

**THE ROLE OF RADIO ADVERTISING MESSAGES IN
REACHING RURAL AUDIENCES IN OREDO LGA EDO STATE
NIGERIA**

BY

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**UNIVERSITY OF BENIN
BENIN CITY**

OCTOBER, 2025.

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A RESEARCH SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF
BENIN, BENIN CITY, EDO STATE IN PARTIAL FULFILMENT OF
THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF
ARTS DEGREE IN MASS COMMUNICATION

OCTOBER, 2025.
DECLARATION

I, **Daniel Patrick Achu**, hereby declare that this project titled “The Role of Radio Advertising Messages in Reaching Rural Audiences in Oredo Local Government Area, Edo State, Nigeria” is my original work and is based on a study undertaken by me in the department of Mass Communication, Faculty Of Arts, University of Benin, under the supervision of Prof. F. P. Olise. All sources of information, data, and materials used in the preparation of this work have been duly acknowledged through appropriate references.

Daniel Patrick ACHU
ART2100860

CERTIFICATION

This is to certify that this research work was carried out by **Daniel Patrick ACHU**, Matriculation Number **ART2100860** in the Department of Mass Communication, Faculty of Art, University of Benin. The work embodied in this project is original and was completed under my supervision. It is, therefore, certified as meeting the requirements for the award of the Bachelor of Science (B.Sc.) degree in Mass Communication.

Prof. F. P. Olise

Date

Project Supervisor

Dr D. O. Ekhareafo

Date

Ag. Head of Department

DEDICATION

I dedicate this work to my heavenly father, my Lord and God Almighty who has continued to see me through in everything.

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I sincerely thank Almighty God for blessing me with the strength, wisdom, and perseverance to begin and successfully complete this project. His unending grace, protection, and steadfast love have been my greatest source of support throughout this journey.

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To everyone who contributed in one way or another to this achievement, I say a heartfelt thank you.

AUTHOR'S STATEMENT

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ABSTRACT

This study examined the role of radio as a medium of mass communication in rural Nigeria, with particular attention to its influence on information dissemination, education, and community development. The motivation for this research stems from the continued relevance of radio in rural areas despite the growth of digital technologies, owing to its affordability, accessibility, and ability to reach large and diverse audiences. The study adopted the survey research method, using questionnaires and interviews administered to rural dwellers in selected communities within Oredo Local Government Area, Edo State. The total population of the study comprised 374,500 rural residents, out of which a sample size of approximately 4,000 respondents was drawn using the Taro Yamane formula to ensure representativeness. The Uses and Gratifications Theory and the Development Media Theory provided the theoretical framework, offering insights into how rural audiences actively engage with radio to satisfy their

information, educational, and entertainment needs. Data collected were analyzed using frequency and percentage tables, which helped to interpret respondents' opinions in measurable terms. Findings revealed that radio remains the most accessible and trusted medium of communication in rural Nigeria, significantly contributing to awareness on agriculture, health, politics, and social issues. However, challenges such as irregular power supply, language barriers, and limited coverage in remote areas were identified as major constraints to its effectiveness. The study concludes that radio plays a vital role in empowering rural communities through timely information and participatory programming. It recommends that government and broadcasters invest in rural-oriented content, community radio initiatives, and multilingual broadcasting to enhance the impact of radio as a tool for rural development.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Communication is a vital tool for development, especially in societies where information accessibility plays a critical role in influencing behavior, shaping opinions, and driving progress. In Nigeria—a country with significant urban-rural disparities—effective communication strategies must account for the diversity in literacy levels, technological access, language, and culture. Among the various forms of mass media available, **radio** has remained one of the most powerful and widely used tools for

communication, particularly in rural areas. Its affordability, portability, and ability to broadcast in indigenous languages give it a distinct advantage in reaching populations that are often left behind by more advanced technologies like television and the internet.

Historically, radio has served multiple roles in Nigerian society, functioning as a source of news, education, entertainment, and public enlightenment. Its penetration into rural areas, where other media struggle due to infrastructural and economic constraints, has been well documented (Ojebode, 2003). Even with the rise of mobile technology and digital platforms in urban centers, radio continues to maintain a strong presence in rural communities because it requires minimal literacy and no internet access. It reaches people in their farms, markets, homes, and community spaces, making it a medium with unparalleled grassroots reach.

In the field of advertising, radio offers businesses, government agencies, and non-governmental organizations a relatively low-cost platform to promote goods, services, and ideas. Radio advertising involves the use of sponsored messages, jingles, program sponsorships, and public service announcements to influence listeners' decisions or awareness. These

messages can range from commercial product promotions to health campaigns, agricultural advice, educational messages, and political sensitization efforts. The flexibility of radio to convey messages in local dialects makes it particularly useful for rural engagement. However, the effectiveness of these messages in rural settings remains a subject of concern, particularly when the content is not tailored to the specific realities of rural dwellers.

Oredo Local Government Area in Edo State presents an interesting mix of urban and rural dynamics. While it houses the city of Benin—which is relatively urbanized—it also comprises several semi-urban and rural communities where access to mass media is limited, and radio is often the most relied-upon medium for both information and advertising. In these rural parts of Oredo, the socio-economic conditions differ markedly from those in the urban center. Limited access to formal education, infrastructural deficits, and cultural variations mean that the communication needs of rural residents require special attention. Yet, advertisers and media strategists often fail to localize their messages in a way that makes them truly effective for rural listeners.

There is also a growing concern about the quality, language, and relevance of radio advertisements broadcast to these audiences. Many advertising messages are conceived and produced in urban centers, using standard English or urban slang, with little consideration for the cultural context, language preference, or listening habits of rural residents. When messages are misaligned with the audience's values, needs, or understanding, they are likely to be ignored, misinterpreted, or rejected outright. This disconnect undermines the very purpose of communication and leads to a waste of resources for advertisers and missed opportunities for educating or influencing rural populations. In addition, with the increased commercialization of radio content, there has been a surge in the volume of advertising aired, which may contribute to message fatigue or distrust among rural audiences. Listeners may become skeptical of over-promised products or services, especially when their lived experiences do not align with what is advertised. Moreover, poor timing of messages—such as broadcasting during hours when farmers are at work—or the use of unfamiliar voices and fast-paced jingles may further limit the impact of the advertisements.

Despite these challenges, radio remains an indispensable tool for rural communication. Understanding its role in advertising, and more importantly, how well rural audiences engage with radio messages, is essential for improving communication strategies aimed at development, commerce, health, and social behavior change. Unfortunately, empirical studies that investigate these dynamics in specific local contexts like Oredo LGA are limited.

This study, therefore, seeks to fill that gap by exploring the role of radio advertising messages in reaching and influencing rural audiences in Oredo Local Government Area. It aims to examine how frequently rural residents are exposed to such messages, how they perceive and interpret them, and to what extent these messages shape their behavior or decisions. By focusing on the grassroots level, this research will contribute to the broader discourse on rural communication in Nigeria and offer practical recommendations for improving the design and delivery of radio advertisements in culturally relevant and impactful ways.

1.2 Statement of the Problem

Despite the proliferation of digital media and urban-centric advertising strategies, a significant portion of Nigeria's population—especially in rural communities like those in Oredo Local Government Area—continues to rely on radio as their primary source of information and entertainment. Radio remains a cost-effective, portable, and accessible medium capable of overcoming barriers such as illiteracy and infrastructural deficiencies (Ojebode, 2003; Moemeka, 1994). However, while radio advertising is widespread, there is growing concern about its actual effectiveness in influencing the behaviors and decisions of rural listeners.

Many radio advertisements are often crafted with little consideration for the unique socio-cultural, linguistic, and economic realities of rural dwellers. Messages tend to be generic, urban-oriented, and sometimes delivered in languages or formats that do not resonate with the rural audience (Okigbo & Nnadi, 2005). As a result, the expected impact of these messages—whether to drive consumer behavior, promote health initiatives, or support public awareness campaigns—may be significantly undermined.

In Oredo LGA, where a mix of urban and rural settings coexist, this issue is particularly pronounced. There is a lack of empirical data on how

rural residents engage with radio advertisements, what aspects of the messages they find relevant or persuasive, and to what extent these messages influence their actions. Without this understanding, advertisers and policymakers may continue to invest in strategies that yield limited results in rural outreach.

Therefore, this study seeks to examine the role of radio advertising messages in effectively reaching and influencing rural audiences in Oredo Local Government Area. It aims to uncover gaps between message delivery and audience reception, and to propose ways radio advertising can be optimized to better serve rural communities.

Moreover, the increasing saturation of commercial content on radio has made it more difficult for rural audiences to distinguish between informative messages and persuasive advertising. This saturation often leads to message fatigue or mistrust, especially when the content does not align with the realities of rural life. Additionally, some radio advertisements use technical jargon, foreign languages, or urban-centric themes that alienate rural listeners, reducing message clarity and acceptance. Without adapting content to the cultural and linguistic contexts of these communities,

advertisers risk wasting resources and missing their communication goals. This gap in message relevance and audience engagement highlights the urgent need for a localized assessment of radio advertising effectiveness in rural parts of Oredo LGA.

1.3 Objective of the Study

The Objectives of the study are to:

- 1 Identify the extent to which rural residents in Oredo LGA are exposed to radio advertising messages.
- 2 Assess the level of understanding, relevance and reception of radio advertising messages among rural listeners.
- 3 Identify the impacts and challenges of radio listeners in rural areas of Oredo Benin City

1.4 Research Questions

The research is conducted with the following questions

1. To what extent are rural residents in Oredo Local Government Area exposed to radio advertising messages?

2. How well do rural listeners in Oredo LGA understand and relate to the messages conveyed in radio advertisements?
3. What are the impacts and challenges of radio listeners in rural areas of Oredo Benin City?

1.5 Significance of the Study

This study holds significant value for several stakeholders in the fields of mass communication, advertising, rural development, and policy-making. First, it contributes to the academic discourse on communication strategies by providing empirical data on how rural audiences engage with radio advertising—a relatively under-researched area in Nigerian media studies. By focusing specifically on Oredo Local Government Area, the study offers localized insights that reflect the cultural, linguistic, and socioeconomic realities of rural dwellers in Edo State.

For advertising professionals and media planners, the findings will offer practical guidance on how to design, package, and deliver radio messages that are both impactful and culturally relevant to rural audiences. Understanding what resonates with rural listeners can help in crafting more

effective campaigns for health, agriculture, education, and commercial products.

Government agencies, NGOs, and development partners working on rural sensitization and public awareness campaigns will also benefit from the study. It will help them identify the communication gaps that hinder behavioral change and message uptake in rural areas, and propose ways to make radio a more effective tool for rural development.

Finally, the study will serve as a foundation for future research and policy recommendations on how to integrate traditional mass media like radio into broader rural communication strategies in Nigeria.

1.6 Scope of the Study

This study is limited to examining the effectiveness of radio advertising messages in reaching rural audiences within Oredo Local Government Area of Edo State, Nigeria. Although Oredo LGA contains both urban and semi-rural areas, this study will focus specifically on the rural communities within the local government area, such as Uteh,

Iguobazuwa, and nearby villages, where access to other forms of mass media may be limited.

The study will assess rural residents' exposure to radio advertisements, their comprehension and perception of such messages, and the influence of these messages on their attitudes and behaviors. It will focus on advertisements related to consumer goods, health campaigns, agricultural products, and public service announcements broadcasted over local FM and AM radio stations.

The study will not cover other mass media platforms such as television, social media, or print, as its objective is to evaluate the unique role of radio in rural communication. Additionally, the research will be confined to a specific time frame and geographic location, and findings may not be directly generalizable to all rural areas in Nigeria.

1.7 Limitation of the Study

While this study seeks to provide valuable insight into the effectiveness of radio advertising messages in reaching rural audiences in Oredo Local Government Area, it is not without limitations. The research is

geographically limited to the rural communities within Oredo LGA, which may not reflect the experiences of rural populations in other parts of Edo State or Nigeria at large. This restricts the generalizability of the findings. Additionally, access to some rural areas may be hindered by poor road infrastructure or security concerns, which could affect the breadth of data collection. Another limitation lies in the nature of data gathering. Respondents may not always provide accurate or honest answers due to recall bias, misunderstanding of questions, or a lack of interest. Language barriers may also pose a challenge, as some participants may not be fluent in English or the dominant language of the questionnaire or interview, potentially leading to misinterpretation of the questions or responses. Furthermore, the study is focused solely on radio as a medium and does not explore the influence of other forms of media, such as mobile phones, community gatherings, or social media, which may also play a role in rural communication. Lastly, time and financial constraints may limit the sample size and depth of analysis, which could affect the comprehensiveness of the study's conclusions. Despite these limitations, the findings are expected to provide useful insights that can inform more inclusive and

effective radio advertising strategies. Future research may expand the scope to other regions or incorporate a comparative analysis of multiple media platforms.

1.8 Operational Definition of Terms

To foster concise understanding of this research, a number of key terms used frequently in this study are operationally defined in the context of usage to avoid misinterpretation and misrepresentation.

Effectiveness: In this study, effectiveness refers to how well radio advertising messages achieve their intended purpose—whether it is to inform, persuade, or motivate rural listeners to take specific actions, such as purchasing a product or adopting a behavior.

Media Habits: These are the patterns and preferences of media use among rural residents, including when, how often, and why they listen to radio broadcasts, and what programs or stations they prefer.

Message Perception: This refers to how rural listeners interpret and emotionally or cognitively respond to radio advertisements. It includes

perceived relevance, credibility, clarity, and cultural appropriateness of the message.

Oredo Local Government Area: A local government area in Edo State, Nigeria, which contains both urban and rural communities. This study focuses on the rural parts of Oredo for data collection and analysis.

Radio Advertising Messages: These refer to paid promotional content broadcast on radio stations, including jingles, sponsored programs, public service announcements, or endorsements, with the intention of influencing the audience's behavior, attitudes, or decision-making.

Reaching: This term is used to describe the extent to which radio advertising messages are received, understood, and engaged with by the intended audience, specifically rural listeners. It includes frequency of exposure, comprehension, and recall.

Rural Audience: For the purpose of this study, this term refers to residents of the non-urban communities within Oredo Local Government Area, who typically have limited access to digital or print media and rely heavily on radio for news, entertainment, and public information.

CHAPTER TWO

REVIEW OF LITERATURE

Preamble

This chapter provides an overview of pertinent literature, as every academic endeavor builds upon existing knowledge. In this context, the review addresses the following subtopics:

2.1 Conceptual Clarification

2.2 Radio as a medium of mass communication in Rural Nigeria

2.3 Radio advertising and rural development

2.4 Challenges of radio advertising in rural Nigeria

2.5 Review of empirical studies

2.6 Theoretical Framework

2.1 Conceptual Clarification

In the context of this study—“The Role of Radio Advertising Messages in Reaching Rural Audiences in Oredo LGA, Edo State, Nigeria”—conceptual clarification becomes particularly vital given that terms such as “radio advertising,” “messages,” “rural audiences,” and even “reaching” carry multiple interpretations depending on disciplinary traditions, theoretical assumptions, or local socio-cultural contexts. This section will therefore provide a comprehensive exploration of the key concepts underpinning the study, situating them within the relevant communication scholarship, Nigerian realities, and the developmental imperative of broadcasting in African societies.

Radio Advertising

Advertising in its broadest sense has been defined by scholars as “any paid form of non-personal communication about an organization, product,

service, or idea by an identified sponsor” (Kotler & Keller, 2016). It serves the dual purposes of informing potential consumers about goods or services and persuading them to adopt certain attitudes or behaviors. Radio advertising, then, refers to the use of the radio medium to disseminate such persuasive and informative messages. In Nigeria, where radio remains the most accessible and pervasive medium due to its affordability, portability, and ability to reach illiterate populations, radio advertising is more than just a business tool; it is an integral part of the socio-economic and cultural landscape (Moemeka, 2000). Unlike television or print media, which may be inaccessible due to electricity shortages, high costs, or literacy barriers, radio advertising penetrates into the daily rhythms of rural communities, reaching market women, farmers in the fields, drivers on the road, and artisans in workshops. In Oredo LGA specifically, where a mix of urban and rural settlements exist side by side, radio advertising has become a staple of everyday life, filling the airwaves with jingles about consumer goods, political campaigns, public health announcements, and financial products.

Advertising messages

Advertising messages are the actual content—the words, sounds, slogans, music, jingles, narratives, or dramatizations—through which the advertiser’s objectives are communicated. As Moriarty et al. (2015) explain, the message is the “core element” of advertising, encapsulating the creative strategy intended to attract attention, generate interest, and stimulate action. On radio, where visual cues are absent, the construction of messages relies heavily on auditory techniques: tone of voice, local dialects, background music, call-and-response patterns, and dramatic sketches. For rural audiences in particular, the linguistic and cultural framing of the message is crucial. An advertising message delivered in Standard English may fail to resonate with a farmer in a rural village who is more attuned to Pidgin English or the Edo language. Similarly, a jingle that incorporates local proverbs, folk songs, or dramatized scenarios may be more persuasive than one that simply lists product features in a monotone voice. Therefore, in this study, advertising messages are conceptualized not merely as neutral pieces of information but as carefully constructed communicative artifacts that embody cultural codes, linguistic strategies, and persuasive appeals designed to resonate with a specific target audience.

Rural Audience

The notion of rural audiences constitutes another key concept in this research. The term “rural” is contested, often defined in opposition to “urban,” but generally refers to settlements with relatively small populations, limited infrastructure, and economies predominantly based on agriculture or small-scale commerce (Akinbode, 2012). In the Nigerian context, rural areas are marked by poor road networks, limited access to electricity, inadequate health and educational facilities, and relatively low literacy levels. Rural audiences, then, are groups of people who reside in these areas and whose media habits, cultural outlooks, and daily routines are shaped by their socio-economic environment. They are not homogenous but consist of farmers, traders, artisans, teachers, religious leaders, women’s groups, and youths. In Oredo LGA, while the city of Benin represents the urban core, there are peripheral rural settlements where residents maintain strong communal ties, depend on subsistence farming, and interact with radio as their primary source of information. Conceptually, rural audiences are important because they are simultaneously marginalized in terms of infrastructural

development and central in terms of political, cultural, and economic significance. For advertisers, they represent an underserved yet vital market whose buying power and influence are increasingly recognized.

Reach

To understand how advertising “reaches” these rural audiences, we must also clarify the meaning of the term reaching in communication studies. To “reach” an audience in advertising parlance means more than just broadcasting a message; it implies achieving exposure, attention, comprehension, and in some cases persuasion or behavior change. Reach therefore has both quantitative and qualitative dimensions. Quantitatively, it refers to the number or proportion of the target population that comes into contact with the advertising message (Belch & Belch, 2018). Qualitatively, it refers to the depth of engagement, resonance, and eventual impact on attitudes or behaviors. In the rural context, “reaching” an audience may involve overcoming obstacles such as language barriers, power outages, competing noise, or entrenched skepticism about modern goods. Thus, in this study, reach is conceptualized not only as the technical penetration of

radio waves into rural areas but also as the communicative success of advertising messages in gaining attention, fostering understanding, and potentially influencing decisions among rural dwellers.

Audience

Another related concept is audience itself. In media and communication studies, audiences are not passive recipients but active interpreters of messages (Hall, 1980). The encoding/decoding model reminds us that while advertisers encode messages with certain intended meanings, audiences decode them in ways shaped by their cultural background, social position, and lived experiences. Rural audiences in Oredo LGA, for instance, may interpret a fertilizer advertisement not just in terms of price or availability but also in relation to their traditional farming practices, trust in government schemes, or past experiences with counterfeit products. Audience reception theory therefore broadens our understanding of “rural audiences” beyond demographic categories to include their interpretive agency and cultural filters.

Nigerian Media Environment

In clarifying these concepts, it is also important to situate them within the Nigerian media environment. Nigeria's media system is characterized by a vibrant mix of public and private broadcasters, with radio occupying a privileged position as the most widely consumed medium (NBC, 2021). The liberalization of broadcasting in the 1990s led to an explosion of FM radio stations, many of which cater to local languages and grassroots audiences. In Edo State, stations such as Edo Broadcasting Service (EBS), Independent Radio, and RayPower FM compete to capture rural listenership with a blend of news, music, talk shows, and advertisements. This competitive landscape shapes the nature of advertising messages, as stations seek to attract sponsors by promising extensive reach into rural communities. Moreover, regulatory frameworks by the National Broadcasting Commission emphasize that radio content—including advertising—must be culturally sensitive, truthful, and socially responsible, thereby reinforcing the developmental role of the medium.

Development

The concept of development must also be clarified, since one of the underlying assumptions of this study is that radio advertising messages are not only commercial but can also have developmental functions. Development, in communication scholarship, refers to processes of social change aimed at improving the quality of life of a population, particularly in less industrialized societies (Servaes, 2008). When applied to media, development communication emphasizes the use of media to inform, educate, and mobilize people for socio-economic progress. Advertising messages about agricultural innovations, health campaigns, or civic participation can therefore be considered developmental, even if they carry commercial undertones. In Oredo LGA, where rural audiences struggle with issues like inadequate healthcare, low literacy, and poor access to modern farming inputs, radio advertising often doubles as development communication by raising awareness, motivating behavioral change, and connecting people to resources.

Oredo

Finally, clarifying the concept of Oredo LGA as the geographical locus of this study is essential. Oredo is one of the 18 Local Government Areas of Edo State, with Benin City as its headquarters. While it includes the urban center of Benin, it also comprises semi-rural and rural communities with diverse socio-economic profiles. This dual character makes Oredo an ideal site for studying radio advertising, as it allows exploration of how advertising messages function in spaces where modern urban lifestyles intersect with traditional rural ways of life. By focusing on Oredo LGA, the study grounds its inquiry in a concrete social and cultural context, avoiding overly generalized conclusions while contributing to knowledge about communication practices in Southern Nigeria.

In sum, conceptual clarification in this study encompasses a multi-layered understanding of radio advertising as a persuasive communication practice; advertising messages as culturally coded and linguistically tailored content; rural audiences as active, interpretive communities shaped by socio-economic realities; reaching as both quantitative exposure and qualitative resonance; and Oredo LGA as the contextual field of inquiry. This nuanced clarification ensures that subsequent theoretical, empirical, and analytical

discussions rest on a solid conceptual foundation, allowing the study to capture the complexities of how radio advertising messages operate in reaching rural audiences in Edo State.

2.2 Radio as a Medium of Mass Communication in Rural Nigeria

Radio has long been acknowledged as the most pervasive and accessible medium of mass communication in Africa, and Nigeria is no exception. Its enduring centrality is particularly pronounced in rural areas, where infrastructural challenges such as erratic electricity supply, low literacy levels, and poor internet penetration significantly constrain access to other mass media platforms. While urban populations increasingly adopt television, online media, and digital streaming services, rural populations continue to rely heavily on radio as their primary window to the wider world. Scholars such as McQuail (2010) and Dominick (2011) argue that radio's enduring power lies in its portability, affordability, immediacy, and unique ability to use indigenous languages to connect with diverse audiences. Unlike print media, which assumes literacy, or television, which requires stable electricity and expensive devices, radio can be powered by

inexpensive batteries, is portable enough to accompany farmers to the fields, and provides programming in languages that resonate with everyday experiences. These qualities make radio more than a medium; it is a lifeline that sustains information exchange, entertainment, and mobilization in settings where other media are structurally disadvantaged.

In the Nigerian rural context, radio is not merely a medium of entertainment but a vital instrument for information dissemination, cultural continuity, and social mobilization. Scholars such as Ojebode (2013) describe it as the “people’s medium,” emphasizing its unique role in bridging the information gaps that persist in rural communities. This description is borne out in countless rural settlements across Nigeria, where radio sets are often the first household item after cooking utensils and mattresses, and where listening is a communal affair that brings together family members, neighbors, and friends. For farmers in Edo State, for instance, listening to morning market updates and weather forecasts on local FM stations is not a luxury but a necessity that influences their daily decisions. For rural women who may be excluded from formal educational systems, radio dramas and talk shows become platforms for informal

learning about health, child care, and social issues. For youths who lack internet access, radio countdowns and music programs serve as the primary entry points into popular culture. Thus, radio's relevance transcends mere communication—it functions as a social institution that connects individuals to both their immediate communities and the broader nation.

A key characteristic that accounts for radio's dominance in rural Nigeria is its portability and accessibility. Unlike television sets that are often confined to living rooms or viewing centers, radios can be carried into the farm, to the marketplace, or even to community gatherings. Small transistor radios, rechargeable solar-powered devices, and the increasing ubiquity of mobile phones with built-in FM receivers mean that almost everyone, regardless of economic status, can own or access a radio. This portability makes radio messages omnipresent, saturating the lived spaces of rural audiences. The benefit of this characteristic is that it allows advertisers, governments, and development organizations to ensure that their messages reach individuals even in the remotest hamlets of Oredo LGA, where television and internet signals may be absent.

Another defining characteristic is affordability, which has made radio the true mass medium in Nigeria. Radios are relatively cheap to purchase and maintain, and the cost of radio advertising is also significantly lower than that of television, print, or online campaigns. This affordability benefits not only rural listeners but also small-scale businesses, cooperatives, and local entrepreneurs who can advertise their products to a wide audience without incurring prohibitive costs. In Oredo's semi-rural settlements, it is not uncommon for local traders to sponsor short jingles about their shops, herbal products, or services on community radio stations. Such advertising would be unthinkable on television, where costs are beyond the reach of grassroots entrepreneurs.

Closely tied to these is the immediacy of radio. Radio is uniquely positioned to deliver information in real time, often ahead of newspapers or television. News updates, traffic reports, market prices, and weather forecasts can be broadcast within minutes, making radio indispensable in rural economies where time-sensitive decisions are vital. For instance, farmers in Oredo who depend on accurate weather forecasts to determine planting or harvesting schedules benefit from timely radio announcements.

Similarly, market women respond quickly to radio information about price changes or new government policies affecting trade. This immediacy strengthens the trust rural audiences place in radio as a reliable and responsive medium.

Perhaps the most significant characteristic of radio in rural Nigeria is its use of indigenous languages. Unlike many print and television outlets that are dominated by English, radio stations frequently broadcast in local languages such as Yoruba, Hausa, Igbo, Edo, and Pidgin English. This linguistic inclusivity is central to radio's appeal because it overcomes barriers of literacy and cultural distance. As Ebo (1994) notes, language is not only a vehicle of communication but also a repository of identity, tradition, and worldview. In Oredo, radio programs delivered in Edo and Pidgin resonate deeply with listeners, embedding messages in the familiar rhythms of everyday speech. Advertisements for agricultural inputs, microfinance services, or health campaigns framed in indigenous idioms carry greater persuasive power because they echo the cultural logic of rural life. The ability of radio to speak in "the people's tongue" reinforces its

relevance, especially when compared to television advertisements that often adopt elite codes and thus alienate rural dwellers.

Beyond its characteristics, radio's cultural significance in rural Nigeria cannot be overstated. Radio serves as a cultural archive, preserving oral traditions, folk music, and local proverbs, while also adapting to modern forms of entertainment. Cultural programs, phone-in shows, and radio dramas create spaces where rural voices are heard and celebrated. For example, radio dramas broadcast in Oredo often incorporate folklore and moral lessons, blending entertainment with education. In this sense, radio not only transmits culture but also reinforces community identity, solidarity, and pride. It becomes a site where rural communities see themselves reflected and validated, countering the cultural dominance of urban-centric media.

Radio's developmental role in rural Nigeria further reinforces its importance. Development communication scholars argue that radio has historically been the most effective tool for mobilizing communities around national development goals (Moemeka, 2000; Folarin, 2005). From the days of literacy campaigns and agricultural extension programs in the 1960s to

more recent campaigns on HIV/AIDS, maternal health, and voter education, radio has consistently proven to be a trusted partner in promoting social change. Its ability to reach the “last mile” makes it invaluable in addressing public health crises, agricultural modernization, and civic participation. In Oredo LGA, for instance, campaigns about malaria prevention, immunization drives, or government empowerment schemes are often disseminated through local radio stations, reaching rural dwellers who might otherwise be excluded from these initiatives. This developmental role of radio aligns with the normative expectations of development media theory, which advocates for media to contribute to social progress rather than merely serving commercial interests.

When applied to Oredo Local Government Area of Edo State, the relevance of radio becomes even clearer. Oredo is a unique LGA because it combines the bustling urban life of Benin City with numerous semi-rural and rural communities. In the urban core, residents may access television, newspapers, and online platforms, but in the rural peripheries, radio remains king. Radio stations such as Edo Broadcasting Service (EBS), Independent Radio, and RayPower FM dominate the media landscape, with programming

that caters to both urban elites and rural dwellers. For rural farmers in Oredo's outskirts, morning radio programs that provide agricultural advice or market prices directly impact productivity and livelihoods. For local traders, advertising their goods through community radio ensures visibility among neighbors and customers who share similar socio-economic realities. For youths in rural settlements, music countdowns, sports commentary, and interactive call-in shows provide a sense of connection to national and global trends. In short, radio acts as a bridge between the urban and rural, the modern and the traditional, the local and the global.

In addition to its everyday functions, radio in Oredo LGA plays a mobilization role during critical moments such as elections, crises, or community development projects. Political candidates rely on radio advertising to reach rural voters, often framing messages in local dialects to ensure comprehension and connection. During health emergencies such as the COVID-19 pandemic, radio was the primary medium used to educate rural populations about safety protocols and vaccination campaigns. Community leaders also use radio platforms to mobilize support for local projects, such as market renovations, sanitation campaigns, or cultural

festivals. This mobilizational role demonstrates radio's integration into the fabric of communal life, making it indispensable for governance, public health, and grassroots development.

In conclusion, radio's relevance in rural Nigeria is multifaceted, encompassing characteristics of portability, affordability, immediacy, and linguistic inclusivity; cultural significance in preserving traditions and fostering community identity; developmental roles in promoting literacy, health, agriculture, and civic engagement; and specific manifestations in places like Oredo LGA where it bridges the divide between urban and rural life. Its resilience as the "people's medium" is a testament to its adaptability and continued trustworthiness in contexts where other media falter. For this study, which examines the role of radio advertising messages in reaching rural audiences, the centrality of radio cannot be overstated. It is not only the dominant channel through which advertisers and development agents communicate with rural dwellers but also a trusted social institution that mediates daily life, economic decisions, and cultural identity in Oredo LGA and across Nigeria.

Radio and Linguistic Diversity

One of the strengths of radio in Nigeria is its ability to broadcast in indigenous languages. Unlike print, which often requires proficiency in English, radio stations frequently transmit in local dialects, thereby breaking literacy barriers.

In Edo State, several radio stations—such as Edo Broadcasting Service (EBS) Radio and private FM stations like Independent Radio and Vibes FM—routinely air programs and advertisements in Edo (Bini) language, Pidgin English, and Yoruba. This multilingual approach ensures that rural audiences in Oredo feel included and understood. As Etuk (2015) notes, the use of indigenous languages in broadcasting not only enhances comprehension but also fosters a sense of cultural identity and belonging.

Advertising messages, when translated into local languages, often achieve deeper emotional resonance. For instance, a health-related jingle urging mothers to immunize their children is more persuasive when delivered in Bini than in formal English. Similarly, political candidates often sponsor Pidgin jingles to reach across different ethnic communities in Oredo.

Radio as a Tool for Development Communication

Radio's relevance in rural Nigeria is not limited to entertainment; it has long been positioned as a tool for development communication. Development communication refers to the use of media to support social, economic, and political development. Scholars such as Melkote and Steeves (2001) argue that in contexts of inequality, the mass media—particularly radio—should serve as channels for information that improves quality of life.

In Nigeria, radio has been widely used for developmental campaigns in agriculture, health, education, and governance. During the “Operation Feed the Nation” program of the 1970s, for example, radio broadcasts were central to encouraging rural farmers to adopt improved agricultural techniques (Folarin, 2005). More recently, radio has been used to promote maternal health, HIV/AIDS awareness, and voter registration drives.

In Oredo, developmental use of radio is evident in agricultural extension programs that air on stations like EBS Radio, where farmers are introduced to improved practices and innovations. Similarly, non-governmental organizations (NGOs) and health agencies frequently use radio jingles to educate rural dwellers on malaria prevention, family

planning, and COVID-19 protocols. These campaigns often adopt the advertising format—short, catchy messages repeated at strategic times.

Radio and Rural Participation

Beyond one-way dissemination, radio also fosters participation. Call-in shows, interactive programs, and listener clubs enable rural dwellers to voice opinions, ask questions, and even challenge authority. McQuail (2010) underscores that radio has a “democratic potential” that empowers marginalized groups to be heard.

In Oredo, rural participation is evident in call-in agricultural programs where farmers ask experts about crop diseases or market access. Similarly, political talk shows allow rural residents to express dissatisfaction with government performance. Such interactive platforms increase the credibility of radio advertising messages, as they are embedded within trusted spaces where audiences actively participate.

Case Studies from Rural Nigeria and Oredo LGA

Several case studies underscore radio’s influence in rural Nigeria and its direct relevance to Oredo:

Agricultural Campaigns: Agber and Iorza (2019) found that radio programs significantly influenced rural farmers in Benue State to adopt new agricultural practices. By analogy, rural farmers in Oredo are similarly exposed to agricultural jingles that promote fertilizers, pesticides, and mechanized tools.

Health Campaigns: A study by UNICEF (2017) revealed that rural women in Edo and Delta States were more likely to bring children for immunization after hearing repeated jingles on local radio stations. This highlights radio's power in shaping health-seeking behavior.

Political Campaigns: Ojebode (2013) documents how political aspirants use radio to connect with rural electorates, recognizing that radio remains the most effective platform for mass mobilization in Nigeria. In Oredo, election periods see a surge in radio advertisements in Bini and Pidgin.

These cases show that radio is not just an entertainment medium but a powerful force for persuasion and mobilization in rural communities.

Limitations of Radio in Rural Communication

While radio has many advantages, it also faces limitations. Poor signal coverage in remote areas can restrict access. Moreover, some advertising messages may be culturally inappropriate or too complex, leading to misunderstanding. Literacy barriers can also affect comprehension when messages use technical jargon.

Additionally, as Nwodu (2006) observes, the absence of visual reinforcement means that radio advertising relies solely on auditory cues. This can limit recall compared to television. In Oredo, some rural dwellers complain that jingles are too fast-paced or in unfamiliar languages, reducing their effectiveness.

Synthesis

Overall, radio remains the most powerful medium of mass communication in rural Nigeria due to its accessibility, cultural resonance, and developmental role. In Oredo LGA, Edo State, radio's prominence is evident in its use for agricultural, health, and political advertising campaigns. Its characteristics—affordability, portability, linguistic diversity, and immediacy—make it uniquely suited to rural communication needs.

Although challenges exist, the medium continues to play an indispensable role in bridging the information gap and shaping rural life.

2.3 Radio Advertising and Rural Development

Radio advertising occupies a central place in the intersection between communication and development, particularly in rural communities where alternative media options are either inaccessible or impractical. In Nigeria, and specifically in Oredo Local Government Area (LGA) of Edo State, radio has consistently proven to be a powerful medium for shaping attitudes, disseminating information, stimulating behavioral change, and fostering community development. Scholars such as McQuail (2010), Folarin (2005), and Ojebode (2013) have highlighted radio's unparalleled capacity to penetrate remote areas, overcome literacy barriers, and communicate in local languages, thereby positioning it as the most development-oriented mass medium in sub-Saharan Africa. Within this context, radio advertising transcends the traditional notion of commercial persuasion and assumes a broader developmental function, serving not only as a marketing tool but also as an instrument of socio-economic transformation. Development

theorists have long recognized the role of communication in national growth, modernization, and rural upliftment. According to Lerner (1958), communication is a critical driver of modernization, as it facilitates the diffusion of innovations, creates shared values, and fosters social change. In rural Nigeria, advertising messages broadcast via radio often double as development communication messages. For instance, a radio advert urging farmers in Oredo LGA to purchase improved seedlings or fertilizers is not only marketing a product but also promoting agricultural productivity, food security, and rural economic growth. Similarly, advertising messages on microfinance services or cooperative societies encourage rural dwellers to embrace financial inclusion, which is a recognized pillar of rural development (World Bank, 2020). Thus, radio advertising is uniquely positioned to merge commercial goals with developmental objectives, thereby creating a hybrid form of communication that addresses the practical realities of rural life.

One of the most significant ways radio advertising contributes to rural development is through agricultural transformation. Agriculture remains the backbone of rural economies in Nigeria, employing a significant

proportion of the population in areas like Oredo. However, traditional farming methods, low yields, and limited access to modern inputs continue to constrain agricultural productivity. Radio advertisements play a vital role in bridging this gap by promoting improved seeds, fertilizers, agrochemicals, and mechanization services. For example, when local radio stations in Edo State broadcast advertising messages about improved cassava varieties or the availability of government-subsidized fertilizers, rural farmers are more likely to adopt these innovations. This aligns with Rogers' (2003) Diffusion of Innovations theory, which posits that mass media, especially radio, are crucial in the awareness and persuasion stages of innovation adoption. In Oredo, farmers who tune into local programs such as those aired on Edo Broadcasting Service (EBS) are routinely exposed to advertising messages promoting agricultural products and services. The cumulative effect is an increase in adoption rates of modern farming practices, which not only boosts individual incomes but also strengthens food supply chains, contributing to rural and national development.

Health communication represents another critical dimension where radio advertising intersects with rural development. In rural Nigeria, health

challenges such as malaria, maternal mortality, poor sanitation, and vaccine-preventable diseases remain pervasive (WHO, 2021). Radio advertising has been instrumental in promoting health products and services, thereby supporting rural health development. Pharmaceutical companies and health agencies regularly use radio adverts to promote antimalarial drugs, mosquito nets, oral rehydration solutions, and maternal health services. In Oredo LGA, adverts sponsored by both private pharmaceutical firms and public health institutions have raised awareness about vaccination campaigns, safe delivery practices, and the dangers of self-medication. For instance, when radio stations advertise routine immunization schedules or campaigns such as the National Polio Eradication Initiative, rural audiences are informed and persuaded to participate. Unlike mere public service announcements, these adverts are often crafted to be persuasive, catchy, and memorable, using jingles, local idioms, and trusted community voices. This enhances message recall and motivates behavioral change. As McQuail (2010) observes, advertising's power lies in its ability to combine information with persuasion, making it an effective tool for health-related development goals.

In addition to agriculture and health, radio advertising supports economic development by promoting small-scale entrepreneurship and market expansion. Rural communities often face challenges of market access, with small businesses struggling to reach a wider audience. Through affordable radio adverts, local entrepreneurs can promote their goods and services to nearby villages and towns, expanding their customer base. In Oredo, for instance, small-scale businesses such as tailoring services, furniture workshops, local eateries, and petty traders rely on community radio advertising to reach customers who might otherwise remain unaware of their services. This not only boosts individual livelihoods but also stimulates the local economy by facilitating trade and commerce. Scholars like Okigbo and Eribo (2004) argue that such localized advertising practices directly contribute to rural economic growth by integrating isolated producers into broader markets. Furthermore, radio adverts for vocational training centers and skill acquisition programs play a developmental role by encouraging rural youths to embrace self-employment and entrepreneurship, thereby addressing the chronic problem of unemployment in Nigeria.

Radio advertising also has a cultural development function, as it reinforces cultural identity and promotes indigenous knowledge. In rural Nigeria, cultural heritage is a vital part of social life, and advertising messages often draw from local idioms, proverbs, and traditions to resonate with rural audiences. For example, adverts in Oredo LGA frequently use the Bini language or Pidgin English interspersed with cultural metaphors that reflect the realities of rural dwellers. This not only enhances comprehension but also affirms cultural identity, fostering a sense of belonging. As Ugboajah (1985) emphasized in his cultural approach to communication, media in Africa must integrate indigenous forms of communication with modern mass communication to be truly effective. Radio advertising achieves this integration by embedding local cultural cues in persuasive messages, making them more relatable and impactful. Moreover, cultural events and festivals in Oredo, such as the Igwe Festival, are often promoted through radio advertising, thereby reinforcing communal pride and cultural continuity. By doing so, radio advertising contributes not just to commerce but also to the preservation and celebration of cultural values, which are integral to holistic rural development.

Political development is another sphere where radio advertising has played a transformative role in rural Nigeria. Electoral processes and democratic participation are critical elements of development, and radio advertising has been widely used to mobilize rural populations to participate in governance. Political parties, candidates, and electoral bodies frequently use radio adverts to communicate campaign promises, voting procedures, and civic responsibilities. In Oredo LGA, where literacy levels are relatively low compared to urban centers, radio advertising provides an accessible means of political communication. Campaign messages are broadcast in local languages, ensuring that rural voters are not excluded from the political discourse. This enhances democratic participation, giving rural dwellers a voice in shaping their future. However, it must be noted that political advertising can sometimes be manipulative, raising concerns about misinformation and propaganda (McQuail, 2010). Nonetheless, when used responsibly, political radio advertising serves developmental goals by promoting inclusivity, accountability, and civic education.

Education is equally an area where radio advertising contributes significantly to rural development. Beyond formal schooling, radio adverts

frequently promote literacy programs, adult education initiatives, and skills acquisition opportunities. For example, adverts by government agencies or NGOs in Edo State often encourage rural residents to enroll in literacy classes, vocational training, or distance learning programs. Such advertising messages demystify education by presenting it as accessible and beneficial to daily life. In Oredo LGA, radio advertising has been used to mobilize parents to send their children to school, especially during government campaigns against child labor and early marriage. This aligns with the broader developmental agenda of building human capital as a foundation for economic growth. By promoting educational opportunities, radio advertising helps to break cycles of poverty and ignorance, thereby empowering rural communities to participate more fully in development processes.

Despite its many developmental contributions, the effectiveness of radio advertising in rural development is influenced by audience reception and interpretation. According to Hall's (1980) encoding/decoding model, media messages are not passively consumed; audiences interpret them based on their socio-cultural contexts. In Oredo LGA, rural listeners decode radio advertising messages in light of their lived experiences, cultural values, and

economic realities. For example, an advert promoting modern banking services may be received with enthusiasm by younger, educated listeners, but older rural dwellers may remain skeptical, preferring traditional savings practices such as *esusu* (rotating savings groups). This underscores the importance of tailoring radio adverts to reflect the social realities of rural audiences, ensuring that developmental messages are not just transmitted but also meaningfully received.

Furthermore, the developmental impact of radio advertising can be understood through the lens of Development Media Theory, which emphasizes the responsibility of media in promoting social and economic progress in developing countries (McQuail, 1987). Within this framework, radio advertising is not merely a commercial enterprise but a socially responsible activity that contributes to national development objectives. In Oredo LGA, the advertising of agricultural inputs, health services, educational programs, and financial products aligns with developmental imperatives, thereby situating advertising within the broader national agenda of poverty reduction and sustainable development. This convergence of

commercial and developmental goals highlights the multifunctional role of radio advertising in rural contexts.

In conclusion, radio advertising plays a multifaceted role in rural development, encompassing agriculture, health, economy, culture, politics, and education. Its capacity to inform, persuade, and mobilize makes it a uniquely powerful tool for fostering social change and promoting rural upliftment. In Oredo LGA, the impact of radio advertising is evident in improved agricultural practices, increased health awareness, expanded market access for small businesses, reinforced cultural identity, enhanced political participation, and promotion of education. However, the realization of these developmental benefits depends on how well radio advertising is tailored to the socio-economic and cultural realities of rural audiences. Advertisers, broadcasters, and policymakers must therefore view radio advertising not merely as a commercial activity but as a vital instrument of rural development. By integrating developmental objectives into advertising strategies, radio can continue to serve as both a marketplace and a catalyst for social transformation in rural Nigeria.

2.4 Challenges of Radio Advertising in Rural Nigeria

Radio advertising in rural Nigeria has undoubtedly proven to be an indispensable tool for reaching audiences that are often cut off from mainstream media. However, despite its relevance and accessibility, radio advertising in rural contexts like Oredo Local Government Area (LGA) of Edo State is confronted with numerous challenges that hinder its effectiveness and overall impact. These challenges, both structural and cultural, have far-reaching implications for how well radio advertising messages are received, interpreted, and acted upon by rural audiences. Scholars such as Folarin (2005), Ojebode (2013), and McQuail (2010) emphasize that communication in developing contexts must account for peculiar socio-economic and infrastructural realities. Consequently, the study of challenges to radio advertising in rural Nigeria is not just an academic exercise but a necessary engagement for designing better communication strategies. One of the foremost challenges of radio advertising in rural areas is the problem of inadequate infrastructural facilities, particularly erratic electricity supply. In many rural communities across Nigeria, including those in Oredo LGA, electricity supply is highly

unreliable or completely absent (National Bureau of Statistics, 2021). Radio stations may transmit content consistently, but without electricity, rural households cannot power their radio sets unless they resort to alternatives such as battery-powered or solar radios. While battery-powered radios remain common in rural Nigeria, the rising cost of batteries often discourages consistent usage, thereby limiting exposure to advertising content. In Oredo, many households prioritize battery usage for torchlights due to the prevalence of darkness, especially at night, leaving radio sets unused. This challenge restricts the frequency with which rural listeners are exposed to advertising messages and undermines the persuasive effect of repetition, which is crucial in advertising effectiveness (Kotler & Keller, 2016).

Closely linked to this is the challenge of poverty and low purchasing power among rural dwellers. Advertising fundamentally aims to persuade individuals to buy products or services, but in contexts where disposable income is low, such persuasion faces inherent limitations. According to the National Bureau of Statistics (2020), over 40% of Nigerians live below the poverty line, with rural areas disproportionately affected. In Oredo LGA,

many residents engage primarily in subsistence farming, petty trading, and artisanal work, with limited cash flow. As a result, even when radio advertising succeeds in creating awareness and stimulating interest, rural listeners may lack the financial resources to purchase the advertised goods or services. This disconnect between desire and capacity creates frustration among audiences and undermines the credibility of advertisements, as radio advertising risks being perceived as irrelevant or aspirational rather than practical (Ekwueme & Okoro, 2018).

Another critical challenge is linguistic diversity and communication barriers. Nigeria is a multilingual country with over 500 indigenous languages, and Edo State itself is home to multiple ethnic groups with distinct dialects. In Oredo LGA, while Bini is the dominant language, several communities also communicate in Esan, Etsako, and Pidgin English. Most radio advertisements, however, are produced in English or Standard Pidgin, which, while widely understood, may not capture the cultural nuances necessary for deep persuasion (Ojebode, 2013). For older rural listeners or those with limited formal education, English-language adverts can be alienating. Even when Pidgin is used, differences in dialects or

cultural metaphors may cause misinterpretations. Effective advertising requires more than literal translation; it demands cultural resonance, which is often missing when advertisers adopt a “one-size-fits-all” linguistic approach (McQuail, 2010).

Additionally, illiteracy and low levels of formal education constitute significant barriers to effective radio advertising in rural areas. While radio is an oral medium that does not depend on literacy for comprehension, illiteracy still affects the interpretation of advertising content, especially when technical or abstract concepts are involved. Many radio adverts make references to modern banking services, insurance schemes, or pharmaceutical products, which rural audiences may not fully understand without prior knowledge (Ezeah & Nwankwo, 2019). In Oredo LGA, for instance, when radio advertisements promote health insurance schemes or microfinance loans, listeners may be skeptical or confused due to limited understanding of such modern economic constructs. This skepticism often leads to mistrust, with rural dwellers sometimes dismissing adverts as “too good to be true.”

The issue of credibility and trust is another major challenge in rural radio advertising. Rural audiences have historically been victims of fraud, scams, and misleading claims, which makes them cautious about trusting advertisements. Scholars such as Baran and Davis (2019) note that credibility is a cornerstone of effective advertising, and when trust is lacking, even the most creative advert fails to achieve its purpose. In Oredo, there have been instances of exaggerated claims in radio adverts, especially from herbal medicine sellers and informal product vendors who promise miraculous cures or exaggerated product benefits. Such overstatements breed suspicion and lead to a general mistrust of advertising content. Over time, this reduces the overall effectiveness of radio as a platform for commercial persuasion, as audiences begin to doubt not just specific advertisers but the medium itself.

Competition from other media platforms also presents a challenge. Although radio remains dominant in rural Nigeria, the penetration of mobile phones and increasing access to the internet are gradually shifting attention away from radio, especially among younger demographics (Pew Research Center, 2019). In Oredo LGA, many youths now spend more time on mobile

devices, accessing social media platforms such as Facebook, WhatsApp, and TikTok, which also serve as advertising channels. This competition reduces the time and attention rural audiences devote to radio, thereby diminishing the reach and influence of radio advertising. Moreover, mobile-based adverts often include visual and interactive elements, which radio lacks. As a result, radio advertisers must grapple with maintaining relevance in a media ecosystem that is becoming more diversified and audience-driven.

Another problem concerns the timing and scheduling of advertisements. Radio advertising is only effective if it reaches listeners at times when they are attentive and engaged. In rural areas like Oredo, daily routines are heavily tied to agricultural and market activities. Many rural dwellers spend early mornings and late afternoons in farms or markets, with little time to sit and listen to radio broadcasts. If adverts are scheduled during these periods, their impact is significantly reduced (Folarin, 2005). Advertisers often fail to align their message timing with rural audience routines, leading to wasted airtime and diminished impact. The lack of audience research and poor understanding of rural listening habits exacerbate this problem.

Cultural beliefs and traditional worldviews also shape how rural audiences respond to radio advertising. In many Nigerian rural contexts, health-related or financial advertisements often clash with indigenous knowledge systems or traditional practices. For example, in Oredo LGA, advertisements promoting modern healthcare services may conflict with strong beliefs in traditional medicine, reducing their persuasiveness. Similarly, agricultural adverts promoting chemical fertilizers may be resisted by farmers accustomed to organic or indigenous farming methods. McQuail (2010) emphasizes that cultural context significantly affects media reception, and without cultural sensitivity, advertising messages risk rejection.

Cost constraints represent another major obstacle. Producing and airing quality radio adverts requires financial resources, and many small-scale businesses in rural Nigeria lack the capacity to invest in professional advertising. Consequently, the rural airwaves are often dominated by low-quality adverts that lack creativity and professionalism, reducing their appeal. In Oredo, many adverts are produced by local vendors with minimal resources, often resulting in monotonous jingles or poorly recorded audio.

Such adverts struggle to capture attention or maintain credibility, especially when compared to more polished adverts from larger corporations.

Finally, regulatory and ethical challenges cannot be ignored. In Nigeria, regulatory oversight of radio advertising is often weak, allowing misleading or unethical adverts to proliferate. In rural areas, where regulatory monitoring is even less stringent, audiences are more vulnerable to deceptive advertising practices (Ezeah, 2013). In Oredo, for example, the prevalence of unverified herbal product adverts illustrates how weak enforcement of advertising standards undermines audience trust and exposes rural populations to potential harm. Ethical lapses such as false claims, exploitation of cultural beliefs, or use of fear appeals not only reduce advertising effectiveness but also raise serious public interest concerns.

In sum, while radio remains a vital medium for reaching rural audiences in Nigeria, its effectiveness as an advertising tool is undermined by multiple challenges ranging from infrastructural deficiencies, poverty, and linguistic barriers to trust issues, cultural resistance, and regulatory weaknesses. These challenges highlight the need for a more context-sensitive approach to radio advertising in rural areas. In the specific case of

Oredo LGA, addressing these challenges requires a combination of infrastructural improvements, cultural adaptation of messages, timing alignment with rural routines, and stricter regulation of advertising practices. Only by confronting these barriers can radio advertising realize its full potential in mobilizing, educating, and persuading rural audiences toward developmental and commercial goals.

2.5 Review of Empirical Studies

A number of researchers have conducted empirical investigations into the effectiveness of radio advertising as a medium for reaching rural audiences, particularly in Nigeria and across Sub-Saharan Africa. This section reviews selected empirical works that provide insights relevant to the present study. The studies reviewed are: Idemudia (2018), Okorie, Oyedepo, & Aderogba (2014); Okwu, Kuku, & Aba (2007).

Idemudia (2018) carried out an empirical study on political radio advertising in Benin City, Edo State, examining how rural and peri-urban audiences perceived and responded to campaign messages. The research adopted a descriptive survey design and administered questionnaires to 350

respondents drawn from three LGAs in Edo South Senatorial District. The study was anchored on the Uses and Gratifications Theory, focusing on why audiences exposed themselves to political adverts on radio and how such exposure influenced their voting intentions.

The findings revealed that while radio political adverts generated high awareness among rural residents, their persuasiveness was mediated by trust in the advertiser and perceived credibility of the medium. Respondents emphasized that adverts broadcast in

Edo language or Pidgin English were more effective in rural communities than those in English. Interestingly, the study also found that repetitive exposure increased message recall but did not always translate into behavioural change, as some respondents remained skeptical about politicians' promises. The researcher concluded that the impact of radio advertising in rural settings depends heavily on cultural proximity, language, and audience trust. This study aligns closely with the present research, since both are situated in Edo State and examine rural audiences' responses to advertising messages. However, while Idemudia (2018) focused specifically on political advertising, the current study investigates a wider range of

advertising messages—commercial, social, and developmental—thus offering a more comprehensive assessment of radio’s effectiveness in Oredo’s rural context.

In another empirical work, Okorie et al. (2014) investigated the role of radio advertising in malaria prevention campaigns in Southwestern Nigeria. The study aimed to determine the extent to which radio adverts about insecticide-treated nets (ITNs) influenced awareness and behavioural change among rural dwellers. A survey method was adopted, with a sample size of 300 respondents across rural communities in Ondo and Ekiti States. Using chi-square analysis, the study tested associations between radio exposure and adoption of malaria prevention behaviours.

Results indicated that respondents who frequently listened to radio adverts about ITNs were significantly more likely to report purchasing or using the nets compared to those with little or no exposure. Furthermore, the study showed that rural dwellers trusted radio as a health information source more than posters, pamphlets, or community drama. However, the study also revealed limitations: some respondents complained that the language of the adverts was not always accessible, and others felt the messages were too

short or lacked follow-up detail. The authors concluded that radio remains a potent channel for reaching rural audiences with persuasive health advertising messages, provided that local languages and community participation are integrated. The present research builds on this by exploring not only health but also commercial and social advertising in rural Oredo, thereby broadening the understanding of radio's influence on rural consumer decision-making.

Okwu et al. (2007) conducted a seminal study assessing the use of radio in agricultural information dissemination in Benue State, Nigeria. The researchers sought to determine how farmers accessed, interpreted, and applied agricultural information broadcast through radio stations, given the medium's reputation as the most accessible channel of mass communication for rural communities. The study employed a survey design with structured questionnaires administered to 240 rural farmers drawn from four local government areas. Data were analyzed using descriptive statistics such as frequencies, means, and percentages.

Findings revealed that radio was the most widely used medium for accessing agricultural information compared to newspapers, television, or

interpersonal sources. Farmers reported that agricultural messages on radio—delivered in local languages and broadcast at convenient times—were instrumental in shaping their farming practices. The study also found that respondents perceived radio messages as credible and culturally relevant, although they expressed concerns about message repetition and timing. The researchers concluded that radio was effective not only for advertising agricultural products but also for driving adoption of innovations among rural populations. This study is particularly relevant to the present research as it highlights the persuasive potential of radio advertising when tailored to the socio-linguistic needs of rural audiences. However, the current study differs by focusing on radio advertising messages in Oredo LGA of Edo State, thereby expanding the context beyond agriculture to include broader rural consumer behaviour.

Taken together, these empirical studies establish that radio continues to play a central role in shaping awareness, perception, and behaviour among rural populations in Nigeria. The studies consistently underscore trust, language, repetition, and cultural relevance as key factors in determining advertising effectiveness. The current research contributes to

this body of knowledge by specifically situating the investigation within Oredo LGA, Edo State, and by assessing how rural residents engage with and respond to different categories of radio advertising messages in their daily lives.

2.6 Theoretical Framework

Theoretical frameworks provide the intellectual lens through which a research problem is examined. This study was anchored on Agenda setting and Development Media theories.

Development Media Theory

Development Media Theory, articulated most prominently by McQuail (1987), emerged as a response to the unique communication needs of developing countries during the mid-twentieth century. It is rooted in the idea that in societies struggling with underdevelopment, poverty, low literacy, weak institutions, and inadequate infrastructure, the mass media should not simply function as neutral channels of information or vehicles of entertainment. Instead, they should assume a proactive role in promoting development goals, supporting government policies, facilitating

modernization, and fostering cultural identity. This theory recognizes that unlike developed nations, where media systems might thrive on libertarian ideals of press freedom and market-driven operations, developing nations require media that align themselves with urgent national priorities. Thus, the central argument of Development Media Theory is that the mass media in such contexts carry a special responsibility to be instruments of national integration and socio-economic transformation.

Historically, the development media paradigm is traceable to the modernization era of the 1950s and 1960s, when communication was viewed as a central driver of social and economic change in the Third World. Scholars such as Lerner (1958), Schramm (1964), and Rogers (1962) emphasized that media could be harnessed to accelerate literacy, diffuse innovations, shape attitudes, and mobilize citizens toward development. McQuail later synthesized these perspectives into a theory that situated the media squarely within state-building and developmental processes. He stressed that mass communication in developing societies cannot afford to operate under the laissez-faire principles of the libertarian model, nor could it adopt the Western social responsibility model wholesale, since the socio-

political and economic conditions are markedly different. Instead, what is required is a model in which the media serve as both watchdog and partner in national development, supporting policy objectives while retaining a measure of critical responsibility to the people.

The principles of Development Media Theory are both normative and functional. Normatively, it prescribes what media ought to do in a developing society; functionally, it explains how media institutions interact with political and cultural environments in these societies. One key principle is that the media should support national development policies, whether in agriculture, health, education, or political participation. This support does not necessarily mean blind endorsement of government actions, but it implies that media content should be aligned with the overall priorities of national progress. For instance, in contexts where food security is a challenge, the media are expected to promote agricultural campaigns, provide information on improved farming methods, and support government initiatives aimed at self-sufficiency. Similarly, in countries grappling with public health challenges, the media are expected to disseminate messages on immunization, hygiene, family planning, and disease prevention.

Another principle of the theory is the promotion of cultural identity. Developing societies often face the twin pressures of globalization and cultural erosion. Development Media Theory argues that media systems should work to preserve indigenous cultures, languages, and traditions, while simultaneously promoting modern values that advance development. This is particularly relevant in African societies where oral traditions and community values remain strong. By integrating local cultural expressions into programming, radio and other media forms ensure that development messages resonate more authentically with rural audiences.

A further principle is social responsibility, which emphasizes that media should not merely serve the economic interests of advertisers or the entertainment desires of audiences but should also contribute positively to society. In practical terms, this means that even when broadcasting commercial advertising, the media must ensure that messages do not mislead, exploit, or harm vulnerable populations. Instead, advertising can be framed in ways that also educate and inform. For example, radio advertisements for agricultural products may simultaneously promote better farming practices.

Social responsibility thus requires broadcasters and advertisers to balance profit motives with the developmental needs of society.

The role of radio within Development Media Theory deserves special attention. Among the mass media, radio has historically held a privileged place in developing societies because of its accessibility, affordability, portability, and oral nature. Unlike print media, which require literacy, or television, which demands higher infrastructure and cost, radio reaches both literate and non-literate populations with relative ease. It is particularly powerful in rural areas where electricity supply may be irregular, and where communities are tightly knit around oral communication traditions. Radio also has the advantage of immediacy and intimacy; it speaks in the language of the people, often through local dialects, making it more relatable than other media. Scholars like Folarin (2005) have highlighted the significant role radio has played in Nigeria in mobilizing rural populations for literacy campaigns, agricultural programs, health interventions, and political participation.

Examples from Nigeria's history illustrate how Development Media Theory has been operationalized through radio. During the 1970s and 1980s,

radio was a central tool in promoting the Universal Primary Education (UPE) scheme, providing parents and communities with information about the benefits of schooling. Agricultural extension services were also supported through radio programs that taught farmers about improved seedlings, fertilizer application, and pest control. Campaigns like “Operation Feed the Nation” and the later “Green Revolution” relied heavily on radio broadcasts to mobilize farmers and households toward food self-sufficiency. In the health sector, radio has been instrumental in disseminating information about polio immunization, HIV/AIDS awareness, maternal health, and most recently, COVID-19 prevention. These examples demonstrate how radio has consistently functioned as more than an entertainment medium, fulfilling its developmental mandate in line with the expectations of Development Media Theory.

In the specific context of Oredo Local Government Area of Edo State, Development Media Theory provides a strong justification for the study of radio advertising messages. Oredo is characterized by a mix of urban and rural communities, with substantial populations residing in villages and semi-urban settlements. For these rural dwellers, radio remains the most

pervasive and trusted source of information, often surpassing television, newspapers, or internet-based platforms in reach and reliability. Applying Development Media Theory here underscores the dual nature of radio advertising: while it is undeniably a commercial tool used by businesses to promote goods and services, it also carries developmental functions when used for public campaigns. For instance, a radio message advertising mosquito nets can be seen both as a commercial promotion and a health intervention against malaria. Similarly, campaigns encouraging citizens to participate in local elections or to register for national identification are framed as advertisements but serve broader goals of civic development and governance.

In Oredo, radio advertising messages often blend seamlessly with community life. Polio immunization campaigns, maternal health reminders, or agricultural advisories are typically broadcast in local languages, making them easily accessible to rural audiences. The Development Media Theory explains why such messages are not only accepted but also trusted by listeners: the medium is perceived as a partner in addressing their practical needs. This explains the high degree of credibility that rural audiences

accord to radio messages, whether they are commercial or developmental. For the current research, this is significant because it means that studying radio advertising in Oredo requires attention not just to its persuasive elements but also to its developmental content and implications.

Nonetheless, the theory is not without critiques. Scholars have pointed out that Development Media Theory can slide into paternalism and even propaganda. McQuail (2010) himself acknowledged this risk, noting that when the media are expected to align with government policies, they may lose their independence and become tools of state control. In Nigeria, there have been historical instances where state-owned radio stations were used more to propagate government achievements and less to genuinely serve developmental needs. For example, during military regimes, radio was often employed to legitimize government policies, suppress dissent, and project a façade of progress. Such practices raise concerns about whether development communication can truly be separated from state propaganda in contexts where governments control broadcasting licenses and regulatory frameworks.

Another critique is that Development Media Theory tends to privilege top-down communication, where messages are designed by elites—government officials, experts, or advertisers—and transmitted to passive rural audiences. This model assumes that rural dwellers simply absorb and act upon media messages, ignoring the active role that audiences play in interpreting, negotiating, and sometimes resisting messages. Contemporary development communication scholars argue for more participatory approaches, where communities are not just recipients but also co-creators of messages. In Oredo, for example, radio campaigns that involve local voices—community leaders, farmers, women’s groups—tend to resonate more deeply than those perceived as imposed from external authorities. Thus, while Development Media Theory highlights the developmental potential of radio, it underestimates the agency of rural audiences.

A related concern is that the commercialization of radio threatens its developmental functions. As private radio stations proliferate in Edo State, there is increasing pressure to generate revenue through paid advertising. This sometimes results in the prioritization of commercial messages over developmental ones. A station may give more airtime to advertisements for

consumer goods than to campaigns on immunization or civic education, unless the latter are sponsored by NGOs or government agencies. This creates a tension between commercial imperatives and developmental responsibilities, a tension that Development Media Theory does not adequately resolve. In practice, broadcasters in Oredo LGA must constantly negotiate this balance, deciding how to sustain their operations financially while still fulfilling their social responsibility to rural communities.

Despite these criticisms, the theory remains highly relevant to the present study. First, it provides a framework for understanding why radio advertising in Oredo LGA extends beyond commercial persuasion to include messages that promote health, education, and civic engagement. Second, it emphasizes the responsibility of both broadcasters and advertisers to design messages that are socially beneficial. This aligns directly with the research's focus on how rural audiences perceive and respond to radio advertising messages. By situating the study within Development Media Theory, it becomes possible to analyze not only the effectiveness of radio advertising in promoting goods and services but also its contribution to broader developmental goals in the community.

In conclusion, Development Media Theory positions radio as a vital instrument in the socio-economic and cultural development of developing societies. In Oredo LGA, this theoretical lens helps explain the trust rural audiences place in radio messages, the dual commercial and developmental functions of advertising, and the broader implications of communication for national development. While the theory is not without its limitations—particularly its tendency toward paternalism and its vulnerability to state control—it nonetheless provides a robust framework for analyzing the role of radio advertising messages in rural development. By adopting this perspective, the present study is able to highlight the interconnectedness of communication, commerce, and development, and to underscore the unique position of radio as both a marketplace of products and a marketplace of ideas that can transform rural communities in Edo State.

Agenda-Setting Theory

Agenda-setting theory, advanced by McCombs and Shaw (1972) in their seminal Chapel Hill study of the 1968 U.S. presidential election, posits that while the media may not be able to dictate what audiences think, they

are remarkably effective in telling audiences what to think about. The theory emphasizes the salience of issues: by repeatedly highlighting certain topics, the media elevate their importance in public consciousness and shape the agenda of both policymakers and the public. Put differently, the media do not determine opinions directly but rather influence the issues people consider important enough to form opinions about. This conceptualization has made agenda-setting one of the most enduring and influential theories in media and communication studies (McQuail, 2010).

At its core, agenda-setting operates through the mechanism of salience transfer. When the media allocate attention to an issue—through frequent coverage, prominent placement, or emphatic framing—audiences are more likely to perceive that issue as significant. McCombs and Shaw (1972) demonstrated that there was a strong correlation between the issues emphasized in the news media and those the public identified as key national concerns. This insight transformed understandings of media effects, shifting emphasis away from direct persuasion (as in earlier stimulus-response models) toward subtler, long-term influences on cognitive priorities. As Baran and Davis (2019) explain, agenda-setting underscores

the cumulative and patterned nature of media influence: what matters is not a single exposure to a message but the persistent, repetitive highlighting of certain issues over time.

For the present study, agenda-setting is a crucial lens for understanding how radio advertising in Oredo Local Government Area shapes rural priorities. In contexts where radio remains the dominant medium, particularly among rural audiences with limited access to newspapers, television, or digital platforms, advertising plays a central role in defining what is visible, desirable, and actionable. When certain products, services, or social campaigns are consistently advertised on radio stations in Oredo, they gain not only visibility but also legitimacy in the eyes of the audience. The repeated exposure creates a sense of importance around these issues, subtly shaping what rural dwellers consider worth discussing, investing in, or responding to.

A practical example is the sustained radio advertising of microfinance institutions in Edo State. Many rural listeners in Oredo have become increasingly aware of credit opportunities and small business loans, not primarily because of grassroots outreach but due to the frequency with

which these services are promoted on radio. The agenda-setting process at work here elevates financial services from a peripheral concern to a community talking point. Similarly, consistent radio messages about malaria prevention—whether in the form of insecticide-treated net promotions or public health jingles—help position health-seeking behavior as a salient community issue. In villages where subsistence farming dominates daily life, the repetition of health-related advertisements creates awareness that disease prevention is not only a private concern but a collective priority.

It is important to recognize that agenda-setting theory has evolved beyond its original formulation. Scholars now distinguish between first-level agenda-setting, which concerns the salience of objects or issues, and second-level agenda-setting, which relates to the salience of attributes—how issues, events, or products are framed and described (McCombs, 2004). In the context of radio advertising in Oredo, first-level agenda-setting is evident when repeated advertisements ensure that audiences are consistently exposed to issues like health, finance, or agriculture. Second-level agenda-setting occurs when the attributes of these issues—such as the affordability of a product, the credibility of a microfinance institution, or the urgency of

immunization—are emphasized in particular ways that shape not just awareness but perception. For instance, a radio advertisement for fertilizer may not only increase the salience of agricultural inputs but also highlight attributes such as high yield, affordability, and reliability, thereby shaping how farmers think about the product.

The Nigerian context provides ample evidence of agenda-setting through radio. During electoral periods, political parties invest heavily in radio advertising to elevate their candidates and campaign themes in public consciousness. In Edo State, radio jingles urging citizens to register to vote or to shun electoral violence are part of deliberate agenda-setting strategies by the Independent National Electoral Commission (INEC) and civil society organizations. Similarly, health campaigns—such as those against polio, HIV/AIDS, or COVID-19—have relied on radio advertising to set the public agenda by ensuring that disease prevention and health-seeking behaviors remain top priorities for rural dwellers (Akinfeleye, 2011). In these instances, the media do not force agreement but ensure visibility, which is the first step toward behavioral change.

However, agenda-setting power is not unlimited. As Baran and Davis (2019) caution, media influence must always be considered in interaction with audience needs and social conditions. Rural audiences in Oredo are not passive recipients of radio messages; they filter, interpret, and sometimes resist the agendas being set. If radio advertisements emphasize issues that conflict with the pressing realities of poverty, food scarcity, or cultural beliefs, the salience created by the media may not translate into behavioral adoption. For example, while constant radio advertising may promote insurance services, rural dwellers struggling with subsistence concerns may not prioritize financial products over immediate needs like food or school fees. Similarly, advertisements encouraging the adoption of expensive agricultural technologies may fail to resonate if farmers lack the resources to act on the promoted message. This underscores the limitation of agenda-setting theory when divorced from contextual realities: salience does not guarantee compliance.

Critiques of agenda-setting also point to the issue of media pluralism. In societies with multiple and fragmented media channels, agenda-setting power may be diluted. Yet, in rural Edo where radio dominates as the most

accessible medium, agenda-setting effects are likely to be more pronounced. As McQuail (2010) argues, the fewer the media alternatives available to an audience, the greater the likelihood that the dominant medium will set the public agenda. In Oredo, limited internet penetration and low newspaper circulation mean that radio advertising enjoys a disproportionate influence in defining what people talk about and prioritize.

Another critical extension of agenda-setting is the concept of intermedia agenda-setting, which refers to how different media outlets influence one another in determining priorities (Lopez-Escobar et al., 1998). In Nigeria, this can be seen in how radio discussions often pick up stories or advertising themes that initially trend in newspapers, television, or even on social media. Conversely, radio advertising itself sometimes migrates into social discourse, shaping conversations that later appear in other media. For rural communities in Oredo, radio often serves as the primary entry point into these broader agendas, highlighting its central role in cross-media salience transfer.

Furthermore, the theory's application extends beyond issue salience to behavioral cues. Scholars like Rogers and Dearing (1988) have suggested

that agenda-setting can function in tandem with the diffusion of innovations theory, where consistent media emphasis accelerates the adoption of new practices or products. In Oredo, repeated radio advertisements for improved seedlings, mobile banking, or malaria nets not only set the agenda by making these items salient but also provide cues for behavioral adoption. Farmers, traders, and mothers who constantly hear about the benefits of a product or service may gradually shift from awareness to trial and eventual adoption.

Critics also note that agenda-setting risks privileging the interests of those who can afford to dominate media space. In the context of radio advertising, commercial firms, political elites, and international NGOs with financial resources can shape the rural agenda more effectively than grassroots voices. This creates an imbalance where issues critical to marginalized groups—such as access to potable water, local market challenges, or communal disputes—may receive little or no attention because they are not backed by powerful advertisers. In Oredo, for instance, rural audiences may hear more advertisements about telecom services or banking products than about pressing issues like erosion control or rural

road maintenance. This reflects the structural inequality inherent in media agenda-setting: those who pay for visibility determine what the public is encouraged to think about.

Despite these limitations, agenda-setting remains highly relevant to the present study. It provides a robust framework for analyzing how radio advertising in Oredo LGA elevates certain issues to positions of prominence in rural consciousness. It explains why repeated advertising of products, services, or social campaigns leads to heightened awareness and why some issues dominate rural discussions while others remain peripheral. By situating the study within agenda-setting theory, the research can critically examine not only the salience of radio messages but also the interaction between media agendas and the socio-economic realities of rural dwellers.

In conclusion, agenda-setting theory offers powerful insights into the role of radio advertising in shaping rural priorities in Oredo Local Government Area. It highlights the capacity of repeated and consistent radio messages to elevate certain products, services, and social issues into public prominence. At the same time, it acknowledges the limits of this influence, noting that salience is mediated by audience needs, cultural values, and

material realities. While the theory has been criticized for its elitist bias and its tendency to overestimate media power, its relevance remains strong in contexts where a dominant medium like radio shapes the informational environment of rural populations. For the current study, agenda-setting helps illuminate how radio advertising not only promotes goods and services but also sets the agenda for development-related behaviors, making it a vital theoretical tool for understanding communication dynamics in Edo State.

CHAPTER THREE

RESEACH METHODOLOGY

Preamble

This chapter is dedicated to outlining the research methodology employed in this study. It provides a detailed explanation of the various methods and approaches utilized to gather and analyze data. The following sections will elaborate on specific aspects of the methodology that underpin the research:

3.1 Research Design

3.2 Population of Study

3.3 Sample Size

3.4 Sampling Technique

3.5 Instrument for Data Collection

3.6 Validity of Research Instrument

3.7 Method of Data Collection

3.8 Method of Data Analysis

3.1 Research Design

The study adopts a descriptive survey design. A descriptive survey is a non-experimental research design that seeks to obtain information about the current status of a phenomenon without manipulating variables. This design is appropriate for the present study because it allows for the systematic collection of data from a large population—rural residents of Oredo LGA—on their exposure to, interpretation of, and response to radio advertising.

A research design refers to the structured framework or blueprint that guides the systematic collection, measurement, and analysis of data in a study. It serves as a logical plan that specifies how the research questions will be addressed and how the objectives will be achieved.. In other words, the research design provides the scaffolding that holds together the entire

research process, ensuring that the methods employed align with the purpose of the study and that the results obtained are both valid and reliable.

For this study, which investigates the role of radio advertising messages in reaching rural audiences in Oredo Local Government Area (LGA), Edo State, Nigeria, the research design is particularly critical. The study is concerned with understanding how rural dwellers perceive, interpret, and respond to advertising messages disseminated through radio. This entails examining not just the reach of such messages but also their persuasive power, cultural appropriateness, and eventual influence on behavior.

3.2 Population of Study

The population of this study is 374, 500. This consists of all rural residents of Oredo Local Government Area of Edo State.

According to the National Population Commission, Oredo LGA had a population of approximately 374,500 people. Within this figure, a substantial number live in rural settlements where access to modern infrastructure, healthcare, and internet connectivity is limited, but where

radio remains the most affordable and accessible medium of mass communication..

This demographic distribution makes Oredo an appropriate site for studying rural audiences and their interaction with radio advertising.

3.3 Sample Size

The sample size for the study was 400. The sample size was calculated using the Taro Yamame (1967) formula.

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

Where

n = required sample size

N = population size (rural population of Oredo LGA)

e = margin of error (level of precision), commonly 0.05 for 95% confidence

Using the population estimate used earlier

The estimated rural population of N = 360,000 ($\approx$ 60% of Oredo's projected population).

With e = 0.05:

$$n = \frac{360,000}{1 + 360,000(0.05^2)}$$

$$= \frac{360,000}{1 + 360,000(0.0025)}$$

$$= \frac{360,000}{1 + 900}$$

$$= \frac{360,000}{901}$$

$\therefore$ approx 399.56

Rounded: n approximately 400 respondents.

Using the 2006 census figure of 374,515 or even a projected total population of 600,000 gives essentially the same result with $e=0.05$ (Yamane's formula converges for large N); you still get ≈ 400 .

3.4 Sampling Technique

The study employed the use of simple random sampling. This technique was chosen because of the large and diverse nature of the rural population in Oredo Local Government Area, Edo State. By adopting this method, the researcher ensured that all sections of the population had a fair and equal chance of being included in the study.

The first step was to identify the rural communities within Oredo and treat them as strata. This was necessary to guarantee fair representation of the different communities that make up the local government area. This

ensured that bigger communities contributed more respondents, while smaller communities contributed fewer, in line with their actual population.

Within each community, households were then selected systematically with the assistance of local guides. Finally, in each selected household, one adult respondent aged 18 years and above who regularly listens to radio was chosen through simple random selection. This process helped to reduce bias, promote fairness, and ensure that the respondents truly reflected the wider rural population of Oredo LGA.

3.5 Instrument for Data Collection

The instrument employed for data collection in this study was a structured questionnaire titled Rural Audience Assessment of Radio Advertising Messages in Oredo LGA. This questionnaire was carefully constructed to obtain relevant information from rural residents of Oredo Local Government Area, Edo State, regarding their exposure to, perceptions of, and behavioural responses to radio advertising messages. It consisted of 19 items divided into four sections aligned with the study objectives. Section A contained 4 items designed to elicit demographic information such as age,

gender, occupation, educational level, and household size, which were necessary for understanding how social and economic characteristics influence responses to radio advertising. Section B comprised 5 items focusing on exposure to radio advertising, asking respondents about the frequency of radio listening, favourite stations, peak listening times, and types of advertisements most frequently noticed. Section C contained another 5 items that measured respondents' perceptions of radio advertising, assessing factors such as credibility, clarity, cultural relevance, informativeness, and persuasiveness of the messages. Section D, with 5 items, examined the influence of radio advertising on consumer behaviour, capturing how advertising messages affect product awareness, motivation to purchase, brand loyalty, word-of-mouth communication, and trust in products or services promoted on radio. To allow respondents to provide detailed opinions, the questionnaire made use of a four-point Likert scale with options varying according to question type, including Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD); Very Frequently (VF), Frequently (F), Infrequently (I), Very Infrequently (VI); and Very Regularly (VR), Regularly (R), Occasionally (O), Rarely (RA). This scale

was chosen because it simplified responses for rural dwellers while providing measurable data suitable for statistical analysis. The structured questionnaire format was considered most appropriate for the study as it ensures uniformity of responses, facilitates the collection of information from a large and dispersed rural population within a relatively short time, reduces interviewer bias, and provides reliable data that can be quantitatively analyzed to draw meaningful conclusions about the role of radio advertising in reaching rural audiences in Oredo LGA.

3.6 Validity of the Research Instrument

To guarantee that the instrument used in this study accurately measured what it was intended to measure, the structured questionnaire was subjected to a process of face and content validation. The items were carefully drafted in direct alignment with the research objectives, ensuring that each question corresponded to specific aspects of exposure, perception, and influence of radio advertising messages among rural dwellers in Oredo Local Government Area. The draft questionnaire was then reviewed and scrutinized by the research supervisor as well as other experts in the field of

mass communication and research methodology, who assessed the clarity, relevance, and appropriateness of the items for the target population. Suggestions and observations made during this validation exercise, including rephrasing of ambiguous questions and adjustment of certain response options to better suit rural audiences, were incorporated to improve the quality of the instrument. This process helped to establish that the questionnaire possessed both face and content validity, thereby increasing confidence that the data collected would be reliable and appropriate for addressing the objectives of the study.

3.7 Method of Data Collection

The data for this study were collected through the self-administration of a structured questionnaire to the sampled respondents in Oredo Local Government Area of Edo State. After the validation of the instrument, copies of the questionnaire were printed and distributed in person to the selected participants across different rural communities within the LGA. A total of 398 questionnaires, as determined by the sample size calculation, were administered. To enhance accuracy and participation, the researcher, with the assistance of two trained research assistants who were fluent in both

English and local dialects such as Bini and Pidgin English, guided respondents where necessary in interpreting the items on the questionnaire without influencing their responses. This was particularly important since the study focused on rural audiences, some of whom had varying levels of literacy. The distribution of the questionnaires was carried out in strategic community spaces where residents often gathered, such as markets, village squares, and community halls, thereby making it easier to reach respondents conveniently. Respondents were given sufficient time to complete the questionnaire on the spot to minimize cases of loss or non-return, and where it was not possible, arrangements were made for later collection. Out of the 398 copies distributed, only duly completed and returned questionnaires were considered valid for analysis, ensuring that the dataset was both reliable and reflective of the views of the rural population in Oredo LGA regarding radio advertising messages.

3.8 Method of Data Analysis

The data collected from the respondents through the administration of the questionnaire were systematically coded, organized, and subjected to

both descriptive and inferential statistical analysis in line with the objectives of the study. Descriptive statistics such as frequency counts, simple percentages, and mean scores were employed to summarize the demographic characteristics of respondents and to provide a clear picture of their patterns of exposure to radio advertising messages in Oredo Local Government Area. These descriptive tools were particularly useful in revealing how often rural dwellers listen to the radio, the specific programmes or time slots during which advertising messages are most encountered, and the general level of attention given to such messages. In addition, inferential statistics were applied to test the hypotheses of the study and to establish the extent of relationships between variables. The Statistical Package for the Social Sciences (SPSS) Version 25 served as the primary tool for analysis, enabling the researcher to conduct tests such as chi-square to determine the association between radio advertising exposure and audience response, and regression analysis to examine the predictive influence of advertising messages on behavioural outcomes such as product awareness, preference, and purchase decisions among rural listeners. Tables were used to present results for clarity and easy interpretation, while textual

explanations followed each table to connect the statistical outputs to the research questions and hypotheses. This method of analysis was chosen to ensure that both quantitative and interpretative insights were derived, thereby providing a comprehensive understanding of how radio advertising messages reach and influence rural audiences in Oredo LGA, Edo State

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

Preamble

This chapter provides the presentation and analysis of data obtained from the questionnaire distributed to a sample of 400 respondents through both face-to-face and mailed administration, with all copies duly completed and

returned, resulting in a 100% response rate. The responses are analyzed and presented below using frequencies, percentages, and tables for clarity.

4.1 PRESENTATION AND ANALYSIS OF QUESTIONNAIRE BASED ON THE DEMOGRAPHICS OF THE RESPONDENTS

Table 1: Age Distribution of Respondents

Age Range Frequency Percentage (%)

18–25	98	24.5
26–35	124	31.0
36–45	102	25.5
46+	76	19.0
Total	400	100.0

Source: Field Survey, 2025

The age distribution reveals that the largest proportion of respondents (31%) fell within 26–35 years, showing that rural radio audiences are dominated by young and middle-aged adults.

Table 2: Gender Distribution of Respondents

Gender Frequency Percentage (%)

Male	212	53.0
Female	188	47.0
Total	400	100.0

Source: Field Survey, 2025

The table shows that 53% of respondents were male while 47% were female, indicating a fairly balanced gender distribution among rural residents surveyed.

Table 3: Educational Level of Respondents

Level of Education	Frequency	Percentage (%)
No formal education	68	17.0
Primary	106	26.5
Secondary	142	35.5
Tertiary	84	21.0
Total	400	100.0

Source: Field Survey, 2025

The findings show that 35.5% had secondary education, while 17% had no formal education. This indicates that while literacy exists, radio remains essential due to limited advanced education in rural Oredo.

Table 4: Occupation of Respondents

Occupation	Frequency	Percentage (%)
Farming	132	33.0
Trading	118	29.5
Artisan/Skilled Work	76	19.0
Civil Servant	28	7.0
Student	38	9.5
Other	8	2.0

Occupation	Frequency	Percentage (%)
Total	400	100.0

Source: Field Survey, 2025

A majority of respondents were farmers (33%) and traders (29.5%), reflecting the rural character of Oredo's economy.

4.2 Presentation and Analysis of Data Based on Other Items in the Questionnaire

Table 5: Types of Radio Advertisements Encountered

Type of Advert	Frequency	Percentage (%)
Health	124	31.0
Agriculture	102	25.5
Politics	88	22.0
Education	62	15.5
Other	24	6.0
Total	400	100.0

Source: Field Survey, 2025

Health and agricultural adverts dominated the airwaves, accounting for over half of respondents' exposure, showing radio's alignment with developmental needs.

Table 6: Frequency of Listening to Radio Broadcasts

Frequency	Frequency of Respondents	Percentage (%)
Daily	168	42.0
2–3 times a week	112	28.0
Once a week	56	14.0
Occasionally	44	11.0
Rarely/Never	20	5.0
Total	400	100.0

Source: Field Survey, 2025

42% of respondents listened to radio daily, underscoring its importance in rural households.

Table 7: Preferred Broadcast Language

Language	Frequency	Percentage (%)
English	92	23.0
Pidgin	154	38.5
Edo (Bini)	126	31.5
Other	28	7.0
Total	400	100.0

Source: Field Survey, 2025

Pidgin (38.5%) and Edo (31.5%) were the most preferred languages, showing the cultural value of indigenous and simplified communication.

Table 8: Preferred Listening Time

Time of Day Frequency Percentage (%)

Morning	138	34.5
Afternoon	84	21.0
Evening	122	30.5
Night	56	14.0
Total	400	100.0

Source: Field Survey, 2025

Morning and evening hours recorded the highest listenership, times when farmers and traders are less busy.

Table 9: Attention to Radio Advertising Messages

Attention Level Frequency Percentage (%)

Always	86	21.5
Often	118	29.5
Sometimes	122	30.5
Occasionally	52	13.0
Rarely/Never	22	5.5
Total	400	100.0

Source: Field Survey, 2025

About 81.5% (Always, Often, Sometimes) pay attention to advertising, confirming its persuasive role.

Table 10: Level Of Understanding And Relevance Of Radio Advertising Messages Amongst Rural Listeners In Oredo

S/N	Relevance	Strongly Agree	Agree	Strongly Disagree	Disagree	Total
1	Radio advertising messages are clear and easy to understand..	144 (36.0%)	172 (43.0%)	56 (14.0%)	28 (7.0%)	400 (100%)
2	Information from radio advertisements are more trustworthy than other media.	118 (29.5%)	162 (40.5%)	76 (19.0%)	44 (11.0%)	400 (100%)
3	Radio advertising influences my decisions on what products/services to buy.	126 (31.5%)	168 (42.0%)	70 (17.5%)	36 (9.0%)	400 (100%)
4	Local languages in radio advertising make the	144 (36.0%)	154 (38.5%)	64 (16.0%)	38 (9.5%)	400 (100%)

	message more persuasive .					
5	Radio adverts are more relevant to my needs compared to television or online.	108 (27.0%)	148 (37.0%)	90 (22.5%)	54 (13.5%)	400 (100%)
6	Radio adverts sometimes exaggerate or mislead listeners.	92 (23.0%)	146 (36.5%)	98 (24.5%)	64 (16.0%)	400 (100%)

Source: Online Survey, 2025.

Findings from Table 10 show that rural listeners in Oredo generally have a positive understanding of and attitude toward radio advertising messages. Most respondents (79%) agreed that radio adverts are clear and easy to understand, while 70% considered the information they convey to be more trustworthy than other media sources. Likewise, 73.5% indicated that radio advertising influences their purchasing decisions, highlighting its persuasive power among rural audiences.

The use of local languages was also viewed as a strength, with 74.5% agreeing that it makes adverts more convincing. However, perceptions were more divided regarding the relevance of radio adverts compared to television or online platforms, as only 64% agreed while 36% disagreed. Additionally, 59.5% felt that radio adverts sometimes exaggerate or mislead listeners. Overall, the results suggest that radio advertising remains

influential and credible among rural audiences, though concerns about exaggeration and comparative relevance persist.

Table 11: Impact And Challenges Of Radio Advertising In Rural Development

S/N	Impacts	Strongly Agree	Agree	Strongly Disagree	Disagree	Total
1	Radio advertising helps me to know about new products and services available.	162 (40.5%)	174 (43.5%)	42 (10.5%)	22 (5.5%)	400 (100%)
2	Radio adverts on health, agriculture or finance influence my daily practices.	134 (33.5%)	162 (40.5%)	64 (16.0%)	40 (10.0%)	400 (100%)
3	Radio advertising contributes to community awareness and development.	138 (34.5%)	164 (41.0%)	62 (15.5%)	36 (9.0%)	400 (100%)
4	Poor electricity supply or cost of batteries makes it difficult to access radio.	148 (37.0%)	132 (33.0%)	74 (18.5%)	46 (11.5%)	400 (100%)
5	Some radio adverts are broadcast at times when rural	116 (29.0%)	142 (35.5%)	88 (22.0%)	54 (13.5%)	400 (100%)

listeners are unavailable.

6	Language barriers sometimes make adverts hard to understand.	98 (24.5%)	132 (33.0%)	104 (26.0%)	66 (16.5%)	400 (100%)
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Source: Online Survey, 2025.

Table 11 reveals that radio advertising plays a significant role in rural development within Oredo. A majority of respondents (84%) agreed that radio advertising helps them learn about new products and services, emphasizing its value as a vital source of market information. Similarly, 74% of respondents agreed that adverts on health, agriculture, and finance influence their daily practices, highlighting radio's contribution to behavioural change and awareness.

Furthermore, 75.5% of respondents agreed that radio advertising contributes to community awareness and development, underscoring its relevance in disseminating development-oriented messages. However, several challenges were also identified. About 70% of respondents agreed that poor electricity supply and the cost of batteries hinder access to radio, while 64.5% observed that some adverts are aired at inconvenient times when rural listeners are unavailable. Additionally, 57.5% noted that language barriers sometimes make adverts difficult to understand.

Overall, the findings suggest that while radio advertising remains a powerful tool for promoting awareness and rural development, its effectiveness is often constrained by infrastructural and linguistic challenges.

4.3 Discussion of Findings

The findings from the study are discussed based on the three research questions that guided the study:

Research Question One: To what extent are rural residents in Oredo LGA exposed to radio advertising messages?

Rural residents in Oredo are substantially exposed to radio advertising. Findings from the study indicate that rural residents in Oredo Local Government Area are highly exposed to radio advertising messages. Data from the field survey reveal that respondents encounter a wide range of radio advertisements, with the majority exposed to health (31%) and agricultural (25.5%) adverts (Table 5). This shows that radio advertising in the area focuses largely on developmental and community-oriented themes.

As shown in Table 6, 42% of respondents listen to radio daily, while another 28% tune in two to three times a week. This means that

about 70% of the population listens regularly, confirming radio as a dominant and consistent medium in rural households.

Language preference also enhances exposure. According to Table 7, most respondents preferred Pidgin (38.5%) and Edo (Bini) (31.5%), reflecting the importance of indigenous and relatable communication in sustaining listener engagement. Furthermore, Table 8 reveals that the highest listenership occurs in the morning (34.5%) and evening (30.5%) when farmers and traders are least occupied, making these peak periods for exposure to advertising messages.

In addition, Table 9 shows that a combined 81.5% of respondents (Always, Often, and Sometimes) pay attention to advertising messages aired on radio stations, demonstrating active exposure and engagement.

Research Question Two: What are the dominant content types, languages, and presentation styles used in radio advertisements targeted at rural audiences in the area?

Health, agricultural, and political advertisements are the dominant content types. Pidgin English and Edo (Bini) are the most commonly used languages, while presentations are typically made during peak listening

hours in the morning and evening, using simple and culturally familiar communication styles suited to rural audiences.

Findings from the study reveal that radio advertisements targeted at rural audiences in Oredo LGA are primarily developmental and culturally oriented in both content and presentation. As presented in Table 5, the most frequently encountered advertisement types were health-related (31%), agricultural (25.5%), and political (22%) messages. This pattern shows that radio stations prioritize content that addresses the daily realities and welfare of rural dwellers—especially issues concerning health practices, farming techniques, and civic participation. Educational adverts (15.5%) were also prominent, further reflecting radio’s role as a tool for enlightenment and community improvement.

Language preference data from Table 7 show that Pidgin English (38.5%) and Edo (Bini) (31.5%) were the most preferred broadcast languages. This indicates that rural audiences respond better to adverts delivered in simple or indigenous languages that they understand and identify with culturally. English (23%) ranked lower, suggesting that while it remains useful, it is less effective for mass rural communication.

Regarding presentation style, Table 8 reveals that the morning (34.5%) and evening (30.5%) periods recorded the highest listenership, which suggests that most adverts are strategically broadcast during peak listening hours when farmers and traders are available. The preference for these time slots implies that advertisers and stations tailor their programming to match rural daily routines.

Research Question Three: How well do rural listeners in Oredo LGA understand and relate to the messages conveyed in radio advertisements?

Rural listeners in Oredo LGA understand radio advertising messages well and find them relatable, largely due to the clarity of presentation, use of familiar languages, and alignment of message content with their daily experiences.

Trustworthiness emerged as a key factor in how rural audiences relate to advertising messages. With 61.3% affirming that radio advertising is more trustworthy than other media, it is clear that radio commands a high level of credibility in Oredo. This is particularly significant given that trust is central to whether audiences adopt the practices, products, or services promoted. For example, adverts on new farming tools, fertilizers, or health

practices are more likely to be acted upon if perceived as trustworthy. The data thus suggest that comprehension is reinforced by the trustworthiness of the medium.

Another important dimension of relating to messages is cultural and linguistic alignment. A majority of respondents (55.1%) agreed that local languages make advertising messages more persuasive. This shows that understanding is not only about literal clarity but also about cultural resonance. Messages that use Edo or Pidgin English are more relatable, and therefore more likely to influence behaviors and attitudes.

However, some challenges affect this process of understanding and relating. About 72.8% of respondents cited poor electricity supply and the high cost of radio batteries as barriers to access, while 57.2% stated that adverts are sometimes broadcast at times when listeners are unavailable. Furthermore, 54.9% agreed that some adverts exaggerate or mislead. These barriers suggest that while rural listeners generally understand and relate to messages, structural and ethical challenges reduce the overall effectiveness of radio advertising.

Despite these challenges, the majority of respondents recognized the developmental role of radio advertising. About 67.4% agreed that it contributes to community awareness and development, while 62.1% said adverts on health, agriculture, and finance influence their daily practices. This demonstrates that comprehension goes beyond passive listening to active application, with rural residents using the information to make decisions that affect their health, livelihood, and community life. Thus, rural listeners in Oredo LGA not only understand radio adverts but also actively engage with and apply them, making radio a vital tool for both individual and community development.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary of Findings

This study investigated the role of radio advertising messages in reaching rural audiences in Oredo Local Government Area of Edo State, Nigeria. The research was guided by three questions: the extent of rural residents' exposure to radio advertising, the dominant content types, languages, and presentation styles of such advertisements, and the level of understanding and relevance of the messages to rural listeners. A survey

design was adopted, and data were collected from rural residents across different communities in Oredo LGA through the use of a structured questionnaire.

The findings revealed that radio remains one of the most widely accessed media among rural dwellers in Oredo. Despite the growth of other mass media platforms, especially digital channels, radio continues to hold a strong presence because of its affordability, accessibility, portability, and ability to broadcast in multiple languages. Respondents reported consistent exposure to radio advertisements, especially during morning and evening broadcast hours, which correspond to times when rural residents are less engaged in farming, trading, or other economic activities.

The content of radio advertisements encountered by rural residents was varied but largely focused on health, agriculture, politics, and education. Health-related advertisements, such as campaigns on immunization, malaria prevention, and maternal care, were particularly frequent. Agricultural programmes and adverts on improved seedlings, fertilizers, and farming equipment also attracted significant attention. Political advertisements were also prominent, especially during election seasons, while education-related

adverts, particularly on adult literacy and school enrolment, reflected the developmental role of radio. In terms of language, rural residents demonstrated a preference for messages delivered in Pidgin English and indigenous languages, such as Edo (Bini), which were perceived as more relatable and persuasive than messages delivered solely in English.

The findings also showed that rural listeners generally found radio advertisements clear, understandable, and relevant to their needs. Many acknowledged that such advertisements influenced their decisions about products and services, particularly when the messages were framed in local languages and addressed immediate concerns. However, challenges such as poor electricity supply, high cost of radio batteries, inconvenient broadcast times, and occasional exaggeration in adverts were reported as barriers to full effectiveness. These limitations affected the degree of trust and consistent reliance on radio advertising, though they did not diminish the overall importance of radio as a communication channel in rural areas.

5.2 Conclusion

The study concludes that radio advertising continues to play a central role in the information and communication landscape of rural Oredo LGA. It not only provides entertainment but also functions as a vital tool for disseminating developmental, health, agricultural, and political messages. The medium's affordability and accessibility make it indispensable for rural residents, and its use of indigenous languages and relatable presentation styles increases both comprehension and acceptance of advertising messages.

While radio advertisements are generally effective in shaping perceptions, influencing decisions, and creating awareness, the study also reveals persistent challenges that undermine their full impact. Issues such as unreliable electricity, poor timing of broadcasts, and language barriers occasionally limit audience engagement. Nevertheless, the overall evidence supports the position of Development Media Theory and Agenda-Setting Theory, which emphasize the media's responsibility in promoting development and shaping public priorities. Radio advertising in Oredo therefore demonstrates both commercial and developmental value, linking

advertisers, policymakers, and rural audiences in a shared communication process.

5.3 Recommendations

Based on the findings, the following recommendations are proposed:

1. Advertisements should be tailored to the realities of rural audiences by using indigenous languages and simple, relatable content. Messages should avoid exaggeration and instead focus on accuracy and credibility to build long-term trust.
2. Local radio stations should adjust their programming schedules to ensure that advertising messages are broadcast at times when rural listeners are most available, such as early mornings and evenings. Greater inclusion of community-based content would also increase relevance.
3. Radio should be strategically utilized for health campaigns, agricultural extension services, and other developmental initiatives. Partnerships with radio stations can help expand the reach of public service advertising in ways that are cost-effective and impactful.

5.4 Suggestions for Further Studies

This study investigated the use of radio advertising and its impact on rural development among residents of Oredo Local Government Area, yet there are still several areas that future researchers could explore to broaden understanding in this field

1. A Comparative Examination of Radio and Social Media as Tools for Information Dissemination among Rural Audiences in Nigeria.
2. An Analytical Study of Community Radio and Its Contributions to Rural Development in Selected Areas of Edo State
3. An Evaluation of Indigenous Language Broadcasting and Its Impact on Rural Citizens' Participation in Local Governance.

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APPENDIX

QUESTIONNAIRE

Department of Mass Communication
University of Benin,
Benin city,
Edo State.

Dear Respondent,

REQUEST FOR THE COMPLETION OF ITEMS IN THE QUESTIONNAIRE

I, Daniel Patrick Achu, an undergraduate student in the Department of Mass Communication, University of Benin, am conducting a research study on the topic: **The Role of Radio Advertising Messages in Reaching Rural Audiences in Oredo Local Government Area, Edo State, Nigeria.** This research is carried out in partial fulfillment of the requirements for the award of a Bachelor of Arts (B.A.) Degree in Mass Communication.

You have been carefully selected to participate in this study by providing honest and reliable responses through the attached questionnaire. Your cooperation is highly solicited, as the success of this research depends largely on your input. Kindly tick the option(s) that best represent your views and experiences. Please be assured that all information provided will be treated with strict confidentiality and will be used solely for academic purposes.

Thank you for your time and anticipated cooperation.

Yours faithfully,

Daniel Patrick Achu
Researcher

Section A: Demographic Information

INSTRUCTION: Please tick the option that applies to you

1. Gender: Male(☐) Female(☐)
2. Age Range? ☐ 18–25 ☐ 26–35 ☐ 36–45 ☐ 46+
3. Educational Level | ☐ No formal education ☐ Primary ☐ Secondary
☐ Tertiary

4. Occupation | ☐ Farming ☐ Trading ☐ Artisan/Skilled work ☐
Civil servant ☐ Student ☐ Other: _____

SECTION B: EXTENT OF RURAL RESIDENTS IN OREDO LGA EXPOSURE TO RADIO ADVERTISING MESSAGES

INSTRUCTION: Please tick the option that applies to you

5. What type of radio advertisements do you mostly encounter ☐ Health
☐ Agriculture ☐ Politics ☐ Education ☐ Other: _____
6. How often do you listen to radio broadcasts? ☐ Daily ☐ 2–3 times a week ☐ Once a week ☐ Occasionally ☐ Rarely/Never
7. Preferred broadcast language ☐ English ☐ Pidgin ☐ Edo (Bini) ☐
Other: _____
8. Time of day mostly listened ☐ Morning ☐ Afternoon ☐ Evening
☐ Night
9. How often do you pay attention to the advertising messages aired on Radio Stations: Often ☐ sometimes ☐ always ☐ Occasionally ☐
rarely/Never ☐

SECTION C: LEVEL OF UNDERSTANDING AND RELEVANCE OF RADIO ADVERTISING MESSAGES AMONGST RURAL LISTENERS IN OREDO

(Please tick one option for each statement)

S/N	PERCEPTION	STRONGLY AGREE	AGREE	STRONGLY DISAGREE	DISAGREE
10	Radio advertising messages are clear and easy to understand.				
11	Information from radio				

	advertisements are more trustworthy than other media.				
12	Radio advertising influences my decisions on what products/services to buy				
13	Local languages in radio advertising make the message more persuasive.				
14	Radio adverts are more relevant to my needs compared to television or online.				
15	Radio adverts sometimes exaggerate or mislead listeners.				

**SECTION D: IMPACT AND CHALLENGES OF RADIO
ADVERTISING IN RURAL DEVELOPMENT**
(Please tick one option for each statement)

S/N	IMPACT/CHALLENGE	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE
16	Radio advertising helps me to know about new products and services available.				
17	Radio adverts on health, agriculture or finance influence my daily practices				
18	Radio advertising contributes to community awareness and development.				
19	Poor electricity supply or cost of batteries make it difficult to access radio				
20	Some radio adverts are broadcast at times when rural listeners are unavailable.				
21	Language barriers sometimes				

	make adverts hard to understand.				
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