

**THE IMPACT OF NTA ENUGU IN THE ECONOMIC
DEVELOPMENT OF COAL CAMP COMMUNITY OF
ENUGU SOUTH LOCAL GOVERNMENT AREA OF
ENUGU STATE**

BY

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MC/2010/489**

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FACULTY OF MANAGEMENT AND SOCIAL SCIENCES,
CARITAS UNIVERSITY, AMORJI-NIKE,
ENUGU STATE**

AUGUST, 2014

TITLE PAGE

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**RESEARCH PROJECT PRESENTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF BACHELOR OF SCIENCE (B.Sc.) DEGREE
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**TO THE DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES,
CARITAS UNIVERSITY, AMORJI-NIKE, ENUGU STATE**

AUGUST, 2014

DECLARATION PAGE

I, Muoneke Christian Udoka with Registration No. MC/2010/489 under the supervision of Dr. Benson Eluwa Virginia hereby declares that this work was carried out by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication.

Muoneke Christian .U.

Date

CERTIFICATION PAGE

This is to certify that this project work was carried out by Muoneke Christian U. with registration number MC/2010/489 and was approved by the undersigned on behalf of the Department of Mass Communication, as having met the requirements for the award of Bachelor of Science (B.Sc.) Degree in Mass Communication, Department of Mass Communication, Faculty of Management and Social Sciences, Caritas University, Amorji-Nike, Enugu

Dr. Virginia, Benson Eluwa
(Supervisor)

Date

D. U. Agboeze
(H.O.D)

Date

External Examiner

Date

DEDICATION

This work is dedicated to the Almighty God who by his grace has seen me through my academics and my parents, Sir and Lady Christian Muoneke.

ACKNOWLEDGEMENTS

I am most grateful to the Almighty God for His grace, guidance, provisions, protection for the success of this work and for his sustenance throughout the period of my stay in this school.

My sincere appreciation goes to my supervisor, Dr (Mrs) Benson-Eluwa Virginia for her excellent supervision which made this work what it is today. I am also grateful to my wonderful lecturers Felix Ugwuanyi, Tina Obi, Esq. G. Okoye, Clifford Nwonu, Jude Ede, Mr. Gentle, Uche, Ifeanyi, Dr. Ferdinand Obasi and my wonderful H.O.D. Dr. D. U. Agboeze and all those whose names were not mentioned for their contributions.

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To God be the glory

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ABSTRACT

This work is aimed at examining the roles of NTA in economic development. It also looked at some of the problems that confront the mass media in carrying out these tasks of Nigerian economic development. The researcher adopted survey method with questionnaire distributed to the respondents. A total of 180 respondents were collected, analyzed and interpreted. Two hypotheses were tested and analyzed using simple percentages and chi-square. The result of the study shows that NTA plays great roles in economic development in Coal Camp Community. There was also a glaring indication that people have less access to watch and equally not equipped enough technologically. This could also account to the low attention being given to the communication by development planners in Nigeria.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

NTA Enugu is the focus of this study and it comprises television. The sophistication of these media of communication distinguished it as wonders to communication.

NTA is an institution used for simultaneous transmission of information to a wide and divergent audience. Although different media types, yet they represent the attempt of man to relate to and interact with other men. It is clear to note that communication has been enhanced nationally and internationally with the use of modern technology. Aniabona (2005) in his contribution to the impact of broadcasting in a developing context has this to say about broadcasting. "Broadcast media are powerful and effective instruments for achieving national goals such as wide spread education for both children and adults in order to realize the set down objectives in economic growth, healthcare, political and social awareness, political stability, self-reliance and national identity among other things."

NTA is aimed at presenting programmes like news, drama, interviews, health and family planning, religious programmes and agricultural programmes.

What we say NTA is an instrument through which information are conveyed to a divergent audience, the electronic media concludes the radio, television and cinema. Our focus is on the television, as the first source to which people turn to for the latest development in time of war or crises.

Nigeria television authority Enugu (NTA) shares in the responsibility of educating, informing, entertaining, persuading and advertising. It operates on both private and commercial operations and it is rated high by its audience, for its request and information packaged including educational programmes. The station studies hard in various ways to assent themselves. It delivers its audience on music while others are on discussions on special political economic education, social cultural and religious issues; NTA goes for the audience which has the purchasing power. NTA Enugu in its impact in economic development undertake advertisement, sponsored programmes, public service announcement to enhance its finished based and educational programmes are devised in its impacts to promote products and enhance the training of professionals and thereby contribute effectively in the economic development of Nigeria.

1.2 Statement of Research Problem

As stated earlier, the impact of the broadcast media especially television is enormous despite the problems facing them in discharging their responsibilities. One thing certain is that television helps in economic development due to its easy reach and penetration to diverse and scattered audience, the literacy level notwithstanding. But of all these impacts and contributions to the economic development of Nigeria, there are still cases of poor funding and poor management of the broadcast media especially television.

Thus, the researcher investigated the impact of Nigeria Television Authority (NTA) Enugu in the economic development of Coal Camp Community of Enugu South Local Government area of Enugu State.

1.3 Objectives of the Study

The objectives of the study were:

1. To find out if NTA has been of help to Coal Camp development.
2. To find out how NTA has faired in the economic development of Nigeria, through its duty of information dissemination.
3. To find out if NTA has helped in creating impact towards the economic development of Coal camp community.
4. Creating awareness on the development of Coal Camp Community through some of its educational programmes.

1.4 Research Questions

1. To what extent has NTA been of help to Coal Camp Community's development?
2. To what extent has NTA faired in the economic development of Nigeria, through its duty of information dissemination?
3. To what extent does NTA help in creating impact towards the economic development of Coal Camp Community?
4. What awareness does NTA create on the development of Coal Camp Community through some of its educational programmes?

1.5 Research Hypotheses

The following research questions were relevant to this study

- H₁. Nigeria Television Authority Enugu (NTA) has been of help to Coal Camp

development.

Ho: Nigeria Television Authority Enugu (NTA) has not been of help to Coal Camp Community.

H₂: Nigeria Television authority Enugu (NTA) has been creating awareness on the development of Coal Camp Community through some of its educational programmes.

Ho: Nigeria Television Authority Enugu (NTA) has not created awareness on the development of Coal Camp Community through some of its educational programmes.

1.6 Significance of The Study

Television as a medium of information has been recognized as the most useful media, which its message cuts across the barriers of literacy.

Television is the true mass media in the third world because it really reaches the masses. In Nigeria for example, the use of television as a source of information is truly widespread even among rural dwellers who make up the majority of the country's population.

The focus of this study based on term and parameters defined by the researcher was to find out how NTA Enugu has faired in the economic development of Coal Camp Community of Enugu State through its duty of information dissemination.

It would also be pertinent to point out that this study will benefit both government and NTA. It will also be very relevant to researchers and of course, the people residing at Coal Camp.

1.7 Scope of the Study

This study covered NTA Enugu for the period of time extending from means that the study spanned through five months.

1.8 Definition of Terms

The following definition of this study

Electronic Media

This is defined as a medium through which information are passed to a large audience either by television, radio, film and cinema. Television and radio media pass information from the studio which goes through the transmitter then to the television or radio of the audience.

Influence

Influence is defined as an element believed to determine someone's character or individual tendencies or the ability to change the development of fluctuating things such as behaviours.

Television

Television is a system of transmitting and reviewing of images over a great distance which means seeing at a distance, it contains both sound and visuals.

Economic Development

This is a wholistic act embracing and ongoing, phenomenon, the manifestation of which is measured by the level of positive socio-cultural, geopolitical economic, educational and religious transformation of a people or nation.

Nigeria Television Authority (Nta)

Nigeria television authority is a federal owned television station which has its locations all over the 36 states in Nigeria. This particular study is on the NTA located in Enugu, it is federal owned and which its broadcast is in Enugu State as whole and other neighbouring states as well. NTA educates, entertains and informs the people of these States.

1.9 Limitation of the Study

This study which by its term has every segment of the society to study ranging from the local, state, to the national level vis-à-vis, the roles of NTA in shaping, licensing and moderating their social, economic, political and cultural fortunes. They study should have covered every segment from rural to the national level. But because of some glancing factors, the researcher had to narrow his investigative efforts within Enugu metropolis.

Time availability to the researcher was grossly inadequate as the researcher has to attend lectures, among others. Again the study has a time frame within which it must be completed; therefore efforts were geared towards achieving these goals.

Also, lack of fund made it difficult for the respects to impact of NTA effects on their overall well-being and economic development.

CHAPTER TWO

LITERATURE REVIEW

2.1 Sources of Literature

The literature review for the study was drawn from the empirical studies in the field of mass communication and it is relevant to social science discipline. They were also obtained from printed materials provided in the form of textbooks, seminar papers, journals, magazine, newspaper, document, abstracts, proposals, reports, literacy stock etc which deals with the mass media. Some came from commission papers classrooms lectures as well as term papers and researchers already carried out in this area of study

REVIEW OF RELATED LITERATURE AND CONCEPTUAL TERMS

2.2 Definition of Mass Media

According to the Oxford Dictionary Mass Media is a large amount of substance that does not have a definite shape or form. It can thus be described also as a large number of people grouped receive grouped information together often in a confused way.

Moreso, the media can be sent or seen as the main ways that large number of people receive information, education and entertainment, is through television, radio, magazine, newspaper etc.

According to Mass Communication multi-dimensional approach Okunna (1996), the mass media area powerful tools for opinion moulding, agenda setting,

entertainment and an aid for national development. The mass medium is an intermediate transmitter of information that reaches the audience simultaneously.

Also public review in general has the saying “It has realized that a society cannot do without the media in carrying out plans for national development mass communication educates the public and briefs them on the national and international issues that are of great importance to the general public.”

Mass Media Process

The mass media process can be said or seen as the means by which television (NTA) disseminate their news or programmes to their target audience. It can be described as the medium which the information reaches the masses.

Development

Development appears to be a bastard concept in the sense that, it does not belong to any particular discipline exclusively. Every other discipline has looked at development, arts, economics, political science, Sociology among others. In the same vein various scholars have equally looked at the word development from their various varying angles.

Hawey (1982) defines “development as a concept that is much more than wealth and installation of technology, development is concrete experience of both qualitative and quantitative transformation of environment and life condition “.

Walter Rodney (1989), “a West India Scholar says his provocative book titled” how Europe under developed experience development in human society”.

Furthermore, it explains that at individual levels, development means necessary skills and capacity, greater freedom, creation of opportunities for the

realization of basic requirements which must be satisfied in order for them to function properly.

According to Sears, therefore, the question to ask about a country's development is what has been happening to poverty. What has been happening to unemployment. If all these have been declining from high levels, then beyond doubt, this has been a period of development for the country concerned.

Various disciplines also view development from their own perspectives directions. For instance sociology and anthropology see development as a process of differentiation that characterizes modern society, Economist sees development as planned expansion of a nation's economy Political science views development primarily on how government develops a capacity to bring about change to respond to the demands of the populace and to adapt to conflict situation. The interpretation of what development is can be influenced by the paradigm of development used as well as our development goals being sought. Whether development is centred on materialistic or economic growth, as opposed to social advancement, equality, freedom, etc significantly influenced the utility of the definition.

The concept of development has been shifted from an economic emphasis towards being more humanitarian.

2.2.1 Concepts of Development

Okenwa (1995) outlines the following as concepts of development:

1. **Self Reliance:** This includes a region of the external monopoly characterized by over sophisticated technology, a situation when powerful

economics and their dynamics, seek to guarantee their domination over dependents third world countries.

2. **Dependency:** It is agreed that no country is an island unto itself. Because of certain perceived advantages certain nations are compelled to depend on others who have comparative advantages in some of the sectors. This result in a structure between the centre and the periphery. There is nothing wrong with dependency, nations must check the available sources, attempts to maximize the use of this available resources, taking into consideration the economic factor of comparative advantages.

3. **Decentralization:** In this regards, a sense of belonging is created by extending the limit of people confidence outward and upward from the traditional tiny world of their village to the much eager world, their distinct, their region, their country. Decentralization which entails democratization provides increased participation to the people by bringing the government nearer to the people as well as to be more responsive to the peoples needs.

4. **Cultural/Identity:** Development of a nation requires only the integration of the scientific, technological, social and other divisions but also cultural integration and development of cultural identity can create a homogenous atmosphere under which meaningful development can take place. Cultural identity in the connection engines commonness of languages, beliefs religion, aspirations among others.

5. **Participation:** Okenwa (1998) says that participation implies mass involvement of the citizens in the process of implementation and follow up of

development plans. The people should participate as free citizens assuming responsibilities to shape together their culture. Other concepts include modernization, centre periphery relation e.t.c.

2.2.2 Objectives of Rural Communities

1. Improving the living standard of the people of the rural communities so as to reduce rural poverty.
2. Increasing rural food and income.
3. Meeting the basic needs of the people.
4. Increasing employment and making sure that people live comfortably in their villages.
5. Providing roads, water supply and other infrastructural facilities, among others Onuorah Nwuneli (1985)

Urban development on what Okenwa calls economic development has been interpreted in diverse ways depending on who makes the policy for economic development and who implements the policy. Whether the concept is clear, an economic development that does not take fund development into serious consideration is wrongly conceptualize and consequently is doomed to develop dreams Nwosu (1989).

2.2.3 NTA In The Place Of Development

The role of NTA to economic development is to provide technical information about development project, possibilities and relevant innovation in response to local needs and interests, encouraging effective dialogue between

the people and the government as well as development agents, informing and mobilizing the people for effective participation in the development process particularly in the decision making process, planning and implementation of projects or programmes, informing people on how other development projects in various parts of the country or world are doing by analyzing their success or failure in order to serve as a source of challenges and inspiration for more projects, stimulating community development through self reliance and dependence on local resources and strengthening peoples critical abilities to enhance their abilities to diagnose their own needs, assets their own rights and command greater control over their environment. Nwosu (1989).

Groan Hebron (1980) promote self reliance, participation, equality in distribution and a new rural development and leadership approach this assigned role of NTA makes academics, bureaucrats, foreign development experts, working journalists in any developing country spend more time in the rural areas in order to generally and positively contribute to gain rural development by understanding and working better with rural people on their peculiar problems, needs and aspirations.

NTA is a catalyst to development, Onuorah (1985). Communication and television is centred to people's life and existence. Everybody in any nation needs television for one thing or the other. Television like weather is always with us, and like even weather provides us with constant materials for conversation and comments. Many educated people will find life difficult to imagine life without the media Onuorah Nwunreli (1985).

Absence of television, though does not affect the daily activities but makes life uneasy and out of touch with the world. Echoing this, S.J. Ebo (1996) opined that mass media acts as the mirror of the society. Television helps us look into our society with the aim of assessing our performance at sound, cultural economic and political spheres and so affects connections where necessary for further development. For rural development to take place, adequate attention must be given to information and communication, for it is through communication that the masses could be mobilized S.J. Ebo (1997).

Ekwelie (1983) says that the television have the potent for contributing towards improvement in every affluent of our social life. One objective of the television news function is an attempt to help develop an informed society. For mobilization to take place there is presence of mass media in realizing their social and economic development.

Contributing further to the roles of NTA in economic development process, Aniobona (1990) stress that the objectives of economic development can be met through widespread of education for both children and adults in order to achieve certain prescribed goals in economic growth, healthcare, political and social awareness, political instability, self reliance and national identity all these are self assigned roles for the mass media as their contributions on the attainment of development.

Nwosu (1989) insists that for any meaningful development to take place, it must be oriented towards the people. When people are not properly organized

and disciplined, they cannot be prosperous on the scantiest basis of rural wealth. To achieve this, people must be mobilized and to mobilize the people television must be available. To this end, communication is central to people's development efforts.

Briefly, the media role in economic development is to educate, inform socialize, motivate, entertain, integrate, cultural promotion, provision of room for debate and discussions etc.

Sean McBride (1980) communication functions are linked to all peoples needs, both material and non-material. Man does not live by bread alone; the need for communication is evident of an inner urge towards life enriched by cooperation with other people want to add aspirations towards human growth to the satisfaction of material needs, self reliance, cultural identity, freedom, independence, respect for human dignity, mutual aid, participation in the reshaping of the environment. There are some of the non-material aspirations which all seek through communication . Seam McBride (1980).

Mcbride (1980) went on contributing to NTA role in development maintains that communication – television have the ability to activate, socialize, homogenize and even adapt people to shape opinions and to play a part in forming attitudes, all geared towards development.

Over the years, Television has been noted as being the major catalyst for the rapid growth of commerce. This medium, through which advertising has helped in bringing consumers and producers together, informed the consumer about the existence of certain goods and services their alternatives and

competing ones. This exposure to varieties of goods and services goes further to increase concern ranges of choices. Charles Okigbo (1990) has this to say.

Okigbo (1990): "To exercise true freedom of choice, we do not have a choice of religion unless these are people pleading for various religions. We do not have a free choice of election unless there are speakers for a variety of candidates. We do not have free economy unless there are some ways in which our alternative can be brought forcefully to our attention. Advertising presents in the best possible, the best possible case

Okigbo further posits that television through advertising facilities sales growth and realization of product scale of economic that would otherwise be unattainable. Advertising helps in bringing product information at a drastically reduced cost.

Ozor (1998) says television in various genes have formed sources of employment to the training population of Nigeria. Some people are engaged in advertising, public relation consultancy etc.

Ozor further defused stimulates commerce and industry in the society. It promotes consumption, generates a steady stream of buying and selling which keeps the economic wheel of the society running. The social function aspect of advertising promotes and advocates social values such as those broadening on sustainable development, and welfare, disease prevention etc.

The impact of NTA in the socio-economic lines of the people is innumerable both for the technologically advanced nations and not technologically advanced cones. It is in re cognition of media roles that one of the

American head of state, Thomas Jefferson made this memorable statement;

“If I have to choose between government without press and press without government, I would not hesitate to choose the later”

In recognition of the vital roles of the press to the society the American government in its first amendment to her Constitution said among other that:

“Congress should make a law abridging the freedom of the press or religion.”

Unesco, echoing the principle or philosophy in 1945 declined this:

“Everyone has the right to freedom of opinion and expression, the right includes freedom to hold opinion without interference and to seek, receive any media and regardless of frontiers”.

2.2.4 NTA Role In Development

Development planners know that because development is people or people-centred, for any meaningful development to take place, the people directly involved by it must understand, accept and act upon this ideas. Under any circumstances but especially the almost invariably circumstance of the developing countries where development planners and implementers are few, television support is invaluable even the most crucial factor to the presentation, propagation, promotion and discussion of new ideas, Nwaneli (1985).

In Nigeria, the government is at all levels, the chief development planners and implementers and are at state and national levels, a strong and powerful NTA proprietor. Government perspective of the medium in development has largely fashioned the role played by the media.

The political Bureau, established by the federal government in 1986 to conduct a national debate on the political future of Nigeria in order to establish a viable and enduring people centred political system devoid of parental disruptions. In the country proposed the adoption of social mobilization for development, that is increasing people's awareness of certain development objectives (GN 1984). It recognized the real potential roles of the television especially in mobilizing and moulding the opinions and actions of our people.

The bureau recommendations on the medium include:

(a) General mobilization and enlightenment of the citizens, for this propose, the medium should up clear and comprehensive agenda that would enable our problems of under-development, especially the neglect of our teeming rural population, ethnicity, regionalism, statism, lack of probity, morality, indolence and parasitism, so as to achieve greater economic self-reliance and equity. The power of the medium in social and political life of a : democracy is immense. In recognition of this, the British Juicily call the press the fourth estate of the realm. The medium technology ahs increased this power which enables the medium to reach audience and distances previously unimaginable and reach them instantly. This singular fact has made the medium to see them as set part to mirror and watch over the society, for the society and form within the society NTA have always played a powerful role through often as mirror of society than a mover. This means that the medium by telling the news behind the news, make people to be aware of what is happening, not happening is being kept away from them or what they could miss but need to know to arrive at certain decisions. Medium

in this direction helped to influence the activations of leaders and the society. NTA help in bringing about changes as they increase the level of awareness in the society.

2..2.5 Bottle Necks to NTA In Achieving Economic Development

NTA have done creditably well in its assigned roles in development but a lot are still yet to be done owing to some factors.

In the first place, development planners in Nigeria have not given NTA the rightful positions in the scheme of development. The much they have done are but lot-services and orchestrated white elephant and jumbo efforts that defines explanation and rationality.

Today, rural medium is largely still a matter of enlightened assays that in most cases end up on the drawing boards planning and execution of economic development information comes from the cities. And the medium is not sufficiently used in a dialogue involving the rural folk in matters concerning the economic development.

The need to generate revenue through the sale of advertising space and air-time has caused a serious curtailment in the volume overdevelopment, news and information carried through this medium.

The idea of concentrating all media establishment in the urban areas leaves much to be desired especially when it is realized that the largest number of the population lives in the rural areas that gets to the rural areas are urban oriented.

2.3 Theoretical Frame Work

In Mass Communication, there are so many theories of the press. The researcher adopted the best theory for this research work as the Development Theory. The development theory owes its origin from the UNESCO's Macbride commission set up in 1979. (This is found necessary among developing countries) This theory has gone a long way to encourage the countries and also it has serviced the 3rd world country best. This theory mobilizes the people in correcting the deficiency in the country such as poverty, literacy, corruption and so on. This can be used to bring economic development and also help to change the lives of people and correct the errors of the society. The theory proves that the press is in position to motivate, mobilize and bring change to 3rd world nations and also create impact as a sign to make the country moving and extending economic development to rural areas.

2.4 Summary

From what has been said and the work that have been reviewed, it is crystal clear that NTA through its roles and lack of infrastructure and obstacles, the world are prepared to ring economic development in our country. The work reviewed has shown that NTA is the sole agent of economic development in any country. That is the relevance of Development Theory. For a country to move forward both in economic, social and political development than the medium is the best agent to achieve such development because they will go a long way to inform educate and make everybody participate in achieving economic development, because in economic development human resources fit to be the best resources for economic development.

CHAPTER THREE

RESEARCH METHODOLOGY

Every, scientific research must have procedures adopted on how data are collected and analyzed. Obuloeze (1996) stated that the data collected are not just collected for collection sake, each of the data collected bears a direct relationship to some hypothesis, which also has a relationship with the problem being studied. The research method used in this research work is essentially determined by the nature of the research problem and by the objectives of the study.

Since this study is aimed at reviewing critically the roles of NTA in economic development, the use of survey research method was considered appropriate for this research work. Survey research is a method or process in which the research uses questionnaire to elicit information from respondents – the population of the study. This technique is the favourite of the behavioral scientist because of the inherent advantages. In this method, a set of questions are drawn by the researcher and administered on the population chosen for the reaction.

The survey research becomes an ideal method because of the following reasons among others.

1. It studies both small and large population by selecting and studying the samples chosen from the population to discover the relative incidence, distribution and inter-relationship of sociology and psychological variables

2. It is more realistic than any other method in that it investigates phenomena in the natural settings.
3. It permits, the accounts assessment of the characteristics of the whole population of the study.

This technique is considered appropriate for the study based on recommendations of communication experts like Nnayelugo Okoro, Olitun, Benson-Eluwa my supervisors and others who have considered this method best for a study where generalization need to be made on the large population based on the result of sample studies.

3.2 Research Design

The design used for this study is the survey research design. The survey approach according to Ogili (2005) is a form of descriptive research that studies both large and small population by selecting and studying samples chosen from the population to discover the relative incident. A questionnaire that contain only close ended questions were drafted, so that it can be distributed to some respondents living in coal camp community of Enugu state which can be selected.

3.3 Area of the Study

The area of this study is Enugu and its focus is in Coal Camp Community of Enugu State.

3.4 Population of Study

The population used in this work is from Coal Camp Community and its population strength as 26,000.

3.5 Sample Size and Sampling Techniques

The research population for this study constitutes the consumer of media contents that is audience. A sample size of 200 was randomly selected to represent the sample population of the research media practitioners as well as some segments of audience teamed up to form the target sample. Sample according to Obasi (2008) is defined as a small group of element or subjects drawn through a definite procedure from the specified population sampling takes place because we cannot study the entire population.

In closing the sample, we adopted the stratified sampling techniques. Hence the population is divided into sub-communities (strata) each community represents the sample. This sample size was gotten using the Taro or Yaro Yamens Statistical formula below.

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

When N = Population size

e = level of sample error

l = constant figure

$$n = \frac{26,000}{1 + 26,000(0.05)^2}$$

$$n = \frac{26,000}{1 + 26,000(0.025)}$$

$$n = \frac{26,000}{1 + 130}$$

= 200

Therefore, the sample size = 200

3.6 Instrument for Data Collection

The research measuring instrument for the study was a structured questionnaire and personnel interviews. This was considered suitable for the study because of the peculiar attribute of sample population, realizing that most of the respondents are literates the use of questionnaires becomes indispensable.

“Questionnaire is advantageous whenever the sample size is large enough to make it economical for reasons of time or funds to observe or interview every subject”- Benson – Eluwa (2003). The questionnaire consists of items which were carefully constructed to efficiently measure the variables on the research hypothesis. The questionnaire were divided into sections. Section A was the personnel or demographic data of the respondents, while section B gave account on Major variable of the research study.

3.7 Validity and Reliability of Data Gathering Instrument

The instrument can also be said as the source of the researcher materials. To hence a proper project, reliable and valid materials are to be consulted. As we all know according to the materials the researcher used like, the newspaper, journals, articles etc that were used are public materials and are approved for public viewing, by the government and also the board of editors.

Moreover, those instruments are reliable because the research would here of course consulted the right sources since the research work is also expected to be valid for public viewing.

3.8 Method of Data Collection

The researcher collected all data or information contained in the questionnaire from the respondents after they had been fully filled the in the data on information collected to a qualified form in order that the information could be analyzed.

3.9 Method of Data Analysis

In every research, data collected can only be meaningful and understandable if they are analyzed, interpreted and presented for the understanding of the readers. In this study, simple tables, percentages and chi-square (χ^2) were used in analyzing the data collected. The use of these forms of statistical method to test the validity and reliability of data cannot be done without appropriate coding. Therefore, using coding scheme for responses to questions on the questionnaire, the responses were assembled in what is known as the coding sheet. Frequency and percentages were used to describe data to see the general characteristics of the sample studied and to answer research questions.

$$Z = N(O, I)$$

Where $Z = (X-U)$

Therefore

$$\chi^2 = \frac{\sum[(O-E)^2]}{E}$$

E

Where O= Observed values

E = Expected values

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

In this chapter the research presented and analyzed the data collected, total of 200 copies of questionnaire were distributed. Out of this figure, 185 were returned, 5 out of the 185 returned were wrongly filled and were therefore rejected. Therefore 180 were presented and analyzed.

Analysis of Data

The data collected is shown in the table below.

Table 1: **Distribution Table**

Questionnaire distributed	No	Percentage %
No distribution	200	40.5
No returned	190	30.3
No not returned	10	5.0
No discarded / invalid	10	5.0
No in Use	180	20.1
Total	200	100

The above table shows no. of distributed questionnaires 200 with 40.5 percentage, No returned 190 representing 30.3, No not returned is representing 5.0, no discarded 10 representing 5.0. No. in use 180 representing 20.1.

Table 2: **Sex Distribution**

Sex	No	%
Male	100	55.6
Female	80	44
Total	180	100

From the table above, 100 respondents representing 55.6 percent are male 80 respondents representing 44.4 percent are females. This shows a greater number of the respondents were male.

TABLE 3: Age Distribution

Age	No	%
18-30	60	33.3
31-40	45	25
41-50	55	30.6
51-60	20	11.1
Total	180	100

The table above reveals that 60 respondents representing 33.3 percent belong to the age bracket from 18-31, 45 respondents representing 25 percent are from 31-40 years, 55 respondents representing 30.6 percent belongs to 41-50 years old while 20 respondents representing 11.1 are of age bracket 51-60 years. This shows a greater number of the respondents were between the ages brackets of 18-30 years.

TABLE 4: Occupation

Occupation	No	%
Civil Servant	140	77.8
Student	15	8.5
Business men/traders	25	13.9
Total	180	100

Table 3 shows that 140 respondents representing 77.8 percent are civil servants while 15 respondents reveal that 8.3 percent are students. The table shows a greater number of the respondents were civil servant.

TABLE 5: Marital Status

Status	No	%
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Single	70	27.8
Married	50	38.9
Divorced	25	13.9
Separated	35	19.4
Total	180	100

Information from the above table reveals that 70 respondents representing 38.9 percent are single, 50 respondents representing 27.8 percent are married, 25 respondents representing 13.9 percent are divorced while 35 respondents representing 19.4 percent are separated. This reveals that a greater number of the respondents were single.

TABLE 6: Educational Qualification

Qualification	No	%
M.Sc/M.ED	60	33.3
PHD	10	11.1
B.Sc	100	44.5
Others	10	11.1
Total	180	100

This table reveals that 100 respondents representing 44.5 percent are B.Sc holders 60 respondents representing 33.3 percent hold M.SC/M.ED, 10 respondents representing 11.1 holds PHD. While 10 respondents represent 11.1 percent have other qualification. This shows that a greater number of the respondents hold a B.Sc degree.

TABLE 7: Do you have access to television (the medium)?

Respondent Category	No	%
Yes	80	44.4
No	100	55.5
Little	-	-
Total	180	100

The above table shows that 80 respondents representing 44.5 percent say that they have enough access to the medium while 100 respondents representing 55.5 percent say that they do not have enough access to the medium. This table shows that a greater number of the respondents said No.

TABLE 8: To what extent does NTA influence people in any way?

Respondent Category	No	%
Strongly	140	77.8
Agree	15	8.5
No Opinion	-	-
Strongly disagree	25	13.9
Disagree	-	-
Total	180	100

Table 7 shows 140 respondents representing 77.8 percent strongly agree, 15 respondents representing 8.5 percent only agree while 25 respondents representing 13.9 strongly disagree.

TABLE 9. If yes in what ways do NTA influence people?

Respondent Category	No	%
Opinion formation	60	33.3
Attitude change	40	22.2
Change of behavior	15	8.3
All of the above	05	36.2
Total	180	100

Table 8 shows that 60 respondents representing 33.3 percent say that NTA help to form opinions, 40 respondents representing 22.2 percent of the view that NTA help in changing peoples behavior, while 65 respondents representing 36.2 percent say that the medium do not do all the above mentioned roles.

TABLE 10: Do the medium create awareness and enlightenment

Respondent Category	No	%
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Strongly agree	170	94.4
Agree	-	-
To an extent	-	-
Strongly disagree	10	5.6
Disagree	-	-
Total	180	100

Information contained in the above table shows that 170 respondents representing 94.4 percent strongly agree that NTA creates awareness and enlightenment, while 10 respondents representing 5.6 percent say they strongly disagree to the opinion of the first respondents.

TABLE 11. How does NTA play a vital role in bringing economic development?

Respondent Category	No	%
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Very highly	140	77.0
Highly	-	-
No Opinion	10	10.5
Moderately	10	10.5
Lowly	-	-
Table	180	100

Table 10 shows that 140 respondents representing 77.0 say that NTA role in bringing economic development is very high. 10 respondents representing 10.5 said it occurs moderating. While 10 others representing 10.5 had no opinion about it.

TABLE 12: What level of development do the medium bring about?

Respondent category	No	%
Social development	40	22.2
Economic development	30	16.7
Political development	40	22.2
All of the above	70	38.9

Total	180	100
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The above table shows that 40 respondents representing 22.2 percent agree that the medium bring about social development, 30 respondents representing 16.7 percent maintain that NTA bring about economic development 40 respondents representing 22.2 percent agree that NTA bring about political development while 70 respondents representing 38.9 percent maintain that NTA bring about social, economic and political development.

TABLE 13: Ownership of the medium

Respondent category	No	%
Strongly Agree	160	88.9
Agree	-	-
Strongly disagree	-	-
Disagree	20	11.1
Total	180	100

Information from the above table shows that 160 respondents representing 88.9 percent strongly agree, 20 respondents representing 11.1 percent maintains and disagree.

TABLE 14. Factors affection the medium performances.

Respondent Category	No	%
Political	50	27.8
Economic	20	11.1
Culture	40	22.2
Poor listening habit	30	16.7
All of the above	40	22.2
Total	180	100

The above table shows that 50 respondents representing 27.8 percent feel that political factors affect their performance, 20 respondents representing 11.1 percent thinks that economic factor is a barrier to the medium performance, 40 respondents representing 22.2 percent agree that culture level affects medium performance 30 respondents representing 16.7 say that lack of poor listening affects the medium performance while 40 respondents representing 22.2 percent say all of the above.

TABLE 15: What is your assessment of the performance?

Respondent Category	No	%
Average	70	28.9
Above average	60	23.3
Below	40	27.8
Total	180	100

Table 14 Above shows the public opinion about the medium performance 70 respondents representing 28.9 percent say that medium performance is average, 60 respondents representing 23.3 percent maintain that medium performance is above average while 50 respondents representing 27.8 percent are of the view that medium performance is below average.

TABLE 16: Suggest ways on how to improve the medium performances.

Respondent Category	No	%
Government Subvention	20	11.1
Improvement in Education	30	16.7
Equitable dimension of Labour	25	13.9
Infrastructure	20	11.1
Accessing of the medium	25	13.9
Training Medium Personnel	40	22.2

Total	180	100
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This table shows the various suggestions offered by respondents representing 11.1 percent are of the opinion of government subvention will have a positive impact on NTA performance. 30 respondents representing 16.7 percent say importance in editorial scope will help in from the medium performance, 25 respondent representing 13.9 are of the opinion of equitable division of labour will improve the medium performance. 20 respondents representing 11.1 say infrastructures will improve NTA performance in the economic development of Nigeria 25 respondents representing 13.9 giving the masses enough access to the medium would solve the problem of medium performance while still too percent representing 22.2 giving training to the medium personnel in order to improve NTA performance.

4.4 Discussions of Findings

Research Questions

- i To what extent does the presence of television influence you in any way?
- ii To what extent do you agree that NTA creates awareness and enlighten our populace?
- iii How does NTA Enugu play a vital role in bringing economic development?

This study which studied the roles of NTA in economic development established its position and support. Finding in this work, revealed that NTA have been the arm-bringer of economic development.

Peoples ability to change attitude from opinions, change behaviours in a positive direction over their success to the presence of the medium. The study

also revealed the social, economic, political, cultural etc development that pervades various areas of our lives in Nigeria development, due to the presence of NTA in our mist.

Of all the media available, NTA dominates in terms of accessibility and reach. It was revealed that government dominates in the ownership structures of these media and consequently fund them. This ownership pattern affects the performance of medium.

Findings in this work also reveals that people have little access to media especially NTA in Nigeria. the reach findings indicated medium, location, lack of infrastructural facilities, literacy level among the populace as some of the factors but stand between the medium and theory effective discharge of their self assigned roles however, the performance of NTA in Nigeria's economic development were the performance of the medium in Nigerians economic development were the performance of the medium in Nigeria's economic development was adjudged averagely tending to suggest that something has to be done to raise the level of NTA performance in Nigeria.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter is designed to present the summary and conclusion of the entire research project and also make some recommendations. It is therefore presented under the following subheading.

- i Summary
- ii Conclusion
- iii Recommendations
- iv For further studies.

5.2 Summary

The main aim of the study is finding the impact of NTA Enugu in the economic development of Coal Camp Community of Enugu South L.G.A of Enugu State. The role of mass media in national development cannot be over emphasized because from all indications, television is the main catalyst for development. It is believed that NTA can help ginger up development in the country if only they can be given the chance and full support from the citizen of this community. Development is not one man affair; it is a collective effort and participation of people who are really prepared in the society. This development planner must try to involve the media (NTA) so as to inform, educate and enlighten the people (populace) in this development. Summary research design was adopted for the study, the design was considered most relevant because it allowed the researcher to make reference and generalization of the population by

studying the sample obtained from the study. The selection was done through the purposive sampling technique.

This was to give equal opportunity to all the members in the population area to be selected for the study. The main instrument used for data collection were the questionnaire designed by the researcher and with the help of the researcher's supervisor. This research work so far has shown that NTA are the main catalyst to development and they are centered to people's life and existence. Finally, NTA should be allowed maximum support and should be given a full participation of people in terms of development in the society.

5.3 Conclusion

Based on the findings of the study. The following conclusion was reached;

- i. Respondents believed that NTA actually determine the pattern shape and pace of economic development in this community.
- ii. From relevant literature reviewed, it was discovered that there are some problems militating against NTA performance of these self assigned roles. Some agree while some do not agree.
- iii. In Nigeria, there is yet to be a well set out communication policy to guide the practice of journalism, this method of accepting communication as the overall head of development effects.
- iv. Observations made discovered that development planners in Nigeria have never given communication its rightful place in development processes.

5.4 Recommendations

To move the communication industry forward, a lot has to be done which include:

- i. There should be a well articulated and established communication policy to act as a guide to the professionals.
- ii. Government on the other hand should involve communication experts in designing development processes in Nigeria.

Media establishments should be seen in the mid area so that the world and many more would have access to the medium. This involved bringing the medium message to the people both in students. There is need for community press, or house to be set up. Audience interest should always guide all media efforts in their attempt to reach theirs. It is expected that when all these mentioned problems are taken care of media performance would considerably increase and this state of affair will trigger off development.

5.5 Suggestions for Further Studies

For the purpose of further studies, the research on suggests that researchers should conduct research on the potential responses to media. The researcher also suggests that research be conducted on the media content of advertisement on NTA programmes, and its effects on the populace.

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APPENDIX A

Department of Mass Communication
Caritas University
P.M.B. 01784
Amorji – Nike, Enugu
Enugu State

6th February, 2014

Dear Respondents,

I am a final year student of the above named department and institution conducting a study on “Assessing the impact of NTA Enugu in the Economic development of Coal Camp Community of Enugu State”.

The Study is strictly for academic purpose, and your response will be treated in utmost confidence.

Thank you for your honest co-operation.

Yours faithfully,

Muoneke Christian .U.

APPENDIX B

Please tick (√) the appropriate answer to the question.

1. What is your sex?

Male

Female

2. What is your age?

18 – 30 years

31 – 40 years

41 – 50 years

51 – 60 years

3. What is your occupation?

Civil Servant

Business men/Traders

Students

4. What is your marital Status?

Single

Married

Divorced

Separated

5. What is your educational qualification?

M.Sc / M.Ed

Ph.D

- B.Sc
6. Do you have access to television?
- Yes
- No
7. To what extent does the presence of television influence you in any way?
- Strongly agree
- Agree
- No opinion
- Strongly disagree
- Disagree
8. If Yes, in what ways?
- Opinion formation
- Attitude change
- Change of behaviour
- All of the above
9. To what extent do you agree that NTA Enugu creates awareness and enlighten our populace?
- Strongly agree
- Agree
- To an extent
- Strongly disagree
- Disagree

. How does NTA Enugu play a vital role in bringing economic development very highly?

Highly

No opinion

Moderately

Lowly

11. What level of development do they bring about?

Social development

Economic development

Political development

All of the above

12. Does ownership affect their performance?

Strongly

Agree

No opinion

Strongly disagree

Disagree

13. What factors militate against the performance of NTA Enugu?

Political

Economic

Culture

Poor listening habit

14. What is your assessment of the medium in bringing about development in Nigeria?

Average

Above average

Below average

15. What are your suggestions for improved performance of the medium in bringing about economic development?

Government subvention

Improvement in editorial scope

Equitable division of labour

Infrastructure