### THE IMPACT OF THE MASS MEDIA ON RURAL DEVELOPMENT

**TITLE PAGE**

Certification

Dedication

Acknowledgement

Table of Content

List of Tables

**ABSTRACT**

**CHAPTER ONE: INTRODUCTION**

1.1 Background of the study

1.2 Statement of the problem

1.3 Objective of the study

1.4 Research Questions

1.5 Significance of the study

1.6 Scope of the study

1.7 Limitation of the study

1.8 Definition of terms

**CHAPTER TWO: REVIEW OF LITERATURE**

2.1 Conceptual Framework

2.2 Theoretical Framework

**CHAPTER THREE: RESEARCH METHODOLOGY**

3.1 Introduction

3.2 Research Design

3.3 Population of the study

3.4 Sample size determination

3.5 Sample size selection technique and procedure

3.6 Research Instrument and Administration

3.7 Method of data collection

3.8 Method of data analysis

3.9 Validity of the study

3.10 Reliability of the study

3.11 Ethical consideration

**CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS**

4.1 Data Presentation

4.2 Descriptive Analysis

4.3 Inferential Statistics

**CHAPTER FIVE:SUMMARY, CONCLUSION & RECOMENDATION**

5.1 Summary

5.2 Conclusion

5.3 Recommendation

References

Appendix

****ABSTRACT****

***The broad objective of this study is to examine the impact of the mass media on rural development in Anambra East local government. Survey research design was employed for the study and with the convenience sampling the method, 80 participant was enrolled for the study of which 77 was validated for the study. The project employed the use of questionnaire to sources of data which is administered to the residents of Anambra east LGA as well as personnel interview and observation while the collected data was analyzed using frequencies and tables. Hypothesis was tested using Pearson Correlation. Findings from the study revealed that mas media has done a whole lot for rural dwellers ranging from encouraging rural people on the need to deviate from crimes and vices, providing rural people with information on poverty alleviation programmes, conducting development talkshows and campaign as well as informing them on available government grants as this will contribute to their socio-economic growth. The study therefore recommends that Rural forms of communication should not be neglected in the rural development process. Even though most rural dwellers prefer radio, it may be for the additional reason of prestige. More so, message designers need to incorporate many traditional forms of communication in their multi-media rural development strategy****.*****

****CHAPTER ONE****

****INTRODUCTION****

* 1. ****BACKGROUND OF THE STUDY****

Education through media has created substantial changes in the traditional concept of education, has eliminated most of the deficiencies of the traditional systems of education and has created fundamental changes in education (Charlton et al., 2002). Using the mass media has caused an increase in the knowledge level and the output of educational system in recent decades. It seems the main reason for the popularity of television lies in its simplicity for the audiences. Since people intend to choose the easiest way for learning and the simplicity can be found in television educational programs (Buren, 2000). Television has proved that is a strong communication means and can affect the society a great deal. Television has been used for educational purposes after the World War II. In the beginning, Americans knew educational television similar to lesson television. Ekoja (2003) has mentioned that the information sources in different aspects of agriculture for the farmers are radio and television, the propagational publication, daily farm newspapers, agriculture exhibitions, practical education, and consultation services, respectively. Jenkins and his colleagues (2003) have conducted a research about the information technology used by the farmers of North California.

In Nigeria, the studies conducted by Arokoyo (2003) showed that although video, radio, and television are the major sources of information for the farmers of this country, in the case of establishing the foundations, it is also possible to use other developed equipment. In this country, the print media have a specific situation in agriculture transferring as well. Television is acknowledged as the most important medium for communicating with the rural populations of developing countries (FAO, 2001).

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

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

This stratification of distribution occurs not only between urban and rural areas, as much pervious evidence attests, but more important the areas themselves, television is the mass media with the greatest diet bias in most developing countries and radio is the most generally available however , even radio is quite the social strata. The majority of rural people in underdeveloped countries are found to live in a state of “under communication.”A great inequalities still hundred the potential use of mass media in availability in rural areas mirrors the unequal distribution of other resources. Even where mass media widely available serious reservation remains concerning the contribution of the information to a more equitable rural development.

****1.2     STATEMENT OF THE PROBLEM****

Mass Media has been regarded as a valuable tool for economic, social and political development in the rural areas. Every community needs the full support of Government on rural development in order to be full civilized, even for them to know the basic needs and situation of the state economy, because of these reasons, it is imperative now for the Mass Media to be used as the only ways by which people will be nurtured on the new developments.

Despite all the changes brought about by information on social scene as well as in media remains a dominant factor with its capacity to appeal to the minds of people. Yet we often witness a tendency to take a very narrow view of media and limit our vision by our media use and our media habits. The whole range, scope and use of media has to be appreciated if want its application in solving the problems our society faces from time to time.The whole range and dimension of media has to be understood if we want to know how media can play a role in promoting the culture of development.

In the wake of increasing commercialization, media’s role in expressing public thoughts is shrinking and more constraints and barriers are developing in the way of free and fair interaction between the media and the public. Media and the information systems in the developing countries are being governed by dominant concepts of the urban areas. The developing countries can meet the challenge only through developing alternative concepts of media programming, which have roots in their own social and cultural settings.

****1.3     OBJECTIVES OF THE STUDY****

The general objective of this study is to examine the impact of the mass media on rural development in Anambra East local government. The specific objects include the following:

1. To ascertain the usage of mass media among people in Anambra east local government area.
2. To find out the influence of the mass media on the dissemination of information in Anambra East LGA.
3. To determine the impact of mass media educating the rural dwellers in Anambra east local government.
4. To examine the influence of the mass media in addressing the socio-economic conditions of the rural dwellers in Anambra east LGA.
5. To investigate the relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA.

****1.4     RESEARCH QUESTIONS****

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

1. What is the usage of mass media among people in Anambra east local government area?
2. What is the influence of the mass media on the dissemination of information in Anambra East LGA?
3. What is the impact of mass media educating the rural dwellers in Anambra east local government?
4. What is the influence of the mass media in addressing the socio-economic conditions of the rural dwellers in Anambra east LGA?
5. What is the relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA?

****1.5     RESEARCH HYPOTHESIS****

H1: There is a relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA.

H0: There is no relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA.

**1.6 SIGNIFICANCE OF THE STUDY**

The results of this work will therefore be useful to: Development Communication or Development Support Communication agencies and experts at the local, national and international levels. They can plan knowing where to make adjustments or change direction in view of recent findings. Finding from the study will be useful to Governments at all levels who plan rural development programmes. Strategies based on empirical information will be useful to them. To Rural Communities involved in development projects, research findings will help them know why things are happening in a particular manner. To other scholars and student in rural development, rural communication and development support communication. The result of this study will be an invaluable resource for them. Finally the study will add to the body of knowledge and serve as a reference material to encourage further studies in related field.

**1.7 SCOPE OF THE STUDY**

The scope of this study borders on the impact of the mass media on rural development. The study is however delimited to Anambra East local government.

**1.8 LIMITATION OF THE STUDY**

This research project, like all human endeavors, had some challenges that threatened to derail the study's completion. One of the reasons is that the time allotted for this work was so limited that the researcher did not have enough time to complete the task thoroughly. During data collection, the researcher also had to put forth extra effort to understand the respondents' interview schedules, several of whom fell within the incomprehensible age group. Also there were financial and transportation constraints to deal with.  Insufficient fund tends to impede the efficiency of the researcher in sourcing for the relevant materials, literature or information and in the process of data collection (internet, questionnaire and interview)

****CHAPTER TWO****

**LITERATURE REVIEW**

**2.0 INTRODUCTION**

Our focus in this chapter is to critically examine relevant literature that would assist in explaining the research problem and furthermore recognize the efforts of scholars who had previously contributed immensely to similar research. The chapter intends to deepen the understanding of the study and close the perceived gaps.

**2.1 CONCEPTUAL FRAMEWORK**

**MASS MEDIA**

Mass media is a channel, medium, utility, device, or instrument used in the mass communication process. The mass media also includes, printed media, electronic media and cyber media. Printed media such as newspapers, magazines, books, pamphlets, billboards and other technical tools that bring out the message by touching the senses of sight. Electronic media such as radio and recorded programs use the senses of hearing and television programs, motion picture and video recording covering both senses which is hearing and vision (Blake, 2009). Meanwhile the online media (online media, cybermedia) is the internet-based mass media. Mass media is happen to be the suggestions for cultural development, not just culture in the sense of art and symbol but also in the sense of the development of settings, fashion, lifestyle and norms (Mc Quail, 1987).

The Mass Media definitions have therefore been going through dynamic changes on daily bases. As digital technology develops, mass media, advertising and marketing communications are experiencing new dimensions. Mass Media has been described in different ways according to the context from which the subject is being perceived. Ruben (1984) defines mass media, as a communication of behavior- related information. Dale (1969) in his own view sees it as the sharing of ideas and feeling in a mood of mutuality. (Croft, 2004) Other definitions place emphasis on the importance of signs and symbols, as well as the transmission of cultural information, ideas, attitudes, or emotion from 22 one person or a group to another. This branch of mass media involves in some ways the aspect of theater, music, dance, folklore, and other complementary traditional communication media. These definitions tend to capture the general idea of the sociological impact of media on one hand, and the variances in individual perspective of media approach on the other hand. From whatever angle we look at it, these definitions may fit well into specific aspects of human development from philosophy, to psychology from sociology to education etc. Media in today‟s world has been described as a combination of content, comprising scientific and artistic ensemble of music, film, TV, radio, publishing, advertisement, and electronic games, (Locksley, 2009). In a similar perspective, Lane (2007), describes Mass media as any medium used to transmit mass information (Lane, 2007). He makes categorical classifications of what could be termed as mass media forms comprising of the eight industries of mass media industries; Books, Newspapers, Magazines, and Recordings, Radio, Movies, Television and The Internet. Mass Media has attained rapid remarkable expansion, resulting in proliferated dynamism over its content, platform, and devices, following technological innovative changes over a long period of years. These developments have provided some dimensions of influence over various industries and social institutions. For the purpose of this discourse, media communication shall be looked at as a tool for community development. One major element of media is the nature of its audience, which refer to its relatively large audience (McQuail, 1977). Mass media is any media which is intended for a large audience (Smith., 2003). It either takes broadcast or print media form. Broadcast form of Media is also referred to as electronic media and is peculiar to radio and television technology. Print media on the other hand, operates in the form of news paper magazine journal and other print material. The Internet is the most recent form of mass media. Mass Media has become a huge industry in the world market on which many people around the world rely for information, news, and entertainment. Having witnessed a long time of transformation from ample murals, statues, and carvings from Ancient Egypt, China, Greece, Mesoamerica, and Roman, media has made remarkable historical pathways to global development. The 19th century was significant for opening up more communication options. The development of the print media made newspapers industry to thrive, just as radio opened the airwaves to broadcasting (Smith., 2003). Since then the media industry has become proliferated with all sorts of technological innovations, making it an everyday relevance in all human endeavors.

**ROLE OF MASS MEDIA**

The existence of society depends to a large extent on the meeting of certain communication needs. These needs existed long before Johann Gutenberg’s printing press and Samuel Morse’s electric telegraph. Cases exist however where mass communication’s functions are undesirable from society’s or the individual’s point of view. Called dysfunctions, these harmful effects will be treated later. For society, mass communication performs the functions of surveillance; interpretation; linkage; transmission of values; socialization and entertainment. The surveillance function is popularly regarded as the information and news role of the media. In Nigeria, several millions expose themselves to mass mediated news daily on local radio and television and also on the networks. Surveillance can be ‘warning or beware’ surveillance or ‘mental’ surveillance. In warning surveillance, media informs us about threats while in mental surveillance they transmit useful and helpful information about everyday life. It is noteworthy that in the world, people rely on others for news on different matters. For this to happen, trust, otherwise called credibility, must exist for the media to be chosen as the source of believable news. Closely linked with surveillance is the interpretation function. The mass media provide information on the meaning and significance of events. It is not possible to report everything that happened in the news or on the papers. So, whatever news that makes it into the paper or on radio and television newscasts must have been adjudged by gatekeepers as important. Many elements of society that are not directly connected are linked by the mass media. Advertising, for instance, links buyers to sellers; legislators keep in touch with their constituents by reading local papers and so on. Sadly, some linkage sites have been known to produce harmful consequences. ‘Hate’ sites are now on the Internet. They can be used by terrorists to spread pernicious propaganda and to recruit new members. Subtle but nonetheless important transmission of values is another function of mass media. Called socialization, Dominick (2009) writes that it refers to “the way an individual comes to adopt the behaviour and values of a group. The mass media portray our society and what values are important” (p. 33) In the area of socialization, there are countless examples of values and behaviour socialized through the media. The media sometimes consciously try to instill values and behaviour in the audience. Smoking of cigarette is an example. Fastening of seat belt is another. But it must be noted that not every attempt by the media to enforce social norms succeeds. Entertainment, Dominick holds, is another media function. Motion pictures and sound recordings and some books, magazines and newspapers are devoted to entertainment. In the past, troubadours, storytellers, court jesters and magicians performed the entertainment function which has now been taken over by mass communication. Critics of the use of mass media for entertainment are disturbed that soon, people will become ‘watchers’ and ‘listeners’ instead of ‘doers’. This is because instead of playing football, they will entertain themselves by watching others play; instead of learning to play the guitar, they will simply listen to a tape of someone else playing.

For the individual, Dominick writes that the functions of mass communication will focus on how the individual uses mass communication i.e. uses and gratifications model. This model posits that “audience members have certain needs or drives that are satisfied by using both non-media and media sources” (p. 37). Uses and gratifications are classified into cognition (getting to know something); diversion (e.g. stimulation, seeking relief from boredom, relaxation, or emotional release); social utility (need to affiliate with others); and withdrawal (using mass media to create a barrier with others). It is noteworthy that audience usage is not determined by media content only. Social context also contributes in the use of the mass media by the audience. For example, those who go to movies may value socialization much more than any aspect of the film. Also, soap operas provide opportunities for escape than anything else for many. Okunna (1994) notes that mass communication functions for the benefit of the individual as a member of society. She labeled some functions like education and information as ‘serious’ while she called the entertainment function the ‘lighter’ function. The functions are:

**Information:** This is the most fundamental function of mass communication. It means ‘to give knowledge to’. The information function is regarded as the most important function of mass communication.

**Entertainment:** Entertainment is a big industry worldwide especially using television. Okunna (op. cit.) believes that the “entertainment function is compelling” (p.109). People are glued to television sets or to their radio sets for hours for the sake of entertainment or enjoyment. This is to escape life’s harsh realities and get some relief. Okunna believes that the mass media are best appreciated for their entertainment function.

 **Education** which comprises intellectual development, acquisition of skills and the formation of character are acquired through the mass media. Okunna continues by saying that: Skills and knowledge could be acquired from reading, watching or listening to an entertainment mass media content, even though more of such skills and knowledge would be gained from watching or listening to an educational programme in the ‘Schools Broadcast’ series, for example, or from reading a textbook. (p.112).

In Advertising, the mass media bring together buyers and sellers of goods, services and ideas. This has become an increasingly important function of the mass media. An advertisement, according to the Advertising Professionals Council of Nigeria (APCON) cited by Okunna, is “a communication in the media paid for by an identifiable sponsor and directed at a target audience with the aim of imparting information about a product, service idea or cause” (p. 112).

The mass media also serve as a forum for public debate and discussion on issues that are considered important in the society. In this way, mass media help in the formation of public opinion. Public opinion is the thinking of the majority of the people in the society about important issues. According to Okunna (op.cit), “the mass media make it possible for people to know what others are thinking and saying about the issues that are considered important” (p. 115).

The promotion of cultural values is another function of the mass media. The media disseminate information on the culture and artistic heritage of the people. This leads to the production of cultural artifacts. Similarly, mass media work with other agents of socialization such as the family, church, school and peer group to produce socialization of the group or individual. Socialization enables the individual to learn and adopt the values, norms and behaviour patterns of the society. Motivation and mobilization are other functions of the mass media. This involves encouraging and gingering people to achieve society’s aims or goals. When the media promote these goals, individual or community aspirations are stimulated leading to higher achievement. Okunna submits that in every society, the disadvantaged, marginalized, and powerless groups require mobilization for action. The integration function of the mass media is considered particularly important in today’s modern world where ethnic, religious and political differences divide people locally, nationally and internationally. The mass media provide information that people require to understand and appreciate their neighbors. Among the social institutions that the mass media have to deal with are: educational, cultural, political, family and kinship. Looking at the political institution, mass media’s link with this institution is most noteworthy. The media provide the people with the information they require for political decisions. In addition to this, the mass media confer status and legitimacy on political leaders. Status-conferral function of the mass media makes the political leaders to “appear important and right” (p.121).

Also, the mass media set the political agenda for the society by deciding what political topics people talk about. This function of agenda setting is an important factor in the linkage between mass communication and the political institution. Another institutional linkage is that between mass communication and the cultural institution. Unarguably, the mass media are very useful in the transmission of culture. The MacBride Commission found that mass communication is a major carrier of culture. The mass media themselves are cultural instruments which shape the cultural experience of millions of people all over the world. It is Ndolo’s (1996) opinion, as reflected by Okunna (1994, p. 8) that culture is the “total way of life of a people while values which are intrinsic or unconscious, form the basis of all behavioral decisions they make”. Mass communication is a powerful vehicle for disseminating culture. But there is fear that when media content flows massively into societies other than those in which such contents are produced, negative results may be produced in the local cultures.

Ansah (1989) cited by Okunna (1994) notes that some cultures are at the risk of being submerged by the cultures of the people who control modern technological and communication software. This is where the rift and the fear lie. The dominant culture portrayed by the mass media is known as popular culture or mass culture. This culture reflects ways that are alien and promote foreign values, attitudes and behaviour patterns. The worries of Third World countries have progressed to the level of accusations that the developed nations are imposing their culture on developing countries through international mass communication. The advanced nations now want to enthrone a homogenous global culture. It is this process of homogenization along with the distortions that it could have on the cultures of developing nations that is called cultural imperialism. It is also referred to as cultural synchronization, cultural homogenization; cultural invasion and mainstreaming. Subtle differences however exist. Cultural Imperialism describes “the Western domination of global mass communication because the dominant Western culture imposes its values, beliefs, assumptions, language etc upon a dependent Third World culture through the process of global mass communication” (p. 144). Mainstreaming implies the “commonality of outlooks and values etc which will result from television audiences in different countries and cultures watching the same programmes” (p. 145). The Western culture is the mainstream. Cultural Synchronization means that the receiving cultures of developing countries assume the shape or become synchronous with the external or outside culture of Europe and America.

**Rural Area**

Before discussing rural development, it may be necessary to explain what a rural area really is. Some scholars define it on the basis of spatial characteristics while others base their definitions on population. Wikipedia describes rural areas as “large and isolated areas of an open country with low population density” (http: esa. un.org/unpd/wup/index.htm). Idike (1992) also explains a rural area as an area with a population of less than 20,000. The United States Census (2000 Census) defines rural areas as “comprising open country and settlements with fewer than 2,500 residents. Areas designated as rural can have as low as one person per square mile. Additionally, the United States Department of Agriculture (2002 Farm Bill) defines a rural area as “any area other than (1) a city or town that has a population of greater than 50,000 inhabitants, and (2) the urbanized areas contiguous or adjacent to such a city or town” (http://esa.un.org/unpd...) Rural areas therefore hold a considerable potential for high return and productive livelihoods despite being held back by scant investment and deficits in many areas. It is for this reason that some scholars define rural areas as locations with high under and unemployment among the youth and women especially “widespread child labour; informality and poor working conditions; limited social and labour law coverage; and weak organization among employers and workers” (http: www.ilo.org/global/topics/ economic-and- social development/moral-development...). Evidently, rural areas are deprived areas in most economies. The residents live in the hope of having roads, electricity, water and other basic amenities especially in the Third World. However, national growth depends to a large extent on what happens in agriculture which is the mainstay of life in the rural areas. Therefore, their development in addition to the development of urban areas constitutes what is referred to as national development.

**Rural Development**

Rural development, according to some authorities, does not have a universally acceptable definition because of the divergence of the background of the professionals defining it. Agrilnfo (2011) submits that: As a concept, it connotes overall development of rural areas with a view to improve the quality of life of rural people. As a phenomenon, it is the resulting various physical, technological, economic, socio-cultural and institutional factors. As a discipline, it is multi-disciplinary in nature representing intersection of agricultural, social, behavioral and management of sciences. (p.1) Apart from describing rural development as a concept, phenomenon and discipline, Agrilnfo defines it as “a process that aims at improving the standard of living of the people living in the rural areas” (p. 1). Rural development is also a way of helping rural people to set their priorities within their community through effective and democratic bodies. This can be done by providing capacity at the local level; investing in basic infrastructure and social services; ensuring justice, equity and security; dealing with the injustices of the past and ensuring safety and security of the rural population, especially that of the weak. The varying directions of the definitions prove the point that rural development really does not have a universally accepted definition. However, what remains true is that it seeks a better, improved life for the rural people.

 The Food and Agricultural Organization (FAO) (n.d.) contends, as this writer does, that development does not refer to one single phenomenon or activity. Neither does it mean a single process of social change. This is because all societies, rural and urban, are changing all the time. The change affects customs, values, institutions, methods and attitudes. The customs and practices of rural people are not static. They keep “evolving into new and different forms” (p. 1). Development therefore is closely associated with action or intervention to influence social change. “It is a dynamic concept which suggests a change in, or a movement away from, a previous situation…” (p. 1). Believing that development has three main elements (economic, social and human), FAO (pp. 1-2) states a variety of definitions of the concept many of which target rural development: Development involves the introduction of new ideas into a social system in order to produce higher per capita incomes and level of living through modern production methods and improved social organization. Development implies a total transformation of a traditional or premodern society into types of technology and associated social organizations that characterize advanced stable nations of the Western world. Development is building up the people so that they can build up a future for themselves. Development is an experience of freedom in deciding what people choose to do. To decide to do something brings dignity and self-respect. Development efforts therefore start with the people’s potential and proceed to their enhancement and growth. (pp. 1-2)

The FAO discusses the three elements of development thus: The economic angle of development discusses the economic and productive base of a community. It is from here that goods and services are produced for human consumption. The provision of social amenities and services (e.g. health, education) which take care of the nonproductive needs of society, constitute the social element. The human element deals with the development of human beings themselves at the individual and community level. Development involves these three elements and not a concentration on any one. The FAO states that different statements about rural development attempt to describe succinctly what it is trying to achieve. The United Nations-sponsored Development Decade of the 1970s, says the following about rural development: The Second Development Decade equates rural development with the farreaching transformation of the social and economic structures, institutions, relationships and processes in any rural area. It conceives the goals of rural development not simply as agricultural and economic growth in the narrow sense but as balanced social and economic development… Rural development is a process integrated with economic and social objectives, which must seek to transform rural society and provide a better and more secure livelihood for rural people… Rural development, therefore, is a process of analyses, problem identification and the proposal of relevant solutions. This process is usually encompassed within a programme on a project which seeks to tackle the problem unidentified. It is FAO’s view that if rural development problems are considered in broad terms, they may fall into two categories: the physical and non-physical. The physical problems relate to the environment of a particular area e.g. lack of health and water facilities, poor infrastructure etc. Non-physical problems are related to the social and political conditions of the area e.g. limited access to land, lack of governmental services etc. Despite the fact that these problems exist below the surface, they are very real.

**Media and Community Development**

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

Over time, the sociological capability of media has gone beyond the primary cardinal functions of information, education and entertainment. The role of mass media has assumed creation of the environment for solving socio-cultural, socio-economic and socio-political issues that has provided fertile grounds for the debate on media use. Some of these areas of concern have not only been founded on the premise of striking balance between different types and forms of communication, but also have always centered on the efficacious power of the media on social change.

Many development organizations such as charity organizations and service providing nonprofit organizations today have developed the practice of participatory development, whereby development activities are run in collaboration with community-based media organizations to generate effective communication and improved information distribution. The use of digital media in the education and training plan of development projects is another ground gaining trend in the development industry. The availability of sophisticated but easy-to-use digital media equipment and materials has lessened the amount of technical skills needed to access media. With this advantage, non-professionals can make use of digital media in the process of training and data management.

**RADIO AND RURAL DEVELOPMENT**

The use of radio has been tested in various community development projects. According to Tadloclk (2007), radio is the most viable medium for community development intervention. Radio, he argues, is more accessible and cost effective than other forms of media. One of the advantages of radio over most other forms of media is its ability to communicate more effectively to an audience without barrier in distance, level of literacy or language diversity. Moreover, the development of frequency modulation (FM) transmitting technology has given radio an edge over other forms such as TV and internet (Tadlock, 2007). With more effective audience coverage, radio is capable of meeting the socio-economic and socio-cultural needs of its audience. Hence, this unique feature has made radio more useful in grass root development. Through its widespread coverage, radio has contributed much more effectively to both rural and urban development. The potential impact of radio includes but not limited to helping to identify community needs and interests. This helps development workers to design appropriate need assessment plan and come up with the right approach and strategy for effective CED intervention (Democracy, 2007). Over the years, radio has served as the most trusted agent of change. It has played very vital role in building vibrant communities, and sensitizing group action. Through its information and awareness dissemination capability, radio has demonstrated excellent efficiency in mobilizing and empowering community members towards their civil duties. In certain quarters, radio has been used as a tool for giving voice to the isolated and the marginalized groups in society as well as bringing their needs and aspirations to the notice of government. In many countries, community Radio has become an integral part of National development.

In Nigeria S. Daodu (2009) examines the problems and prospect of folk media usage for agricultural extension service delivery in Benue State, Nigeria. Makurdi, Nigeria targeted at examining the problems and prospects of Folk media for Agricultural extension service delivery in Benue State Nigeria (Doudu, 2009). The study sample included famers in Benue state of Nigeria. (Doudu, 2009). The research employed random sampling method whereby participants were randomly selected using structured and semi-structured interview schedule. Two Local Government areas are selected (Gboko in the North and Otukpo in the East). A total sample of 100 respondents was selected, 50 famers from each local government. Validated interview schedules were used to collected primary data via structured and semi-structured questionnaire to identify and validate what forms of folk media was used in Benue State to disseminate agricultural information. Respondents were requested to name and make comments on the types of media used in their locality. A three point liker scale was used to determine the relative usage of each medium. In other to understand the related problems in using folk media for information dissemination, selected farmers were asked to give any six obstacles encountered in accessing agricultural information through the medium used in their locality. The result showed that 87 farmers accessed agriculture information through folk songs. 77 famers got information it through friends and association while 75 received information on agriculture through folk dance. 68 people accessed information via Town crier. Only 21 farmers received information on agriculture through dramatic performance just kike folk theater appealed to only 37 famers. The number of farmers who received information through group and association was 17. The findings of this research shows that the rural people of Benue are highly sensitive to information through folk media. Folk media according to Chiovoloni (2004) is categorized under cultural or indigenous communication media (Chiovoloni, 2004). The findings of this study suggests that folk songs, friends/relations, folk dances, town crier, groups/associations, and folk puppet theatre were frequently used in the study area in descending order of effectiveness. It added that infidelity, high organizational cost and poor clarity were identified as most common problems encountered in the use of folk media for agricultural information dissemination. In his recommendation, the researcher suggests that folk media generally is an effective way of communicating information especially in agricultural-based community development projects His recommendation was based on the outcome of the study about how folk songs, friends/relations, folk dance, town crier, groups/association and folk puppet theatre in there ascending order have proved to be most useful development media.

**TELEVISION AND RURAL DEVELOPMENT**

Saunders and Goddard, (2002) took a look at the role of mass media in facilitating community education and child abuse prevention strategies. The discussion focused on evaluating the use of series of media-based campaign strategies to facilitate the success of selected community development projects in a number of countries. The study drew attention to the significant roles of media in increasing society‟s awareness on child abuse and neglect and response to various community-based media intervention strategies. He cited the media attention to child abuse and its influence on public, professional and political responses to issues affecting children and young people. The understanding of media power and how to use the power of media to constructively influence beliefs, attitudes and circumstances may therefore be an essential tool for children and young people„s development advocacy. The findings of the study were based on the evaluation of sporadic mass media education and prevention campaigns in addition to news stories, feature articles, and investigative journalism. Through the outcome of the study, it was discovered that the effectiveness of the mass media campaign was relative. The result of the study shows that effectiveness with regards to the use of mass media in preventing child abuse and neglect is debatable. Citing Rayner (1996), the authors submit that “media campaigns are bloody expensive” adding that determining their impact may appear difficult and 36 dependent on the political environment (Saunders, Goddard, 2002). Another viewpoint in the finding is the argument that mass media campaign in addition to media coverage of the abuse and neglect of children would yield effective result in exposing child abuse related problems on the public and political agenda. The study selected as case study, a review of recently conducted Western Australian mass media-based campaign as reported by Donovan et al, (2000: 80). The report of the campaign, titled “Freedom from fear” and targeted toward male perpetrators of domestic violence, identifies potential message strategies for mass media prevention campaign. This recommendation was built into media messages using different media forms such as television interview program formats, film, and live theater production. Before this media intervention, child abuse and neglect in Australia in the year 1990-1991 by the account of the Australian child protection authorities numbered 49,721 (Saunders, Goddard, 2002).In year 2000, the figure had reportedly risen to 115,471 according to the Australian Institute of Health and Welfare report. This arbitrary increase necessitated the need for fresh attempts to tackle this issue of child exploitation. Citing Olafsen, Corwin, and Summit (1993), the authors submitted that the cycles of awareness through media prevention campaign intervention have typified society‟s response to all forms of child abuse and neglect, adding that media education and prevention campaigns has proved to be one powerful tool for breaking barriers of suppression, oppression and denial associated with issues of child abuse.

**VIDEO/FILM AND RURAL DEVELOPEMT**

Through a review of 17 child sexual abuse prevention and treatment, some writers have identified the uniqueness of film as an effective educational material for child abuse prevention campaign. Byers (1986: 545) cited in Saunders, (2002) projects that more than any other in the ongoing child abuse prevention education efforts; filmmakers have provided effective strategies with film and video. Film offers a wider range of instructional elements in context and content such as exposing, with a view to correct the problem of ignoring children‟s stories, offenders maneuvering their ways to escape punishment, and pasteurizing the agonies of child sexual abuse to spore empathy. These pictorial issues narrated in successive episodic flash are capable of creating an impact that could be powerfully explored. But then (Rantzen, founder of Child Line in the UK, as quoted in Hellen 1998) has alerted that some writers had raised the concern that the proliferation of dramas books and film productions on child sexual abuse and pedophilia issues might be misunderstood for acceptance instead of a rejection (Saunders, Goddard, 2002).

In addition, the mass media serves as a platform for criticizing the rulers and guardians of society as well as the space or the link between of the communities. Walter Lippman (1922) said that the mass media played a role in changing the attitudes and perceptions of audience. While Bandura (1985) explains that children aged three to six years are involved in action and behavior as well as in the movies they watch. This clearly can be seen when they watch violent and aggressive actions, and when their toys are taken, they will act with the aggressive nature of what they watch. Hiebert and Reuss (1985) point out that serious fights in school are happen frequently among high school students who watch violent programs on television.

Bunyamin (1993) notes that the influence of print and electronic media on moral impairment among teenagers in Malaysia is due to the flow of thought and adolescent of western behavior. Adolescents admit that their idol singer is able to influence them in terms of clothing, hair, behavior, association and speech (Samsudin, 1995). According to Lim (1993), the film has a great influence in spreading certain beliefs or ideologies to society. Adolescent moral turmoil is associated with deviant problems and the media is said to play a role in raising moral turmoil by highlighting things and also raising the potential impact (Cohen, 1987). Media transparency in juvenile environments and indirectly helps in the formation of adolescent social constructs including through entertainment-oriented media content. ). Identity of adolescents today more focuses on lifestyles and media as well as helping adolescents to form a construct on what is appropriate and acceptable lifestyles (Samsudin, 2008).

In a nutshell, mass media has touched all aspect of the rural people’s life. the mass media campaigns for better infrastructural amenities such as electricity, water, roads and schools in these rural communities; they are useful in awareness creation and publicity, participation, planning, lifestyle changes, and getting support and coordination for rural people. The mass media also accounted for attitude and behavior change sometimes. However, they inadvertently made audience members to harden their positions or steel themselves concerning some messages. This attribute reduces the audience’s chances of understanding the message or practicing the behavior it promotes.

**2.2 THEORETICAL FRAMEWORK**

**The Agenda Setting Theory**

This is a theory that stipulates that media have the ability to advise or tell audiences what issues are major and relevant thus setting the “Agenda”. They can achieve this by choosing what stories to consider news worthy and how prominence and space they give them (Folarin, 1998). Agenda Setting describes the “Ability of the mass media to influence the salience of topics on the public agenda”. That is if a news item is covered frequently and prominently the audience will regard the issues as more important. Important and educative information that will be of heelp to rural dwellers are passed on the mass media hence there are those who believe that when there is sufficient individual exposure to persuasive messages, mass media channels are effective in promoting individual social behaviour

 Kreps (2005) has also noted that mass media channels play the role of a catalyst to bring change in the development process, and they become one of the key social and cultural institutions in society. The influence of mass media cuts across social and geographical barriers in society (Soola, 2003, Okorie, 2011), as they disseminate information to target audience in society. This extents to almost every segments of society that is exposed to their programmes. In sum, mass media has been used to promote health related lifestyle behaviour because the focus of public health has undergone a rapid shift from disease. Treatment to disease precaution or health promotion. Through mass media, the rural communities are given the awareness on poverty alleviation programme and the various ways to assess grant to enhance their development. The increasing amount of information available through the use of mass media has the potential to promote the health behaviour of individuals as well bringing about social change in the society.

The diffusion of innovations theory(Roger 1962)

According to its earliest scholar, Rogers, diffusion is the process of spread of an innovation or new idea over time among members of a social system.An Innovation is an idea, object or practice perceived as new by an individual or members of a social system. Innovations are known to have the attributes of: relative advantage (superiority), compatibility or consistency with socio-cultural values; complexity or difficulty in understanding; trialability and observability. In this research, the development idea, project or message to be communicated to or executed in the rural area is the innovation.ety, the disadvantaged, marginalized, and powerless groups require mobilization for action. The integration function of the mass media is considered particularly important in today’s modern world where ethnic, religious and political differences divide people locally, nationally and internationally. The mass media provide information that people require to understand and appreciate their neighbors. Among the social institutions that the mass media have to deal with are: educational, cultural, political, family and kinship. Looking at the political institution, mass media’s link with this institution is most noteworthy. The media provide the people with the information they require for political decisions. In addition to this, the mass media confer status and legitimacy on political leaders. Status-conferral function of the mass media makes the political leaders to “appear important and right” (p.121). Also, the mass media set the political agenda for the society by deciding what political topics people talk about. This function of agenda setting is an important factor in the linkage between mass communication and the political institution. Another institutional linkage is that between mass communication and the cultural institution. Unarguably, the mass media are very useful in the transmission of culture.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 INTRODUCTION**

 In this chapter, we described the research procedure for this study. A research methodology is a research process adopted or employed to systematically and scientifically present the results of a study to the research audience viz. a vis, the study beneficiaries.

**3.2 RESEARCH DESIGN**

Research designs are perceived to be an overall strategy adopted by the researcher whereby different components of the study are integrated in a logical manner to effectively address a research problem. In this study, the researcher employed the survey research design. This is due to the nature of the study whereby the opinion and views of people are sampled. According to Singleton & Straits, (2009), Survey research can use quantitative research strategies (e.g., using questionnaires with numerically rated items), qualitative research strategies (e.g., using open-ended questions), or both strategies (i.e., mixed methods). As it is often used to describe and explore human behaviour, surveys are therefore frequently used in social and psychological research.

**3.3 POPULATION OF THE STUDY**

 According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description.

 The aim of this study is to examine the impact of the mass media on rural development in Anambra East local government. Resident of Anambra East Local government form the population of the study.

**3.4 SAMPLE SIZE DETERMINATION**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). In this study, the researcher adopted the convenient sampling method to determine the sample size.

**3.5 SAMPLE SIZE SELECTION TECHNIQUE AND PROCEDURE**

According to Nwana (2005), sampling techniques are procedures adopted to systematically select the chosen sample in a specified away under controls. This research work adopted the convenience sampling technique in selecting the respondents from the total population.

In this study, the researcher adopted the convenient sampling method to determine the sample size. Out of all the entire population of Anambra East Local government, the researcher conveniently selected 80 out of the overall population as the sample size for this study. According to Torty (2021), a sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher.

**3.6 RESEARCH INSTRUMENT AND ADMINISTRATION**

The research instrument used in this study is the questionnaire. A survey containing series of questions were administered to the enrolled participants. The questionnaire was divided into two sections, the first section inquired about the responses demographic or personal data while the second sections were in line with the study objectives, aimed at providing answers to the research questions. Participants were required to respond by placing a tick at the appropriate column. The questionnaire was personally administered by the researcher.

**3.7 METHOD OF DATA COLLECTION**

Two methods of data collection which are primary source and secondary source were used to collect data. The primary sources was the use of questionnaires, while the secondary sources include textbooks, internet, journals, published and unpublished articles and government publications.

**3.8 METHOD OF DATA ANALYSIS**

The responses were analyzed using the frequency tables, which provided answers to the research questions. Hypothesis test was conducted using Pearson correlation statistical tool (spss v.23)

**3.9 VALIDITY OF THE STUDY**

Validity referred here is the degree or extent to which an instrument actually measures what is intended to measure. An instrument is valid to the extent that is tailored to achieve the research objectives. The researcher constructed the questionnaire for the study and submitted to the project supervisor who used his intellectual knowledge to critically, analytically and logically examine the instruments relevance of the contents and statements and then made the instrument valid for the study.

**3.10 RELIABILITY OF THE STUDY**

The reliability of the research instrument was determined. The Pearson Correlation Coefficient was used to determine the reliability of the instrument. A co-efficient value of 0.68 indicated that the research instrument was relatively reliable. According to (Taber, 2017) the range of a reasonable reliability is between 0.67 and 0.87.

**3.11 ETHICAL CONSIDERATION**

he study was approved by the Project Committee of the Department. Informed consent was obtained from all study participants before they were enrolled in the study. Permission was sought from the relevant authorities to carry out the study. Date to visit the place of study for questionnaire distribution was put in place in advance.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**INTRODUCTION**

This chapter presents the analysis of data derived through the questionnaire and key informant interview administered on the respondents in the study area. The analysis and interpretation were derived from the findings of the study. The data analysis depicts the simple frequency and percentage of the respondents as well as interpretation of the information gathered. A total of eighty (80) questionnaires were administered to respondents of which only seventy-seven (77) were returned and validated. This was due to irregular, incomplete and inappropriate responses to some questionnaire. For this study a total of 77 was validated for the analysis.

**4.1 DATA PRESENTATION**

**Table 4.2: Demographic profile of the respondents**

|  |  |  |
| --- | --- | --- |
| **Demographic information** | **Frequency** | **percent** |
| **Gender**Male |  |  |
| 42 | 54.5% |
| Female | 35 | 45.5% |
| **Age** |  |  |
| 20-25 | 15 | 19.5% |
| 25-30 | 19 | 24.7% |
| 31-35 | 23 | 29.9% |
| 36+ | 20 | 25.9% |
| **Marital Status** |  |  |
| Single  | 10 | 12.9% |
| Married | 64 | 83.1% |
| Separated | 0 | 0% |
| Widowed | 3 | 3.9% |
| **Education Level** |  |  |
| OND | 34 | 44.2% |
| BS.c | 35 | 45.4% |
| MS.c | 08 | 10.4% |
| MBA | 00 | 0% |

**Source: Field Survey, 2021**

**4.2 DESCRIPTIVE ANALYSIS**

QUESTION 1: What is the usage of mass media among people in Anambra east local government area?

**Table 4.2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OPTIONS** | **Yes**  | **No** | **Undecided** | **Total %** |
| Used for acquiring information | 77100% | 00% | 00% | 77100% |
| Used as a medium of entertainment | 77100% | 00% | 00% | 77100% |
| Used as a medium of education | 77100% | 00% | 00% | 77100% |

**Source: Field Survey, 2021**

From the responses derived in the table above, 100% of the respondent said, there was no record for no or uncertain.

QUESTION2: What is the influence of the mass media on the dissemination of information in Anambra East LGA?

**Table 4.3: responses to ascertain** the influence of the mass media on the dissemination of information in Anambra East LGA**.**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **FREQUENCY** | **PERCENTAGE** |
| Positive | 55 | 71.5 |
| Negative | 12 | 15.5 |
| Undecided | 10 | 12.9 |
| **Total** | **77** | **100** |

**Source: Field Survey, 2021**

From the responses derived in the table above, 71.5% of the respondent said positive. 15.5% of the respondent said Negative. 12.9% of the respondent ticked undecided.

QUESTION 3: What is the impact of mass media educating the rural dwellers in Anambra east local government?

**Table 4.4: responses to ascertain the impact of mass media educating the rural dwellers in Anambra east local government.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OPTIONS** | **Yes**  | **No** | **Undecided** | **Total %** |
| It stimulate rural people towards progress | 77100% | 00% | 00% | 77100% |
| It enlightens them to the many opportunities of pursuit towards growth | 77100% | 00% | 00% | 77100% |
| It encourages them with handful information towards social change | 77100% | 00% | 00% | 77100% |
| Tit changes rural peoples altitude and **educate rural people** on new knowledge | 77100% | 00% | 00% | 77100% |

**Source: Field Survey, 2021**

From the responses derived in the table above, 100% of the respondent said, there was no record for no or uncertain.

QUESTION 4: What is the influence of the mass media in addressing the socio-economic conditions of the rural dwellers in Anambra east LGA?

**Table 4.5: response to ascertain influence of the mass media in addressing the socio-economic conditions of the rural dwellers in Anambra east LGA**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OPTIONS** | **Yes**  | **No** | **Undecided** | **Total %** |
| It encourages rural people on the need to deviate from crimes and vices | 77100% | 00% | 00% | 77100% |
| It seeks to bring the people together and helps to advance national development. | 77100% | 00% | 00% | 77100% |
| They provide rural people with information on poverty alleviation programme and grants | 77100% | 00% | 00% | 77100% |
| They share and transmit social and cultural values, which aim at sustaining the society | 77100% | 00% | 00% | 77100% |

**Source: Field Survey, 2021**

From the responses derived in the table above, 100% of the respondent said, there was no record for no or uncertain.

QUESTION 5: What is the relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA?

**Table 4.6: responses to ascertain the relationship between mass media and poverty alleviation among rural dwellers in Anambra East LGA.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OPTIONS** | **Yes**  | **No** | **Undecided** | **Total %** |
| Through media the rural people get to be equipped on how to obtain federal government loan | 77100% | 00% | 00% | 77100% |
| Through mass media, rural people obtain information on skill acquisition programme which can help alleviate them from poverty | 77100% | 00% | 00% | 77100% |
| Through mass media the State and Local government announces grants they are meant to offer to rural people | 77100% | 00% | 00% | 77100% |

**Source: Field Survey, 2021**

From the responses derived in the table above, 100% of the respondent said, there was no record for no or uncertain.

**4.3 TESTING HYPOTHESIS**

**H0:** There is no relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA.

**H1:** There is a relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA.

**Table 3: Pearson Correlation Table showing the** relationship between Mass Media(MM) and Poverty Alleviation (PA) among rural dwellers in Anambra East LGA.

|  |  |  |
| --- | --- | --- |
|  | MM | PA |
| MM | Pearson Correlation | 1 | .821\*\* |
|  | Sig. (2-tailed) |  | .000 |
|  | N | 77 | 77 |
| PA | Pearson Correlation | .821\*\* | 1 |
|  | Sig. (2-tailed) | .000 |  |
|  | N  | 77 | 77 |

Source: Survey data, 2021

\*\*. Correlation is significant at the 0.05 level (2-tailed)

**Decision Rule:**

In taking decision for “r”, the following riles shall be observed;

1. If the value of “r” tabulated is greater than “r” calculated, accept the alternative hypothesis (H1) and reject the null hypothesis (H0).
2. If the “r” calculated is greater than the “r” tabulated, accept the null hypothesis (H0) while the alternative hypothesis is rejected

The Pearson Correlation result in Table 1 contains the degree of association between ULR and AP. From the result, the Pearson correlation coefficient, r, value of 0.821 was positive and statistically significant at (p< 0.000). This indicates that utilization of information from Mass Media (MM) will result in Poverty Alleviation (PA) of rural dweller in Anambra East Local Government Area. Thus, MM and PA are correlated positively.

**CHAPTER FIVE**

**SUMMARY, COCNLUSION AND RECOMMENDATION**

**5.1 SUMMARY**

The broad objective of this study is to examine the impact of the mass media on rural development in Anambra East local government. The study ascertained the usage of mass media among people in Anambra east local government area.it revealed the influence of the mass media on the dissemination of information in Anambra East LGA. It determined the impact of mass media educating the rural dwellers in Anambra east local government. It examined the influence of the mass media in addressing the socio-economic conditions of the rural dwellers in Anambra east LGA. It investigated the relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA.

Survey research design was employed for the study and with the convenience sampling the method, 80 participant was enrolled for the study of which 77 was validated for the study. The project employed the use of questionnaire to sources of data which is administered to the residents of Anambra east LGA as well as personnel interview and observation while the collected data was analyzed using frequencies and tables. Hypothesis was tested using Pearson Correlation.

**5.2 CONCLUSION**

This study concludes that mass media are indispensable, where there is access, to rural development. Radio is particularly good for reaching a mass audience; print media re-enforce broadcasts; but interpersonal communication adds credibility by providing the opportunity for face to face discussions thereby prompting behavior change. With surveillance, correlation, entertainment, education, cultural transmission, status conferral and enforcement of norms being the functions of mass communication, it is expected that mass media would play the same role, even if it is in a different form, in rural development.Respondents also say that the participation of rural dwellers in initiating, designing and disseminating rural messages in simple language is the best way to use mass media for rural development. The rural beneficiaries of development projects, they say, are the best people to originate information on rural development needs and not anyone else.Findings from the study therefore revealed that mas media has done a whole lot for rural dwellers ranging from encouraging rural people on the need to deviate from crimes and vices to providing rural people with information on poverty alleviation programme and available government grants.

**5.3 RECOMMENDATION**

In view of the findings of this study, the following recommendations are made.

1. Because rural development messages meet resistance in some climes, message designers have an obligation to engage in far-reaching pre-project research for the gathering of necessary baseline data on preferred message types, message tone, cultural values and taboos, as well as other sensitive local matters in the concerned communities. The data so gathered will assist in decision-making about the community’s preferences.
2. Rural forms of communication should not be neglected in the rural development process. Even though most rural dwellers prefer radio, it may be for the additional reason of prestige. They want to be modern. Despite this, a reasonable proportion of them still want traditional means of information. After all, to carry out a road project, for instance, rural dwellers do not go to announce it on radio. Therefore, message designers need to incorporate many traditional forms of communication in their multi-media rural development strategy.
3. The choice of rural development projects should be that of the rural dweller. Development agencies and governments should no longer allocate projects to rural areas without the people saying that it is what they want.
4. Development-message designing should involve the rural beneficiaries of development projects. The era of urban-based officials developing messages for rural areas is far gone. But because the practice still continues, it needs to stop so that rural people can take control of their affairs, develop messages that suit them in the language they want, control its dissemination and take responsibility for problems that may arise.
5. Radio is the preferred source of rural-development-information. Its use should therefore be enhanced by improving participation, reach, message content and clarity and cultural relevance.

**REFERENCE**

Agboola, T. (1994, February 01). Evidences in Nigeria show that the number of those in poverty has continued to. Cities , 11 (1), pp. 59-77.

AgriInfo (2011). What is rural development? My agriculture information bank. Retrieved 20/4/15 from www.agriInfo.in/default.aspx?page=topic&superid=7&topicid=1443

Bandura, A. (2002). Environmental sustainability by socio cognitive declaration of population growth. In W. P. Peter Schmuck, Sociology of sustainable development (p. 208). Massachussetts: Kluwer Academic Publishers.

Banerjee. (2001). Corporate citizenhip and indegenous stakeholders: . Journal of Corporate citizenship , 35-55. C. N. (2004). National Economic Empowerment and Development Strategy. Abuja: Communications Development Incorporated.

 Campbell D. T. & Stanley, J. C. (1973). Experimental and quasi experimental design for reseach. Chicago, IL.: Rand McNally College Publishing company.

Carey, J. (1989). Communication and Culture. In J. Carey, Communication and Culture. New York: Unwin Hyman, Inc. Carmel, A. (1999). Use of Media in Community Development. Shalom Magazine , 2-4.

Chapman, J. (2005). Media Industrialization and Imperialism. In J. Chapman, Comparative Media History (pp. 55-80). Malden: Polity Press.

Chiovoloni, M. (2004, April 28). The Interactive power of local and traditionalcommunicationSystem. Magazine , 1-4.

 Croft, R. S. (2004). Communication Theory , 3. Dabalen, Oni, Adekola. (2001). Labor market prospects for university graduates in Nigeria . Higher Education Policy , Volume 14, Number 2, pp. 141.

Democracy, N. e. (2007). Community Radio: Its Impact. Washington: The Center for International Media Assistance.

Doudu, S. (2009). Problems and Prospect of Folk Media Usage for Agricultural Extension Service Delivery in Nigeria. Department of Agricultural Extension & Communication, University of Agriculture,Makurdi, Nigeria , 20-24.

Ezebilo, E. (2004.). Threts to sustainable forest development in Oyo state, Nigeria. Department of Southern Swedish Forest Research Centre Alnarp , Abstract.

 Falade, J. (2009). Nigeria:. Abuja: This Day.

McQuail. (1977). The Influence and Effects of Mass Media. Mass communication and society , 12.

Napoli, P. (2008). Revisiting „Mass Communication‟ and the „Work‟ of the Audience. A working Paper .

Norrish, P. (2000). The First Mile of Connectivity - advancing telecommunicationfor rural development. Natural Resources Management and Environment Department , 1-2.

 Ogwumike. (2000). AN APPRAISAL OF POVERTY REDUCTION. CBN ECONOMIC & FINANCIAL REVIEW, , 1-2.

Okunna, C. (1995). Small participatory media technology as an agent of social change in Nigeria. Sage , Vol. 17 615-627. 62

Piotrow, Rimon & Winnard. (1990, Spt./Oct.). Mass Media Family Planning Promotion in Three Nigerian Cities. Studies in Family Planning , Vol. 21, No. 5 (Sep. - Oct., 1990), pp. 265- 274.

Porche, D. J. (2004). In Public & Community Health Nursing Practice (p. 161). California: Sage Publications Inc.

Price & Tacchi. (2001). Community Radio in a Global context A comparative analysis in six Countries. Community Media Association (CMA).

Roberts, W. S. (1971). The Process and Effect of Mass Communication. Urbana: University of Illinois Press.

Sanders , Montgomery & Toussaint. (2000). The Mass Media and the Prevention of Child Behavior Problems The Evaluation of a Television Series to Promote Positive Outcomes for Parents and Their Children. The Journal of Child Psychology and Psychiatry and Allied Disciplines , 41 : 939-948.

 Sanders, et al . (2000). The Mass Media and the Prevention of Child Behavior Problems: The Evaluation of a Television Series to Promote Positive Outcomes for Parents and Their Children. Journal of Child Psychology and Psychiatry , Introduction and Abstract.

Saunders, G. a. (2001). Child abuse and the media. Issues , 14, Introduction. Saunders, Goddard. (2002). The role of mass media in facilitating community education and child abuse prevention strategies. Issues , 14, 1-20.

 Scroft, R. (2004). Communication Theory. 4. Smith. (2003). What is the Mainstream Media? Retrieved 02 21, 2010, from http://www.wisegeek.com/what-is-the-mainstream-media: http://www.wisegeek.com/what-is-the-mainstream-media.htm

Sokoya, E. E. (1982). Success and failure in Rural Community Development Efforts. Community Development Journal , 2.

Tadlock, J. (2007, 10 09). Center for International media assistance. Retrieved 03 01, 2010, from http://cima.ned.org/: http://cima.ned.org/

Wallack, L. M. (1981). Mass Media Campaigns: The Odds Against Finding Behavior Change. Health Education & Behavior , 8, No. 3, 209-260 .

Wright. (1960). Functional analysis and mass communication. Opinion Quaterly , 610-613

**QUESTIONNAIRE**

**PLEASE TICK [√] YOUR MOST PREFERRED CHOICE AND AVOID TICKING TWICE ON A QUESTION**

**SECTION A**

**PERSONAL INFORMATION**

**Gender**

Male [ ] Female [ ]

**Age**

20-27 [ ]

28-36 [ ]

37-44 [ ]

45+ [ ]

**Educational level**

**NCE/OND** [ ]

BSC/HND [ ]

MSC/PGDE [ ]

**SECTION B**

QUESTION 1: What is the usage of mass media among people in Anambra east local government area?

|  |  |  |  |
| --- | --- | --- | --- |
| **OPTIONS** | **Yes**  | **No** | **Undecided** |
| Used for acquiring information |  |  |  |
| Used as a medium of entertainment |  |  |  |
| Used as a medium of education |  |  |  |

QUESTION2: What is the influence of the mass media on the dissemination of information in Anambra East LGA?

|  |  |
| --- | --- |
| **OPTIONS** | **Please tick** |
| Positive |  |
| Negative |  |
| Undecided |  |

QUESTION 3: What is the impact of mass media educating the rural dwellers in Anambra east local government?

|  |  |  |  |
| --- | --- | --- | --- |
| **OPTIONS** | **Yes**  | **No** | **Undecided** |
| It stimulate rural people towards progress |  |  |  |
| It enlightens them to the many opportunities of pursuit towards growth |  |  |  |
| It encourages them with handful information towards social change |  |  |  |
| it changes rural peoples altitude and educate rural people on new knowledge |  |  |  |

QUESTION 4: What is the influence of the mass media in addressing the socio-economic conditions of the rural dwellers in Anambra east LGA?

|  |  |  |  |
| --- | --- | --- | --- |
| **OPTIONS** | **Yes**  | **No** | **Undecided** |
| It encourages rural people on the need to deviate from crimes and vices |  |  |  |
| It seeks to bring the people together and helps to advance national development. |  |  |  |
| They provide rural people with information on poverty alleviation programme and grants |  |  |  |
| They share and transmit social and cultural values, which aim at sustaining the society |  |  |  |

QUESTION 5: What is the relationship between mass media and poverty alleviation among rural dwellers in Anambra east LGA?

|  |  |  |  |
| --- | --- | --- | --- |
| **OPTIONS** | **Yes**  | **No** | **Undecided** |
| Through media the rural people get to be equipped on how to obtain federal government loan |  |  |  |
| Through mass media, rural people obtain information on skill acquisition programme which can help alleviate them from poverty |  |  |  |
| Through mass media the State and Local government announces grants they are meant to offer to rural people |  |  |  |