming households in Africa. In this work, Wood observed that 90% of Malawian households are engaged in agriculture, with 81% of the active rural population classified as subsistence farmers – using low input rain farming and most farm plots are not large enough to feed a family. The researcher observed that one method of improving food security and nutrition is through the use of radio to improve knowledge and awareness of better farming practices and to engage and mobilize communities to improve their own food security and nutrition.

The author carried out a qualitative review of different strategies used to engage communities with farm radio in Malawi; exploring the success and challenges of each strategy. The study involved making observations and carrying out interviews with practitioners in Malawi who are actively involved in engaging communities with farm radio and the community of radio listeners. The study revealed that radio producers in Malawi have a strong appreciation of the importance of engaging their community and using different strategies to engage community of listeners with farm radio. These include:

1. The inclusion of community voices on air which encapsulates pre-recorded interviews with community members as well as live phone-in programs.
2. There was the existence of radio listening clubs (RLC) in the various communities studied.
3. Community members participated in the production of programs by the radio stations.
4. There was the use of text alerts and call-outs to listeners in the communities.

The study concluded by listing key success factors for community engagement with rural radio which include:

1. Developing a two-way dialogue between producers and the community. Here, the development of a two-way dialogue between the producers and listeners is very important. This can be achieved through encouraging feedback from listeners and allowing listeners to have a say in how the program is produced. Feedback can be gathered from radio listening clubs through phone-in programs and by encouraging listeners to text their feedback during the program.
2. Ensuring that the community feels that the radio content is relevant to them. This can be achieved through the involvement of the community in the development of the station's program, and through the participation in the program production and the involvement of community members in the recording of program content.
3. Creating a sense of community ownership of the radio program and/or the radio station. Developing a sense of community ownership of the radio station and/or the radio program which was achieved through the naming of the program by listeners. It is believed also that ownership is also influenced by the origins and status of the radio station within the community and the production team itself. Notably, the efforts made by the program producers to engage the community; their outreach skills and experience, and whether or not they are community members themselves. For

instance, if listeners don't believe that a radio program is relevant to them; they will not listen to it. So, it is vital that radio producers ensure that program content is relevant to listeners and also to ensure that listeners perceive that the content is relevant.

4. Lastly, creating a sense of community ownership which was achieved by ensuring that community voices were included in the program content because it helped to reassure listeners that the program content is relevant to them. The listeners are more likely to listen and learn from one of their community members (through peer learning) than from experts. Gathering interviews from listeners (either live or pre-recorded) allows listeners to interact with producers, give feedback on previous programs and suggest ideas for future programs.

The study of Wood (2009) is related to this current research work, in that both study used a survey design method though slightly different. Also both studies seek to ascertain the role communication will play in fostering rural/community development. However, while Wood, (2009) concentrated on 'Engaging Communities with Farm Radio in Malawi the current research work tend to cover the communication interventions in the development of rural communities in Edo state: a case study of Oredo local government area of edo state.

Tanja (2003) observed that the establishment and organization of Bush Radio have transformed over time just as the political context in South Africa has changed over time. The study looked at community radio in South Africa, before and after democratic elections in 1994. The study outlined the history of Bush Radio, the oldest community radio project in Africa. The methodology of the study consisted primarily of an ethnography of Bush Radio, which is the instrument and reflective heuristic device. In other words, the study took note of the shift in the 1970s from an emphasis on participant observation to the —observation of participation, and to concerns with power and praxis and the epistemological doubt

associated with the crisis of representation (Denzin and Lincoln, 2000). To demonstrate how Bush Radio created community, the study focused on several cases within Bush Radio. The use of hip-hop for social change was explored. Framed within theories of entertainment-education and behavioral change, the study explored specific programs on-air and outreach programs offered by radio stations. The work also looked at kwaito music, a new hybrid musical form that emerged in South Africa post-apartheid. In particular, the study observed that Bush Radio used kwaito music in the consolidation of a black identity in South Africa. Programs targeting children and youth were also discussed and this offered a space for the creation of a generation consciousness in the post-apartheid era.

The study concluded that, the study in particular, found out that Bush Radio is not so much an organization as it is an organism, held together by a complex set of interlinked structures, with the concept of community pulsating as its central life-force; a kind of body without organs. Bush Radio has no real essence; it is both the embodiment of community radio at its best - and its antithesis. Bush Radio is not a 'bush radio' geographically or figuratively. It sported state of the art digital equipment and a relatively sophisticated organizational structure, yet, it is still deeply connected to the various communities it serves. The organization of Bush Radio has transformed over time just as the political context in South Africa has changed over time. Yet, in another study carried out by Julia Fröhlich, Daniel Däschle, Andrés Geerts and Sofie Jannusch (2012), entitled —Community Participation at Local and Community Radio Stations: An Explorative Study in Africa, Asia, Latin America and the Pacific, presented the main findings of three regional surveys on community members' participation at local and community radio stations in Africa, Asia, Latin America and the Pacific. The study sought to examine the involvement of the radio stations communities in programming, management, ownership and funding. It was revealed that traditional forms of listener involvement, such as participation in talk shows or call-in

programs (which can also be found at public or commercial radio stations) are most frequent in local/community radio stations and that majority of the stations generated revenue through multiple sources. It also revealed that in Latin America, advertising is of primary importance, while in Africa, sale of airtime and funding by foreign and local donors are relatively significant. In Asia, governmental support plays a bigger role than in the other two continents. The study noted further that lack of fund was seen as the most severe constraint for an increased participation of communities in all regions covered in the research and early involvement of the communities (in the planning and implementation phase) and their organization in listeners' clubs were two factors that led to stronger participation.

The researchers noted that participation of the community is an important feature of almost all stations participating in the study. In all regions, involvement in programming is strongest. Participation in management, ownership and funding are less common. Whereas the ranking of the various areas of participation is similar throughout the regions, differences exist in their importance: Latin American radios top participation in programming, but they are far below average in management and ownership. In Africa, the level of participation in financing and ownership is comparatively high. In Asia, participation in management plays a crucial role (Fröhlich, Däschle, Geerts and Jannusch, 2012, p. 2). The report summarized the findings of three explorative surveys, conducted by CAMECO between September 2011 and January 2012, among radio stations in Africa, Asia, Latin America and the Pacific. An initial survey was conducted in English in Asia and Anglophone Africa. It was followed by a French survey in francophone Africa and the Caribbean, and a Spanish survey in Latin America. The findings of that research were not considered representative, but served as a basis for further in-depth research, leading to a practice oriented publication, as part of the CAMECO —Practice Series|. Different models for integration of the communities in the

stations' programming and management – including supervisory tasks, ownership and fundraising – were documented.

To gather first data on community participation, a questionnaire was forwarded directly to approximately 850 stations. Additionally, it was shared among the members of the regional branches of the World Association of Community Radio Broadcasters (AMARC), the Asociación Latino americana de Educación Radiofónica (ALER), World Association of Christian Communication (WACC), as well as distributed by national community radio networks and media training institutions. Thus, the number of stations reached by the questionnaire cannot be precisely determined. However, it was assumed that the different ways of distribution may have reached about 1,500 radio stations, of which 271 participated in the survey, 219 completed the entire questionnaire and were included in the assessment.

The study of Tanja (2003) is related to this current research work, in that both study used a survey design method though slightly different. Also both studies seek to ascertain the role communication will play in fostering rural/community development. However, while Tanja(2003) concentrated on 'Radio, Community and Identity in South Africa: A Rhizomatic Study of Bush Radio in Cape Town, the current research work tend to cover the communication interventions in the development of rural communities in Edo state: a case study of Oredo local government area of Edo state.

2.8 Theoretical Framework

Theories are crucial to any empirical research, they provide the landscape of analysis and hypothesis testing, which are aimed at predicting phenomenal relevant to any research work. This study is anchored on the Development Media Theory.

2.8.1 Development Media Theory

This study took cue from the development theory of the press which is applicable to developing countries and Nigeria is one of them. To categorize countries as developing Folarin (2002) mentions some features that are apparent in the holistic structure of those countries as:

1. Relative lack of cultural production resources.
2. Relatively limited availability of media literate audience.
3. Dependence on the developed world for technology, skill and cultural products, hence, shortage of communication infrastructure and professional skill.

As a result of imbalance in the information flow due to lack of balance in communication technologies, McQuail (2005) suggests development theory, while Hamelink (1997) advocates total departure from the use of foreign technologies and canvasses indigenous technologies to develop third world countries. Journalism in the third world countries should promote development journalism. Media control and structure in the first world countries are elite based (though this view comes from the Marxist school). The theory of development seeks the less advanced countries to use the media to carry out positive developmental tasks in line with nationally established policy. It advocates that media in the developing nations should give priority to content and language of their national culture.

The development media theory, according to Okunna (1999), emerged in the 1980's to fill the gap which had become more noticeable between the developed and the developing countries. She observes that as the gap widened, it became obvious that the four normative theories postulated by Siebert, Peterson and Schramm (1956), could not be applicable to the needs and aspirations of the developing countries even though the mass media in these countries were operating according to some of the principles of these normative theories.

Development media theory presupposes the use of the mass media for national development, for the socio-political autonomy and cultural identity of any developing country, for a participatory communication model and to foster economic development and nation-building. McQuail (2005), argues that the media are enjoined, under this theory to accept and carry out positive development task in line with nationally established policy; give priority in news and information to links with other developing countries, which are close geographically, culturally or politically; and that journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks. It is on the tenets of this theory, it is important to stress at this juncture, that the concepts of development journalism and development communication are anchored. This research therefore was anchored on the above theoretical framework.

CHAPTER THREE

METHODOLOGY

3.1 Research design

A descriptive survey design was employed for the study. The study examined communication intervention in the development of rural communities in Oredo local government area of Edo state. This design was expedient for the study because it enabled the researcher to collect data in from the natural setting and summarize, analyze and interpret so as to achieve the aims and objectives of the study.

3.2 Population of the study

The sample size is important to reflect the complete population of interest to the researcher, because the entire population cannot be researched. Asemah et al (2012) argue that communication researchers rarely sample all conceivable occurrences, but instead rely on a subset of a small number of data to derive conclusions.

The population of Oredo Local Government would serve as the sample size for this study. To establish the number of responses, a total of 388 questionnaires will be distributed to participants. The sample size was determined using Taro Yamanne's formula.

The formula is presented bellow;

$$n = \frac{N}{1 + N(e)^2}$$

Where;

n= sample size

N= population

e= degree of acceptable error (0.005 or 0.10)

in order words;

$n=553,300$

$1+553,300 (0.10)^2$

$n=553,300$

$1+553,300 (0.01)$

$n= 553,300$

$1+5533.00$

$n= 553,300$

$n= 387.95$

App 388 persons

3.3 Sample size

The sample size for the study was determined based on the expense of data collection and to have sufficient statistical power. A sample size of 388 was used due to the large population size of the study. The researcher distributed 97 instruments to the inhabitants or residents from each of the four (4) selected communities making a total sample of 388.

3.4 Sampling Technique

Purposive sampling is a sampling approach in which the researcher utilizes his or her discretion to select respondents who best fulfill the study's objectives. The sample size for the questionnaire was determined using a method of stratified random sampling.

The purpose of this strategy is to guarantee that the selected responder understands the nature of the study.

3.5 Instrument for data collection

Based on the design of the study, self-designed instrument was structured for the collection of data. The instrument was divided mainly into two (2) sections; A & B. Section A captured the required demographic data from respondents while section B consists of structured items under. These sections were designed to assess the Communication intervention in the development of rural communities in the study areas. The study instrument took the four (4) points rating Likert scale format. The response levels were strongly agreed (SA), Agreed (A), Disagreed (D) and strongly disagreed (SD). Every positively structured item is to be scored as SA 4, A 3, D 2 & SD 1 while the negatively structured items were scored reversely as SA 1, A 2, D 3 & SD 4.

3.6 Validity of Instruments

The study instrument was made valid through content and face validation of instrument. Draft copy of the research instrument was sent to three content experts (research specialist) to determine whether items measure what they expected to measure. In the same vein similar copies were sent to the supervisor to assess the facial outlook of the instrument as well as appropriateness of the format, wordings of the items, use of double barrel words, ambiguity of items and other viable instrument validating criteria. After retrieving from pundits, corrections were made and thus the instrument became valid for use.

3.7 Reliability of Instruments

Reliability is the consistency with which a test measures what it is set out to measure. In other words, it implies the dependability or trustworthiness of a test. The more reliable a test is the more confidence we can have on the test. The split-half reliability method was used to

establish the reliability and Pearson moment correlation was used to calculate the reliability and 0.78 was obtained. This was considered high enough for the use of the instrument.

3.7 Method of Data Collection

This study was conducted using the survey research approach. This technique utilized questionnaires for data collecting. With the assistance of a research assistant, the researcher administered the instrument to respondents. The researcher ensured that the respondents had an understanding of the study to guarantee that their responses were correct and of the utmost value to the study.

3.8 Method of Data Analysis

Data were grouped based on the questions in the questionnaire and checked for errors, necessary corrections were made before the data analysis. The data were analyzed using frequency distribution tables and simple percentage on SPSS version 20.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Introduction

This chapter covers the presentation and analyses of data generated from the rural communities in Oredo local government area of Edo state. The data gathered in this study were derived from the questionnaire distributed and the discussion of findings is based on the result of the responses of the respondents.

4.1 Data Presentation and Analysis of Data based on Bio – data.

Table 4.1.1 Study Instrument Administration and Retrieval

Number of Instrument Administered	Number of Instrument Retrieved	Number of Instrument not Retrieved	Percentage Retrieved (%)	Percentage not Retrieved (%)
388	356	32	91.8%	8.2%

Source: Field survey (2023)

Table 4.1.1 above showed that the total number of questionnaire administered on respondents were 388 out of which 356 were retrieved, while 32 were not retrieved, a percentage retrieval of 91.8% as against 8.2.0%. This indicated that, the value of non-retrieval is less than 10% which is not significant. Thus, the retrieved instruments were only used for the data presentation and analysis.

Table 4.1.2: Gender distribution of respondents

Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Male	135	37.9	37.9	37.9
Valid Female	221	62.1	62.1	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

The table above portrayed that, 221 respondents were females representing, (62.1%) and 135 of the respondents were male representing 37.9% of the responses. This implies that Oredo local government area is largely populated by females. The population of females is twice the size of males.

Table 4.1.3: Age distribution of respondents

Age group	Frequency	Percent	Valid Percent	Cumulative Percent
20-25 Years	70	19.7	19.7	19.7
26-31 Years	120	33.7	33.7	53.4
32-37 Years	69	19.4	19.4	72.8
38-43 Years	52	14.6	14.6	87.4
44 Years and above	45	12.6	12.6	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

From the table above, it was depicted that 120 of the respondents were within the age range of 26-31 representing (33.7%), 70 of the respondents were within the age range of 20-25, representing (19.7%), 69 of the respondents were within the age bracket of 32-37, representing (19.4%), 52 of the respondents were within the age bracket of 38-43, representing (14.6%), and 45 of the respondents were within the age range of 44 and above, representing (12.6%) responses.

Table 4.1.4: Marital Status distribution of respondents

Marital status	Frequency	Percent	Valid Percent	Cumulative Percent
Single	146	41.0	41.0	41.0
Married	100	28.1	28.1	69.1
Widowed	45	12.6	12.6	81.7
Divorced/Separated	65	18.3	18.3	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was observed from the above table that 146 of the respondents were single, representing (41.0%), 100 of the respondents were married, representing (28.1%), 65 of the respondents were divorced/separated representing (18.3%), and 45 of the respondents were widowed representing (12.6%).

Table 4.1.5: Level of education of the respondents

Level of education	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	95	26.7	26.7	26.7
Secondary	115	32.3	32.3	59.0
Valid Post-Secondary	45	12.6	12.6	71.6
Others	101	28.4	28.4	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

The table above showed that 115 of the total respondents have a secondary education, representing (32.3%), 101 of the respondents have other level of education representing (28.4%), 95 of the total respondents, had primary education, representing (26.7%), and 45 of the overall respondents had post-secondary education representing (12.6%).

Table 4.1.6: Occupation of the respondents

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Farming	83	23.3	23.3	23.3
Fishing	65	18.3	18.3	41.6
Valid Teaching	46	12.9	12.9	54.5
Trading	101	28.4	28.4	82.9
Civil servant	61	17.1	17.1	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

The table above showed that 101 of the respondents were trading, representing (28.4%), 83 of the respondents were in to farming, representing (23.3%), 65 of the respondents were in to fishing, representing (18.3%), 61 of the respondents were civil servants, representing (17.1%) and 46 of the respondents, were teaching representing (12.9%).

4.2. Presentation and Analysis of Data based on other Items in the Questionnaire

Table 4.2.1: Communication and development

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	204	57.3	57.3	57.3
Agreed	133	37.4	37.4	94.7
Valid Disagreed	12	3.4	3.4	98.0
Strongly disagreed	7	2.0	2.0	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was depicted from the above table that majority of 204 of the respondents, representing (57.3%) strongly agreed that communication intervention enhance development, 133 of the respondents representing (37.4%) agreed, 12 of the respondents, representing (3.4%) disagreed and 7 of the respondents, representing (2.0%) strongly disagreed that communication intervention enhance development.

Table 4.2.2: Communication and information dissemination

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	135	37.9	37.9	37.9
Agreed	156	43.8	43.8	81.7
Valid Disagreed	35	9.8	9.8	91.6
Strongly disagreed	30	8.4	8.4	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

The table above confirms that 156 of the total respondents, representing (43.8%) agreed to the statement that communication intervention enables proper information dissemination, 135 of the total respondents, representing (37.9%) strongly agreed, 35 of the respondents, representing (9.8%) disagreed and 30 of the respondents, representing (8.4%) strongly disagreed.

Table 4.2.3: Rural communities’ development without communication intervention

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	173	48.6	48.6	100.0
Agreed	148	3.7	41.6	51.4
Valid Disagreed	13	3.7	3.7	9.8
Strongly disagreed	22	6.2	6.2	6.2
Total	356	100.0	100.0	

Source: Field survey (2023)

It was observed from the table above that 173 of the overall respondents, representing (48.6%) strongly agreed that rural communities cannot be developed without communication intervention, 148 of the overall respondents representing (41.6%) agreed, 22 of the overall respondents, representing (6.2%) strongly disagreed and 13 of the overall respondents, representing (3.7%) disagreed.

Table 4.2.4: Ineffective communication between the municipalities, agencies and the rural community

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	101	28.4	28.4	28.4
Agreed	133	37.4	37.4	65.7
Valid Disagreed	65	18.3	18.3	84.0
Strongly disagreed	57	16.0	16.0	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was discovered from table 4.2.4 above that 133 of the respondents, representing (37.4%) agreed that there is no effective communication between the municipalities, agencies and the rural community, 101 of the respondents, representing (28.4%) strongly agreed, 65 of the respondents, representing (18.3%) disagreed and 57 of the respondents, representing (16.0%) strongly disagreed.

Table 4.2.5: Effective communication and effective development in Udu L.G.A

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	157	41.1	41.1	8.7
Agreed	146	44.0	44.0	14.9
Valid Disagreed	22	6.2	6.2	55.9
Strongly disagreed	31	8.7	8.7	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was displayed above that 157 of the total respondents, representing (44.1%) strongly agreed that effective communication lead to the enhancement of effective development in Udu L.G.A, 146 of the total respondents, representing (41.0%) agreed, 31 of the total respondents representing (8.7%) strongly disagreed and 22 respondents, representing (6.2%) disagreed that effective communication lead to the enhancement of effective development in Udu L.G.A.

Table 4.2.6: Communication models and participation on development

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	38	10.7	10.7	10.7
Agreed	29	8.1	8.1	18.8
Valid Disagreed	131	36.8	36.8	55.6
Strongly disagreed	158	44.4	44.4	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

The table depicted that 158 of the respondents, representing (44.4%) strongly disagreed that there are no communication models to enhance rural community participation on development, 131 of the respondents, representing (36.8%) disagreed, 38 of the respondents, representing (10.7%) strongly and 29 of the respondents, representing (8.1%) agreed.

Table 4.2.7: Initiatives by the municipalities on the development of the rural communities

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	157	44.1	44.1	44.1
Agreed	146	41.0	41.0	85.1
Valid Disagreed	26	7.3	7.3	92.4
Strongly disagreed	27	7.6	7.6	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

Table 4.2.7 indicated that 157 of the respondents, representing (44.1%) strongly agreed that no initiatives provided by the municipalities on the development of the rural communities, 146 of the respondents, representing (41.0%) agreed, 27 of the respondents, representing (7.6%) strongly disagreed and 26 of the respondents representing (7.3%) disagreed that no initiatives provided by the municipalities on the development of the rural communities.

Table 4.2.8: Whether rural communities are educated and informed before intervention

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	105	29.5	29.5	29.5
Agreed	181	50.8	50.8	80.3
Valid Disagreed	48	13.5	13.5	93.8
Strongly disagreed	22	6.2	6.2	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was portrayed in the table above that 181 of the respondents, representing (50.8%) agreed that inhabitants of rural communities are well educated and informed on the developmental activities through communication intervention, 105 of the respondents, representing (29.5%) strongly agreed, 48 of the respondents representing (13.5%) disagreed and 22 of the respondents representing (6.2%) strongly disagreed that inhabitants of rural communities are well educated and informed on the developmental activities through communication intervention.

Table 4.2.9: Communication media and its effects in rural community development

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	101	28.4	28.4	28.4
Agreed	135	37.9	37.9	66.3
Valid Disagreed	61	17.1	17.1	83.4
Strongly disagreed	59	16.6	16.6	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

135 of the total respondents representing (37.9%) agreed that lack of necessary communication media affect rural community development, 101 of the total respondents, representing (28.4%) strongly disagreed, 61 of the total respondents, representing (17.1%) disagreed and 59 of the total respondents representing (16.6%) strongly disagreed that lack of necessary communication media affect rural community development.

Table 4.2.10: Distance as a major barrier to communication intervention in the development of rural communities

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	87	24.4	24.4	24.4
Agreed	75	21.1	21.1	45.5
Valid Disagreed	83	23.3	23.3	68.8
Strongly disagreed	111	31.2	31.2	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

The table above explained that 111 of the overall respondents, representing (31.2%) strongly disagreed to the statement distance is a major barrier to communication intervention in the development of rural communities, 87 of the overall respondents, representing (24.4%) strongly agreed, 83 of the overall respondents, representing (23.3%) disagreed to the statement distance is a major barrier to communication intervention in the development of rural communities and 75 of the overall respondents, representing (21.1%) agreed to the statement distance is a major barrier to communication intervention in the development of rural communities.

Table 4.2.11: Incorrect information as a barrier to effective communication intervention in the development of rural communities

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	95	26.7	26.7	26.7
Agreed	102	28.7	28.7	55.3
Valid Disagreed	86	24.2	24.2	79.5
Strongly disagreed	73	20.5	20.5	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was observed in table 4.2.11 that 102 of the total respondents, representing (28.7%) agreed that difficulty to understand relevant/ correct information is a barrier to effective communication intervention in the development of rural communities, 95 of the total respondents, representing (26.7%) strongly agreed, 86 of the total respondents, representing (24.2%) disagreed and 73 of the total respondents, representing (20.5%) strongly disagreed that difficulty to understand relevant/ correct information is a barrier to effective communication intervention in the development of rural communities.

Table 4.2.12: Lack of infrastructure as setback to communication intervention in the development of rural community in Oredo LGA

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	204	57.3	57.3	57.3
Agreed	133	37.4	37.4	94.7
Valid Disagreed	12	3.4	3.4	98.0
Strongly disagreed	7	2.0	2.0	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was showed in the table above that majority 204 of the respondents, representing (57.3%) strongly agreed lack of infrastructure as well as ICT is one of the major setbacks to communication intervention in the development of rural community in Oredo LGA, 133 of the respondents, representing (37.4%) agreed, 12 of the respondents, representing (3.4%)

disagreed and 7 of the respondents, representing (2.0%) strongly disagreed that lack of infrastructure as well as ICT is one of the major setback to communication intervention in the development of rural community in Oredo LGA.

Table 4.2.13: Poor attitude of rural communities in receiving communication information

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	135	37.9	37.9	37.9
Agreed	156	43.8	43.8	81.7
Valid Disagreed	35	9.8	9.8	91.6
Strongly disagreed	30	8.4	8.4	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was confirmed from table 4.2.13 above that 156 of the overall respondents, representing (43.8%) agreed to the statement that there is poor attitude of rural communities in receiving communication information, 135 of the overall respondents, representing (37.9%) strongly agreed, 35 of the overall respondents, representing (9.8%) disagreed and 30 of the overall respondents, representing (8.4%) strongly disagreed to the statement there is poor attitude of rural communities in receiving communication information.

Table 4.2.14: Communication media can reach isolated communities

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	96	27.0	27.0	27.0
Agreed	103	28.9	28.9	55.9
Valid Disagreed	86	24.2	24.2	80.1
Strongly disagreed	71	19.9	19.9	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

Table 4.2.14 depicted that 103 of the respondents, representing (28.9%) agreed that communication media can reach isolated communities, 96 of the respondents, representing (27.0%) strongly agreed, 86 of the respondents, representing (24.2%) disagreed and 71 of the respondents, representing (19.9%) strongly disagreed that communication media can reach isolated communities.

Table 4.2.15: Communication media is the cheapest method of reaching rural communities

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	101	28.4	28.4	28.4
Agreed	133	37.4	37.4	65.7
Valid Disagreed	65	18.3	18.3	84.0
Strongly disagreed	57	16.0	16.0	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

The table above indicated that 133 of the respondents, representing (37.4%) agreed to the statement communication media is the cheapest method of reaching rural communities, 101 of the respondents, representing (28.4%) strongly agreed, 65 of the respondents, representing (18.3%) disagreed and 57 of the respondents, representing (16.0%) strongly disagreed to the statement communication media is the cheapest method of reaching rural communities.

Table 4.2.16: Communication intervention changes the attitudes, behavior and lifestyle of the rural communities

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	102	28.7	28.7	28.7
Agreed	150	42.1	42.1	70.8
Valid Disagreed	45	12.6	12.6	83.4
Strongly disagreed	59	16.6	16.6	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was observed in the table above that 150 of the total respondents, representing (42.1%) agreed that communication intervention changes the attitudes, behavior and lifestyle of the rural communities, 102 of the total respondents, representing (28.7%) strongly agreed, 59 of the total respondents, representing (16.6%) strongly disagreed and 45 of the respondents, representing (12.6%) disagreed that communication intervention changes the attitudes, behavior and lifestyle of the rural communities.

Table 4.2.17: Communication has brought about infrastructure we do not have

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	96	27.0	27.0	27.0
Agreed	102	28.7	28.7	55.6
Valid Disagreed	86	24.2	24.2	79.8
Strongly disagreed	72	20.2	20.2	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

The table above revealed that 102 of the respondents, representing (28.7%) agreed that communication has brought about infrastructure we do not have, 96 of the respondents, representing (27.0%) strongly agreed, 86 of the respondents, representing (24.2%) disagreed and 72 of the respondents, representing (20.2%) strongly disagreed that communication has brought a bout infrastructure we do not have.

Table 4.2.18: Through communication government intervened

Response level	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	102	28.7	28.7	28.7
Agreed	150	42.1	42.1	70.8
Valid Disagreed	45	12.6	12.6	83.4
Strongly disagreed	59	16.6	16.6	100.0
Total	356	100.0	100.0	

Source: Field survey (2023)

It was displayed in the table above that 150 of the total respondents, representing (42.1%) agreed that through communication government intervened, 102 of the total respondents, representing (28.7%) strongly agreed, 59 of the total respondents, representing (16.6%) strongly disagreed and 45 of the total respondents, representing (12.6%) disagreed that through communication government intervened.

4.3 Discussion of Findings

RESEARCH QUESTION ONE: Does Communication Intervention enhance Development of Rural Communities in Oredo local government area?

Findings in tables 4.2.1 to 4.2.3, clearly shows that communication interventions enhances development as majority of respondents strongly agreed to the need for communication

intervention in enhancing development as the findings showed that the rural communities cannot be developed without communication intervention, as the absence of communication intervention depicts improper information dissemination; thus the need for Communication Intervention. This finding elucidates an observation by Quebral 1973, which states that the way communication is established and nurtured will affect how involved people will feel about the issues raised and how they will participate or not in the development initiative. Similarly, a report by Nwosu (1991) cited in Ochonogor and Ukaegbu (2010), which states that rural development situations when properly understood and applied, the media can play positive roles in most rural development situations.

RESEARCH QUESTION TWO: Is there Effective Communication between the Municipals, other Agencies and the Rural Communities for the enhancement of Effective Development in Oredo local government area?

Analysis from the results in table 4.2.4 revealed that there is no effective communication between the municipalities, agencies and the rural community, by extension the disconnect in communication flow between the municipalities, agencies and the rural community cripples or kills enhanced development in the rural communities. This explains Treurnicht 2000, that the absence of communication between participants (rural communities) and development agencies has been noted to be one of the limiting factors of development in such communities. Such limitations are caused mostly by the way development institutions are structured.

Consequently, Okunna (2002) observed that in most developing countries, development programs have continued to fail because development agents have persistently selected and used inappropriate channels in disseminating information.

RESEARCH QUESTION THREE: What is the Level of Awareness and Education among the Inhabitants of Rural Communities?

It was discovered from the findings in table 4.2.8, that respondents in this research agreed that inhabitants of rural communities are well educated and informed on the developmental activities through communication intervention by communication media available to the rural

communities; which result in positive effect on rural community development. Adepoju (2000), explains that in the process of community development, communication is important as it involves the study of people relating to themselves and to one another in groups, societies, influencing one another and being influenced, informing one another and being informed, teaching and being taught, loving and being loved, entertaining and being entertained. The bottom line of this is that the communities are empowered to take control of their available resources for self-development through proper orientation.

RESEARCH QUESTION FOUR: Is Communication Media useful to the Inhabitants of Rural Communities?

Collation of responses from table 4.2.14 through table 4.2.18 shows that communication is a powerful developmental tool in rural developmental situations. Reasons being that findings from this research reveals that through communication; isolated areas can be reached, there is government intervention amongst others. The findings from this research opposes the view made by Serra (1989), she tried to explain the lack of support from local residents for participatory communication projects. First, she stated that it was hard to sell the idea since communication sounded abstract to the grassroots due to the absence of communication intervention in rural communities. Second, communication knowledge and skills were a monopoly of the local elite as a result of the absence of community media, which breakdown information to the understanding of all. Third, there was lack of know-how on sound planning and management owing to the lack of effective communication between the municipalities, agencies and the rural community.

RESEARCH QUESTION FIVE: What are the Barriers that militate against Communication Interventions in the Development of Rural Communities in Oredo Local Government Area?

A collection of responses from table 4.2.9 up to table 4.2.13, illustrates that barriers that militates against communication interventions in the development of rural communities. These barriers include, but not limited to the following; distance between municipalities,

communication media and inhabitants of rural communities, difficulty to understand relevant or correct information and lack of infrastructure as well as ICT are major setbacks to communication interventions in the development of rural communities. These challenges are partly why several scholars such as Mchombu (1993, 2003), Corriera et al. (1997), Okiy, (2005), Dawha and Makinta (1993), Camble (1994) and others attest that, rural communities in Africa have invariably lagged behind in terms of any meaningful development. As a result, the rural areas suffer from gross under development and can nowhere compete with the fast growing development of urban areas even though rural areas constitute the larger population of the country.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of findings

The study focused on communication intervention in the development of rural communities in Oredo local government area of Edo state. The research specifically sought to investigate how communication intervention enhances development of rural communities in Oredo local government area. In achieving this, a 17-item questionnaire was used in collecting data from 388 respondents from the sampled community who were administered the questionnaire, out of which 356 were successful retrieved. The data collected was analyzed using descriptive statistics. The findings gathered from this research are as follows:

1. From the analyses, it was discovered that communication interventions play a vital role in rural development.
2. Through communication interventions rural dwellers are made aware of developmental issues and this in turn changes their attitude, behavior and lifestyle.
3. In as much as there are beneficial roles of communication interventions there are also some barriers that stand against it. Some of these barriers include poverty, illiteracy, and inability to decipher communication messages. These barriers can be overcome when there is effective communication intervention that effects developmental changes in rural communities.

5.2 Conclusion

Based on the findings, communication interventions clearly enhance the development of rural areas. It was revealed from the analyses that there is no effective communication between the municipalities, agencies and the rural communities. Research respondents agreed that inhabitants of rural communities are educated and informed of the developmental activities through communication intervention. Also responses showed that communication media is a powerful developmental tool in rural developmental situations. From the findings, the

barriers affecting rural development include; lack of necessary communication media, no initiative provide by the municipalities on the development of rural communities, distance between municipalities, agencies and rural communities, lack of infrastructure and ICTs and the poor attitude of rural communities in receiving communication information.

5.3 Recommendations

The following recommendations were made based on the findings of this study.

1. The importance of information in rural community development cannot be overemphasized because information has become a supportive input for any development program. Initiatives for rural community development must then emphasize on the importance of communication interventions in addressing the developmental needs of rural communities. At this juncture it is imperative for the Government, Information professionals and NGO's to actively mobilize rural communities to fully realize, utilize and appreciate the value of communication in development process.
2. The importance of effective communication in promoting successful implementation of developmental initiatives at rural/grass root level, cannot be questioned. It is therefore imperative that the government creates an effective communication model which will bridge the communication gap between the structures of government and the community members, as well as encourage sustainable public participation.
3. Prior to the findings in this research the level of awareness and education among the inhabitants of rural communities proved positive as there was the communication media available to install information. It is therefore, safe to encourage the introduction of new communication technologies by communication practitioners as

agents of change and development; so as to enable speedy delivery of health, educational and agricultural information at grass root level.

4. In order for the government to tame these barriers militating against communication intervention in the development of rural communities as sited in this research work. It therefore; beckons on the government in order to accomplish this task effectively, that government and its agencies must have a careful and thorough understanding of the information needs, infrastructural needs, and communication/technological needs of the targeted rural communities so as to achieve a well-structured developmental plan.

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APPENDIX

QUESTIONNAIRE

Department Of Mass Communication,

Faculty Of Art,

University Of Benin,

Benin City,

Edo State.

Dear sir/ma,

I am a postgraduate Student in the department of Mass Communication. University of Benin, Benin City, Edo State. Presently carrying out a study on the **“COMMUNICATION INTERVENTIONS FOR THE DEVELOPMENT OF RURAL COMMUNITIES; A CASE STUDY OF OREDO LOCAL GOVERNMENT”** a study of Oredo local government area of Edo state as part of the requirement of the programme.

In this regards, I attach herein a questionnaire for you to fill honestly and sincerely with the utmost assurance to strictly treat your responses in confidentiality and use specifically for academic/ research purposes only.

Thank you for your anticipated co-operation.

Yours sincerely,

Williams Minister.

INSTRUCTIONS: Please do well to tick or complete the information required of you.

Section A:(DEMOGRAPHIC DATA)

1. Gender: Male Female
2. Age: 20- 25 26 -31 32 – 37 38 – 43 44 & above
3. Marital Status: Single Married Widowed Divorce/Separated
4. Working experience: 0 – 5 6 – 11 12 – 17 18 – 23 24 &
above
5. Level of Education: Primary Secondary Post-Secondary Others (please specify).....
6. Occupation: (please specify)

SECTION B (MAIN CONSTRUCT)

Please tick any of the response level appealing to you.

The Rating are **SA-Strongly agree, A- Agree, D- Disagree, SD-Strongly disagree**

S/N	STATEMENT ITEM	RESPONSE LEVEL			
		SA	A	D	SD
1.	Communication interventions enhance development				
2.	Communication intervention enables proper information dissemination.				
3.	Rural communities cannot be developed without communication intervention.				
4.	There is no effective communication between the municipalities, agencies and the rural community.				
5.	Effective communication leads to the enhancement of effective development in Oredo L.G.A.				
6	There are no communication models to enhance rural community participation on development.				
7.	No initiatives provided by the municipalities on the development of the rural communities.				
8.	Inhabitants of rural communities are well educated and informed on the developmental activities through communication intervention.				

9.	Lack of necessary communication media effect rural community development				
10.	Distance as a major barrier to communication intervention in the development of rural communities				
11.	Difficulty to understand relevant/correct information is a barrier to effective communication intervention in the development of rural communities.				
12.	Lack of infrastructure as well as ICT is one of the major setbacks to communication intervention in the development of rural communities in Oredo L.G.A.				
13.	There is poor attitude of rural communities in receiving communication information.				
14.	Communication media can reach isolated communities.				
15.	Communication media is the cheapest method of reaching rural communities.				
16.	Communication intervention changes the attitudes, behavior and lifestyle of rural communities..				
17.	Communication has brought about infrastructure we do not have.				
18.	Through communication government intervened.				