

Abstract

The aim of embarking on this study was to provide a well detailed account on the Impact of Radio Nigeria Enugu's awareness campaign on global warming using Emene community as the study area. The researcher used survey research design in the collection of data because it is easier to sought people's opinion using questionnaire. Stratified sampling method was used to get the sample size for this study which is 150. Data gathered from the study were analyzed, tested and interpreted using simple percentage, frequency tables and chi- square goodness of fit test which is used to test the hypothesis. The researcher was able to find out that majority of the respondents own radio set and listen to Radio Nigeria Enugu weather report. It also influence them positively. The theory that led support to this work is the agenda setting theory. The researcher therefore recommends that programmes on global warming report should be aired with local languages so as to make the message more effective and understandable by people of such communities. This will go a long to enhancing the campaign on global warming. And also more airtime should be allocated to the broadcast or report on global warming by Radio Nigeria Enugu.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Global warming has become the most pertinent and most significant contemporary issue in the entire globe. Today, the world is currently under the threat of global warming. Its challenging nature can never be over emphasized neither can the world's vulnerability to its effect be argued. Experts contend that the various manifestations of climate change occur in many ways than one. These include average global temperatures, which have increased by 0.8 centigrade since 1990; the last decade was the warmest year on record in the southern hemisphere.

Effects of climate change are numerous including declining agricultural productivity, insecure harvest, rising product prices, reduced productivity of farm labour, increasing

tendency of feeding on spoiled food items, increasing risk of dehydration, reducing milk yield in dairy farms and these shortcomings have far-reaching negative effects on human health and existence.

Global warming could be referred to an increase in the average temperature of the earth's atmosphere especially a sustained increase sufficient to cause climate change. It can also be caused by gaseous discharges from industries, indiscriminate and open burning of waste, bush burning, burning of fossil fuels, use of defoliants, crude oil spillage, gas flaring, indoor cooking, emissions from generators, mining activities, exploitation of energy for domestic (use of charcoal, fuel, wood, pole). Major air pollutants include CO₂, NO_x, particulates, H₂S, CFCs, HCFCs, Dioxins and furans. As a result of these emissions from generators, mining activities, the ozone layer is gradually losing its potency and this has led to an increase in heat of radiations from the sun on the earth, which is called global warming. Other results of these emissions apart from dangerous changes in weather patterns including flooding, which has become unprecedented in history, persistent rise in sea level, alarming rate of desertification, gully erosion, crop failure and a number of other negative impacts.

These are the modern day plagues threatening the very existence of humanity unless Government and the people address them squarely urgently institute drastic and urgent measures, except that all humans will eventually become vagabonds. In a keynote address on the ministry of environment's 2nd summit on climate change.

Fashola states that:

“There will be threat to global food supply and even the legal order as we know it today about immigration control and border securities may give way to anxious, displaced and angry millions of refugees who will be in an uncontrollable race in search of safety and survival.”

Climate change model projection summarized in the latest intergovernmental panel of climate change (IPCC) reports indicates that global surface temperature is likely to rise a further 1.1 to 6.40 centigrade (2.0- 11.50f) during the 21st century. However, warming is expected to continue beyond year 2100 even if emissions stop; because of the large heat capacity of the ocean and long life time of carbon- dioxide (Co2) in the atmosphere.

Today, most National Governments have signed and ratified the Kyoto protocol aimed at reducing greenhouse gases.

Radio help to enhance people's general knowledge by providing them with information from all over the world. It is also the fastest means of passing information. Its portability cannot be over emphasized. Radio serves as the best means of speedy spread of news about important incidents or events taking place. What has happened in the remotest corner of the world can reach within minutes. Hence, there is need for this research to find out the impact of Radio Nigeria Enugu awareness campaign on the people of Emene Community.

Climate Change

The history of the scientific discovery of climate change began in the early 19th century when ice ages and other natural changes in pale climate were first suspected and the natural greenhouse effect first identified. In the late 19th century, scientists first argued that human emissions of greenhouse gases could change the climate, but the calculations were disputed. Many other theories of climate change were advanced, involving forces from volcanism to solar variation.

In the 1960's the warming effect of carbon dioxide gas became increasingly convincing, although some scientists also pointed out that human activities, in the form of atmospheric aerosols (example "pollution"), could have cooling effects as well. During the 1970's,

scientist opinion increasingly favored the warming viewpoint. By the 1990s, as a result of improving fidelity of computer models and observational work confirming the Milankovitch theory of the ice ages, a consensus position formed: greenhouse gases were deeply involved in most climate change and human emissions were bringing serious global warming.

Since 1990s, scientific research on climate change has included multiple disciplines and has expanded, significantly increasing our understanding of casual relations, links with historic data and ability to numerically model climate change. The most recent work has been summarized in the assessment reports by the intergovernmental panel on the climate change.

Regional changes, antiquity through 19th century from ancient times, people suspected that the climate of a region could change over the course of centuries. For example, Theophrastus, a pupil of Aristotle, told how the draining of marshes had made a particular locality more susceptible to freezing, and he speculated that land became warmer when the clearing of forests exposed them to sunlight. Renaissance and later scholars saw that deforestation, irrigation, and grazing had altered the lands around the Mediterranean since ancient times; they thought it plausible that these human interventions had affected the local weather.

The most striking change came in the 18th and 19th centuries, obvious within a single lifetime. The conversion of eastern North America from forest to crop lands. By the early 19th century many believed the transformation was altering the region's climate probably for the better. When sodbusters took over the Great Plains they were told that "rain follows the plough". Not everyone agreed. Some experts reported that deforestation not only

caused rainwater to run off rapidly in useless floods, but reduced rainfall itself. European professors, alert to any proof that their Nations were wiser than others, claimed that the Orientals of the Ancient near east had heedlessly converted their once lush lands into impoverished deserts.

Meanwhile, national weather agencies had begun to compile masses of reliable observations of temperature, rainfall and the like. When the figures were analyzed they showed many rises and dips, but no steady long term change. By the end of the 19th century, scientific opinion had turned decisively against any belief in a human influence on climate. And whatever the regional effects, few imagined that humans could affect the climate of the planet as a whole.

Federal Radio Corporation of Nigeria

The Federal Radio Corporation of Nigeria was originally founded in 1933 by the British colonial Government, named the diffusion service; it allowed the public to hear the British Broadcasting Corporation's foreign radio service broadcasts in certain public locations over loudspeakers.

In April 1950, the RDS became the Nigerian Broadcasting service and introduced radio stations in Lagos, Kaduna, Enugu, Ibadan and Kano. This service was re-organized into the Nigerian Broadcasting Corporation (NBC) on April 1, 1957 by Act of Parliament. Its mission was to provide, as a public service, independent and impartial broadcasting services.

By 1962 the NBC had expanded its broadcast stations into Sokoto, Maiduguri, Ilorin, Zaria, Jos and Katsina in the North; Port Harcourt, Calabar and Onitsha in the East, and Abeokuta, Warri, and Ijebu- Ode in the west. Each of these stations was considered a

subsidiary station of a regional station. The subsidiary stations broadcast local interest programmes during part of the day, and then relayed programming from their regional station during the rest of the broadcast day. National programs were broadcast from two shortwave transmitters and one medium wave transmitter located in Sogunie, near Lagos.

In the late 1960, the federal parliament amended the NBC ordinance to allow the sale of commercial advertisements. The first adverts ran on October 31, 1961 and were broadcast from Lagos. By 1962 regional and provincial broadcasters began selling adverts to local businesses. The goal of allowing radio advertisements was to help provide additional funding to NBC stations beyond that received from the Government.

The federal parliament approved the creation of Voice of Nigeria (VON) external shortwave service in 1961. Broadcasts began on January 1, 1961 from Lagos State. Its initial operations were limited to two hours a day to West Africa, but by 1963 VON had expanded both its coverage and transmission times with the addition of five additional transmitters.

In April 1961, with financial assistance from the Ford Foundation and technical assistance from the British Broadcasting Corporation, NBC began National School Broadcasting service in April 1961. The NBC Schools Unit broadcast lessons in various school subjects for primary and secondary schools as well as special programs for teachers training college. The Schools Unit was based in Ibadan. The NBC and the Broadcasting Corporation of Northern Nigeria (BCNN) were merged in 1978 to become the Federal Radio Corporation of Nigeria (FRCN).

Medium wave transmitters previously owned by the NBC were transferred to the individual state Government where the transmitters were located. At the same time, the State transferred short wave transmitters to the FRCN.

IN 1996, VON installed three high power transmitters at its Ikorodu transmitter site, allowing worldwide transmissions for the first time.

FRCN TODAY

FRCN medium wave service, Radio Nigeria, has 25 stations located throughout the country and together with voice of Nigeria considers itself to have the largest Radio network in Africa.

In 2007, FRCN began introducing FM transmitters in some locations and plan to begin upgrading and modernizing its shortwave and medium wave transmitters in the coming year.

1.2. Statement of the Research Problem

For many year now, series of human activities such as industrial and other economic activities of man on the surface of the earth have been going on ignorantly without putting into consideration the adverse or negative effect of all these activities on the planet in particular and the environment in general.

Today, these human activities on earth or environment have degenerated to what is now called global warming which has now posed a serious challenge to the survival of man in the whole world.

The problems therefore are as follows;

To determine the extent Emene community has been exposed to Radio Nigeria Enugu weather report.

To know the level of acceptance of these reports by Emene community.

To determine the level of application of the Radio Nigeria weather reports by Emene community.

1.3 Objectives of the Study

The objectives of the study are;

1. To identify how Radio Nigeria Enugu has been able to influence people's attitude towards information on weather change.
2. To identify whether Radio Nigeria Enugu weather report has played any role in changing the perception of the people of Emene community on information on Global warming.
3. To understand the economic advantages of Radio Nigeria Enugu's awareness campaign on global warming on the people of Emene community.

1.4 Research Questions

The following research questions were used by the researcher as a guide.

1. To what extent has Radio Nigeria Enugu weather report influence the attitude of the people of Emene community towards environmental management?
2. To what extent has Radio Nigeria Enugu weather report been able to change people's perception on information on Global warming?
3. What is the level of awareness on global warming created by Radio Nigeria Enugu weather report?

1.5 Research Hypotheses

H_i: Radio Nigeria Enugu weather report has influence on the attitude of Emene residence on their environmental management.

H₀: Radio Nigeria Enugu weather report has no influence on the attitude of Emene residence on their environmental management.

H₂: Radio Nigeria Enugu weather report has been able to change people's perception on information on global warming.

H₀: Radio Nigeria Enugu weather report has not been able to change people's perception on information on global warming.

H₃: Radio Nigeria Enugu weather report has created high level of awareness on global warming.

H₀: Radio Nigeria Enugu weather report has not created high level of awareness on global warming.

1.6 Scope of the Study

This research is focused on the challenges and possibility of creating awareness of the dangers which human activities pose on the environment using Radio Nigeria Enugu as a study Area. The study is limited to Emene community in Enugu East Local Government Area, Enugu State. That is those who are exposed to Radio Nigeria Enugu news programme from January to June 2014.

1.7 Significance of the Study

This study is justified by the need to highlight the importance of Radio involvement in the campaign on global warming. It would be a reference material to students and other researchers who carryout studies in the same field.

The study will provide information on how to control global warming.

The result of the study will sensitize media managers on the importance of weather report.

The study will help to determine the rate at which the programme changes perception of Emene community about global warming.

It highlights how Radio Nigeria Enugu awareness campaign on global warming encourages a forestation among Emene community.

1. 8 Operational Definition of Terms

Impact: The feelings of the people of Emene community after been exposed to Radio Nigeria Enugu weather report from January to June 2014.

Radio: Electromagnetic wave carrying information from Radio Nigeria Enugu to the people of Emene community.

Awareness: The level of information about global warming by the people of Emene community.

Campaign: Series of Radio Nigeria Enugu weather reports exposed before Emene community.

Global warming: The rise in temperature of Emene Community from 37c to 39c from January to June 2014.

CHAPTER TWO

Literature Review

2.1 Sources of Literature

The literatures used in this study both theoretical and empirically were taken from textbooks on the use of radio. Books like weathering Global warming, mass media and society and communication research were consulted. The empirical literature was taken mainly from a journal devoted to research in journalism and mass communication, encyclopedia on global warming and various websites on global warming; like Google, and Ask. Comm. was consulted. The researcher also consulted different libraries like; Caritas University library, mass communication library and Nnamdi Azikwe mass communication library for the sources of literature.

2.2.1 The Concept of Radio

The term wireless telegraphy is a historical term used today to apply to early radio telegraph communications techniques and practices, particularly those used during the first three decades of radio (1887 to 1920) before the term radio came into use.

In 1873, James Clerk Maxwell showed mathematically that electromagnetic waves could propagate through free space. It is likely that the first intentional transmission of a signal by means of electromagnetic waves was performed in an experiment by David Edward Hughes around 1880, although this was considered to be induction at the time.

In 1888, Heinrich Rudolf Hertz was able to conclusively prove transmitted airborne electromagnetic waves in an experiment confirming Maxwell's theory of electromagnetism. After the discovery of these "Hertzian waves" (it would take 20 years for the term "radio" to be universally adopted by this type of electromagnetic radiation).

The development of radio in the 1890's however ushered in the era of electronic media.

In 1892, the physicist, William Crookes, wrote on the possibilities of wireless telegraphy based on Hertzian waves. And in 1893 Tesla proposed a system for transmitting intelligence and wireless power using the earth as the medium.

Over several years starting in 1894, the Italian inventor Guglielmo Marconi built the first complete commercial successful wireless telegraphy system based on air born Hertzian airwaves.

In 1898, Reginald Fessenden made a weak transmission of voice over the airwaves.

In 1901, Marconi conducted the first successful transatlantic experiment radio communications. Guglielmo Marconi demonstrated application of radio in commercial, military and marine communications and started a company for the development and propagation of radio communication service equipment.

In 1904, the US patent office reversed its decisions, awarding Marconi a patent for the invention of radio possibly influenced by Marconi's backers in the states, who included Thomas Edison and Andrew Carnegie.

In 1907, Marconi established the first commercial transatlantic radio communications service between Clifden, Ireland and Glace Bay, Newfoundland.

On March 22, 1902, Cervera founded the Spanish wireless telegraph and telephone corporation and brought to his corporation the patents he had obtained in Spain, Belgium, Germany and England. He established the second and the third regular radiotelegraph service in the history of the world in 1901 and 1902 by maintaining regular transmissions between Tarifa and Ceuta for three consecutive months, and between Javea (Cabo de la Nao) and Ibiza (Cabo Pelado).

In June 1912, after the RMS Titanic disaster, due to increased production Marconi opened the world's first purpose built radio factory at New Street Works in Chelmsford, and in 1932, the Marconi Research Laboratory. Many inventions improved the quality of radio and amateurs experimented with uses of radio thus planting the first seed of broadcasting.

In 1906, Reginald Fessenden and Lee de Forest invented the amplitude modulated (AM) radio, so that more than one station can send signals (as opposed to spark gap radio, where one transmitter covers the entire band of the spectrum). Reginald Fessenden used an Alexanderson alternator and rotary spark gap transmitter to make the first radio audio broadcast, from Brant Rock, Massachusetts.

In April, 1909, Charles David Herrold, an electronic instructor in San Jose, California constructed a broadcasting station. It used spark gap technology, but modulated the carrier frequency with the human voice and later music. The station "San Jose calling" (there were

no call letters), continued to eventually become today's KCBs in San Francisco. Herrold, the son of a Santa Clara valley farmer coined the terms "narrowcasting" and "broadcasting", respectively to identify transmission destined for a single receiver such as that on board a ship and those transmissions destined for a general audience. The term "broadcasting" had been used in farming to define the tossing of seed in all directions.

In 1912, the RMS Titanic sank in the Northern Atlantic Ocean. After this, wireless telegraphy using spark-gap transmitters quickly became universal on large ships.

In 1937, WIXO, the first experimental FM radio station, was granted a construction permit by the US federal communications commission (FCC).

IN 1954, Regency introduced a pocket transistor radio, the TR-1, powered by a standard 22.5v battery.

In 1960 Sony introduced their first transistorized radio, small enough to fit in a vest pocket, and able to be powered by a small battery. It was durable, because there were no tubes to burn out.

Ifedayo Daramola (1997: 82) notes that: "man's quest to send and receive information faster led to the evolution of radio by an Italian, Guilieumo Marconi through a wireless communication signal in 1895".

In 1910, lee De forest produced the first radio broadcast and later improved this development by 1920's; television was invented as a means of audio- visual communication.

Today, radio is unanimously agreed to wield a lot of power. The saying of Bernard that, the press may not be successful in telling people what to think, but most times succeed in telling its viewers what to think about; this has become popular all over the world.

2.2.2. The Concept of Global Warming

The concept of global warming has become one of the most challenging concerns of the 21st century with health, political, economical, religious and agricultural impacts both domestically and globally.

According to Macmillan dictionary:

“Global Warming is the slow increase in the temperature of the earth, caused partly by the greenhouse effect increasing the amount of carbon dioxide in the atmosphere”.

From Adeoye’s viewpoint, the medical definition of global warming is:

“An ecologic model of world climate changes based on the greenhouse effect, exacerbated by burning fossil fuels, massive deforestation and industrial and other urban uses”.

MSN Encarta:

“Increase in world’s temperatures believed to be caused in part by the greenhouse gases”.

Wikipedia

“Global warming is the observed increase in the average temperature of the atmosphere and oceans in recent decades”.

Encyclopedia of American history:

Gases created through human industrial agricultural practices (primarily carbon dioxide from burning fossil fuels and woods, as well as methane, nitrous oxide and chlorofluorocarbon) increase the heat reflecting potential of the atmosphere thereby raising the planet’s average temperature.

On the surface, global warming is simple: MC right (2000):

“Global warming is the discernible increase in mean global temperatures resulting from the release of greenhouse gases produced by human activities”.

2.2.3 The Concept of Opinions

Since the emergence of this menace global warming, there have been so many argument as to whether or not it is a fallacy or fact. People have held different opinions and views about global warming reality.

The effect to human population, animals and agriculture could be dangerous. There are many people who believe this is happening and something needs to be done. Then there are people who say global warming is a myth and our globe is not in any imminent danger. According to a poll conducted by Augus Reid (2007):

“To some, global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities while others say global warming is a fact and mostly caused by natural changes. Others believe that global warming is a theory that has not yet been proven”.

To support this view is a statement expressing an argument frequently made by those who are skeptical about global warming P.I.P.A. (2005):

“Until we are sure that global warming is really a problem, we should not take any step that would have economic costs”.

Some other scientists on the other hand held a completely contrast opinion on the reality of global warming. Keith (2011):

“There is no disagreement among really anybody who is scientific in any way that the world is a lot warmer than it was 100 years ago”.

There still abound other opinions that do not contest the fact that global warming is really a reality and it’s happening.

Lindzen 2001:

“These claims are true. However, what the public’s fails to grasp is that claims neither constitute support for alarm nor establish man’s responsibility for the small amount of warming that has occurred”.

Hansen 2005:

The argument about whether there is global warming is over it is now clear that for thirty years we have been in strong global warming trend at a rate of about 0.2 Celsius per decade for the past 30 years (meaning) there has been 1 degree Fahrenheit (0.56 degrees Celsius) global warming in the past 30 years. The earth is now at its warmest level for a period of instrumental data, that is, since the late 1800.

In an editorial piece in “the Washington post” in 2004, Naomi Oreskes suggest that: many people have the impression that there is a significant scientific disagreement about global warming. It’s time to stop repeating nonsense about uncertainty of global warming and starts talking seriously about the right approach to address it.

Global warming is a serious issue that is not widely known. As a matter of fact, a few well educated people, scientists and educationists know this subject. Politicians sometimes talk about it without announcing any action plan.

Hence, the need for radio to intensify their campaign on this menace global warming so as to curbing it’s effects so far and imminent danger.

Many people have in recent time held varying opinions with respect to the level of media awareness on global warming. No doubt that many believe that media quiet alright have been creating the necessary awareness but in wrong perspective.

Maison 2002:

“I think reporter have given the global warming certainty even more credibility that it deserves”.

Professor Zbigniew Jaworowski, chairman of the scientific council of the central laboratory for radiological protection in Warsaw, Poland published his research that found that a change in earth’s temperature would have more to do with cloud cover and water vapor than carbon dioxide concentration in the atmosphere.

He points out that cloudiness and water vapor are nearly a hundred times more influential on global temperature variations than all the rest of the green house gases combined. He suggests for example, that if it were possible to double the global Co2 concentration, the effect could be cancelled out by a 1% increase in cloudiness.

Kester 2007:

“As is often the case, US media is missing the point of global warming. Instead of informative coverage of the issue, they make it a liberal vs. conservative or democrat vs. Republican issue thereby sidelining analysis and making it a political discussion because it draws better media rating”.

Dyson 2005:

“Global warming is a real problem, partly caused by human activities, but its importance has been grossly exaggerated”.

He further said that global warming is far less important than other social problem such as poverty, infectious diseases, and deforestation extinction of species on land and in the sea not to mention war, nuclear weapon and biological weapon.

Contrary to these views are other opinions that oppose the fact that the media has exaggerated; Al gore has a different view.

Al gores comments:

“The media is a biased right wing who tries undermining the evidence of global warming. It is our responsibility to demand that all journalists report the truth about these scientific facts”.

Irrespective of these views of whether the media has been objective in its reporting or not, the issue still centers on the awareness level of the radio on global warming. Commenting on this;

Chan 2011:

“These high awareness levels reflect the increasing radio coverage of global warming particularly when consumers have actually expressed the El Niño effects which contributes to unexpected rainfalls, prolonged summers and long winters”. E.t.c. in the past years.

Conclusively it is obvious that peoples opinion on radio Nigeria Enugu’s awareness campaign on global warming varies, ranging from people who believe its fallacy, those who believe it is a theory yet to be proven and those who believe it is a fact. Irrespective of all these views people still believe that the radio awareness of this menace has been high while others believed that media awareness level so far has been low.

Nigeria Scenario on Global Warming

The negative impacts of climate change are being felt over Africa, including Nigeria, where efforts are being made by both governments, civil society and academia to sensitize the country on issues that border upon the challenges of climate change, its meaning, adaptation, mitigation and threats to the citizens especially those of the indigenous stock living in coastal and desert areas of the country.

Climate change is not only a living reality in the lives of Nigerians, especially the indigenous people living in the wetlands, savannahs, the Niger Delta swamps, forests and the deserts but it has started to impact negatively upon the socio economic programs meant for socio economic improvements of the standards of living of the people of Nigeria. Nigeria's vision 2020 is the country's visionary and strategic program meant to bring about structural socio economic transformation and sustainable development in the country, framed as the biggest black nation on earth. Vision 2020 committee members in their 2010 report, summarizing the impact of climate change on the country's economy, have already identified the phenomenon of climate change in Nigeria as a threat to the realization of the vision and its laudable economic goals.

From May to September 2008; the BBC World service Trust conducted research in Nigeria to gauge public understanding of climate change. The research consisted of 24 focus group discussions with Nigerian citizens, as well as 31 in- depth interviews with opinion leaders from government, religious institutions, the private sector, the media and civil society findings included:

There is a strong tendency among Nigerians to hold themselves individually and collectively responsible for local changes in the environment and the weather.

There is a little awareness that climatic problem now or in the future are likely to have causes that extend beyond Nigeria.

Nigerians draw on existing knowledge and beliefs to explain the effects of climate change. For example many think that deforestation in their local areas reduces local rainfall, and some incorrectly believe that smoke from cars, bush fires and factories damages the ozone layer, making it hotter. There is a strong connection between faith and environmental

stewardship in Nigeria; many people see changes in the weather as the will of God, and religious leaders emphasize human's duty of care to God's creation.

Understanding of the global causes of climate change is confined to a small group of opinion leaders, with national government and NGO representative holding the most knowledge, followed by local government officials, then the heads of local associations and religious or traditional leaders. While most opinion leaders can identify the impacts of climate change, fewer can accurately explain climate change processes.

Climate change terminology is poorly understood and does not have standard translations in Igbo, Yoruba or Hausa. The language of climate change is not accessible to most Nigerians, and this prevents people from having a voice on the issue.

Opinion leaders agree that the inaccessibility of climate change terminology is a barrier to public engagement. The media and schools are people's main sources of information on climate change. Yet the media say they lack sufficient knowledge to inform audiences effectively.

Most Nigerians criticize the government for a lack of visible action on climate change and the environment. Those government representatives interviewed were focused primarily on mitigation strategies such as regulating carbon dioxide emissions, as opposed to adaptation programmes.

Weather

Weather is the state of the atmosphere, to the degree that it is hot or cold, wet or dry, calm or stormy, clear or cloudy. Weather generally refers to day to day temperature and precipitation activity, where as climate is the term for the average atmospheric conditions over longer period of time.

Types of Weather

Coastal weather in the oceanic regions, hot weather in the equatorial climate zones, cold weather in the polar climate zones and mountain weather in the hilly and mountainous regions of the world.

Let's talk a little about these different types of weather conditions in the various parts of the world.

Coastal Weather

Coastal weather can be observed in the coastal or oceanic regions. The weather coasts of the continents and the south eastern regions of Australia are characterized with their coastal climate.

The south Eastern Australia is located between the South Pacific Ocean and the Indian Ocean. One the most prominent characteristics of coastal weather is that the temperature does not vary so much with the change of seasons throughout the year in regions is never extremes.

Hot Weather

Extreme hot weather can be seen in the equatorial regions of the earth. Throughout the year, the temperature remains very in these equatorial locations. The climate in equatorial regions is also characterized with a very damp and humid weather. The amount of rainfall is also very high throughout the year. Sometimes the temperature falls a little (only about 3 degree of Celsius) in the winter months.

Cold Weather

Cold weather can be observed in polar climate zones. These regions are known for their extreme cold climates. The temperature remains almost the same throughout the year in these Polar Regions.

Mountain Weather

The weather in the mountainous regions is known as the mountain weather. The climate of these regions is generally cold enough. New Zealand comes under those high countries that enjoy the mountain weather conditions.

Causes of Global Warming

The major cause of climate change is the increase in carbon dioxide (Co₂) levels due to emissions from fossil fuel combustion, the use of aerosols and cement manufacture. Other factors include deforestation, ozone layer depletion, land use, animal agriculture e.t.c.

Anthropogenic activities beget global warming and climate change, although natural factors and processes such as sun's intensity changes in ocean circulation contribute to the changing atmosphere.

Human activities that leads to climate change includes burning fossil fuels, deforestation, forest/ bush fires, overgrazing, overstocking, use of herbicides, use of defoliants, crude oil spillage, urbanization, mining, transport, exploitation of energy for domestic (use of charcoal, fuel wood), infrastructural development e.t.c.

Consequences of Global Warming

Many consequences of global warming have been predicted and modeled by the IPCC. In agriculture a severe decrease in crop yield is expected which will eventually cause overall production to fall. Most plants grow better at higher atmospheric Co₂ concentration and

higher temperatures, because of an enhanced fertilizer effect. This effect will cause production declines to be much smaller.

Global warming may enhanced the difference between developed countries and developing countries because developed countries can adjust their farming methods more effectively and a longer growing season may not have as much of a negative impact.

However, by the time the impact of global warming will be visible developing countries may be much more developed.

Global warming has often been connected to sea level rise and melting of polar ice caps. Indeed the sea level has risen 10-25 cm in the past century and will continue to rise by a further 31-49cm in the next century. Three fourths of this rise is a result of water expansion by warming and the other fourth is because of ice cap melting.

According to the IPCC sea level rise will expose 70-200 million more people to flooding in the next century. But Lomborg mentions that once cause for the increase in people living on flood plains is growing population. He also emphasizes that as the world becomes richer we may be able to afford more (effective) measures to decrease the number of people exposed to flooding.

He also expects that the costs of flood protection will eventually decrease. It is often said that the global warming will put human health under pressure, particularly that of urban poor and elderly with no air conditioning.

According to Lomborg however, we must take into account that a richer world will give more people access to air conditioning. In a warmer world also fewer people would be dying from cold weather, which has a much higher death toll than warm weather.

A recent study of populations in Europe showed that people can adjust successfully to small increases in summer temperatures. This leads Lomborg to believe that populations are likely to adjust to changing temperatures consequential to global warming. Moreover, global warming is said to increase the number of events of extreme weather, leading to some extinction of some endangered species. More warming has taken place during winter than during summer.

Consequentially only Australia and Newzealand had their maximum temperature go up. This may cause agricultural yield to increase. These temperature changes might increase the number of days of heavy rainfall. Flooding may occur as a result, but this will probably be prevented by future measures, such as wetland conservation and dam construction.

The combined increase in temperature Co2 and precipitation will make the earth greener.

How Global Warming Affect Lives

Food

Food prices are rising as climate change makes it ticker to maintain the species conditions crops need to thrive. As the climate warms, the air holds more moisture and rainstorms become more intense, damaging crops. Overall precipitation patterns are also changing, bringing droughts to some areas of the world and flood to others. A recent study published by Stanford University showed that global wheat production decreased by 5.5 percent as a result of an unstable climate, and world corn production was down by nearly 4 percent.

Fresh Water

Fresh water is becoming scarier in some regions. Many mountainous states rely on snow melt to replenish their water sources and snow pack is declining as well as melting earlier in the season.

Severe droughts increased evaporation and changes in precipitation patterns are impacting water levels in streams, rivers and lakes. Nearly 18 percent of the world's fresh water is found in the great lake which supplies drinking water to a large region.

Coastline Damage

Rising oceans levels will cover some of the coastline used for recreation and human habitation. Sea ice is melting at an accelerated rate, according to the national wildfire federation. Arctic sea ice has shrunk by 30 percent since 1979. As it melts and ocean levels rise, coastlines and low lying areas like New Orleans, Miami and New York are threatened. If the earth's climate warms by 2 or 3 more degrees by 2100, global sea level will rise 3 feet, displacing almost 56 million people around the world.

Fire

More wildfires are breaking out as droughts become increasingly common. Fires that go through drought stricken land spread more quickly and burn longer, destroying forests and homes, public recreation spaces and grasslands.

The University of Arizona reported that from 1987 to 2003, seven times more forested land burned in the western United States than during the preceding 17 years and large fires were four times as frequent. The EPA predicts that if the earth warms another 3.6 degrees F, wildfires in that part of the country will burn four times more land than they currently do.

The Greenhouse Gas Effect

Greenhouse gases include any gas in the atmosphere that is capable of absorbing infrared radiation or heat particularly because of their molecule structure. Similar to the glass in a greenhouse which allows the sunlight to pass through but traps the heat formed and preventing it from escaping thereby causing a rise in temperature.

In addition to carbon dioxide, other gas implicated in the greenhouse effect includes water vapor, chlorofluorocarbon, methane, nitrous oxide, ozone and halo carbons. The chlorine and bromine atoms from man induced emission of chlorofluorocarbons (used in air conditioners, refrigerators, aerosols, foam and sterilants) and haloes (used in fire extinguishers) exacerbates global warming by thinning the ozone layer that shields the earth from infrared wave lengths from the sun.

Carbon dioxide is release into the atmosphere when fossil fuels like coal and oil are burned. Unfortunately, the industrial society depends significantly on fossil fuels for their domestic and industrial uses. The sun's solar energy (sunlight) penetrates the atmosphere. The earth's surface radiates the heat (infrared wave lengths) back to the atmosphere and some escapes into space. The green house gases absorb the heat in the atmosphere and radiate a substantial portion of them towards the earth thereby preventing the entire terrestrial radiation from escaping into space. This seemingly innocuous, gradual process continuously and consistently warms the atmosphere and is referred to as global warming.

Effect of Global Warming

Rise in sea level and increasing global temperature are the primary effects of global warming. However, they are causing a broad range of additional secondary effect.

Sea level is rising due to the thermal expansion of the ocean, in addition to melting down of land ice. Amount and pattern of precipitation are changing. The total annual power of hurricane has already increased markedly since 1975 because their average intensity and average duration have increased (in addition, there has been a high correlation of hurricane power with tropical sea surface temperature).

Changes in temperature and precipitation patterns have also global effect on extreme weather event. They increase the frequency, duration and intensity of floods, droughts, heat waves and tornadoes. Other effects of global warming include lower agriculture yields, further glacier retreat, reduced summer stream flows, species extinctions.

Climate change is a global phenomenon that affects all parts of the world. It however, affects each region and location differently depending on the environmental peculiarities of the areas. About 90% of human emission comes from fossil fuel via transportation, heating and electricity. The remaining 10% comes from agriculture, motor exhaust and industrial processes. The important fact is that most human emission or pollution is from energy. The industrialized countries of the world make up about 20% world population contribute 80% of all emissions. The paradox is that the high carbon emitters are geographically and financially able to cope but the low carbon emitters (the developing countries) suffer geographically and are financially insolvent to cope with the effects of climate change. This makes African people and natural ecosystem among the most vulnerable to the effects of climate change.

However, the realization of the gradual but devastating effects of climate change elicited responses at the National, State and Local levels. The Government of the world has been meeting under the auspices of the United Nations with a view to marshalling out agreements on how to reduce global emission.

At the National level and state levels, the government established separate departments or ministries.

In Nigeria the effects of climate change manifest as desertification, erosion, water shortages, spread of diseases, population displacement, decreased food production,

infrastructure degradation, economic disruption and poverty, social disorder and insecurity, economic and financial collapse e.t.c

Television has More Record on Global Warming

Global warming has emerged as one of the most important environmental issues ever to confront humanity. This concern arises from the fact that our everyday activities may be leading to changes in the earth's atmosphere that have the potential to significantly alter the planet's heat and radiation balance.

Different sectors of the world are contributing towards creating awareness about global warming. The film media is the most effective and as well the most popular media around the world. (Harshal 2007: 11).

The film media is doing constructive work on awareness regarding global warming in various parts of the world. The film "An inconvenient Truth" an academy award winning documentary film about climate change, specially global warming, presented by United State Vice- president Al Gore and directed by Davis Guggenheim is one of the most appreciated. Other note worthy films includes "In Hot Waters" which examines the issue of global climate change and how it relates to the oceans. Locations include the arctic, the Chesapeake Bay and the south pacific Island.

Oceans ecosystems are changing in a way that we are only beginning to understand "Co-operating for clean Air" is about Sweden all out assault on acid rain and global warming. Another film "Once and future planet" is an interesting and easy to understand explanation of what causes global warming.

"The 11th Hour' is a documentary concerning the environmental crises caused by human actions and the impact on the planet. "The 11th Hour' documents the cumulative impact of

these actions upon the planet's life system and calls for restorative action through a reshaping of human activities.

“The Day After Tomorrow” is a science fiction film that depicts catastrophic effects of global warming and boasts high – end special effects of global warming (rise in sea level). These are to mention but a few. So far, work done related to global warming is mainly confined to researches, conferences, seminars and workshops (Harshal 2007).

Like in many other countries, Nigeria radio media is the most widely used media for entertainment. This media can be used for the purpose of creating waves of awareness about the global warming, its hazardous effects on mankind, as well as the preventive measures.

Weather Forecast

Through the ages, do- it yourself weather forecasts were based on local observations made directly by the human senses. Accurate measures of temperature and pressure were not available until after the thermometer and the barometer were perfected in the 17th century. Comprehensive weather forecasting did not become practical until the telegraph was invented in the 19th century. This made possible the rapid collection and dissemination of weather observations.

The first systematic weather observations in the United States date back to 1738. In 1816 the German scientist Heinrich Brandies drew one of the world's first known weather maps. In 1849 Joseph Henry of the Smithsonian institution in Washington, D.C, established a telegraphic network of observations for the preparation of daily weather maps.

In the United States, professional weather forecasters communicate directly with the public through newspaper, radio and television broadcasts, and the internet. A radio network

operated by NOAA broadcasts forecast, conditions and severe weather watches and warnings 24 hours a day. Special NOAA radios feature alarms that alert the listener even when the radio is otherwise off. On cable television the weather channel relates Local, Regional, National and selected international weather conditions 24 hours a day to many millions of American households.

An international system of telecommunication networks distributes weather information largely by satellite. Numerically coded data from around the globe is relayed by collection stations to central processing office.

Since the 1960's weather surveillance satellite made it possible to detect weather systems from the time they begin. No longer is a destructive storm larger than a tornado likely to strike without warning.

Weather satellites fall into two main classes, based on their location and time to orbit the earth polar. Orbiting satellites generally orbit at about 520 miles (830 kilometers) above the earth's surface along nearly north-south paths. They circle the globe approximately every 100 minutes, so that they pass roughly over each point on earth twice a day (once heading north and once heading south). Geostationary weather satellites are at a much greater distance, about 22,300 miles (35,900 kilometers), directly above the equator. These orbit just about once a day and in the direction of the earth's rotation, so that they appear to hover over a fixed point on earth.

Many countries now operate weather satellites. The United States has two main GOES, or Geostationary orbiting environmental satellites. One is positioned to view the western United States and eastern United States and western Atlantic Ocean. These satellites also

observe South America. A group of European nations operates the meteosat geosynchronous satellites.

Japan, Russia, China and India have also operated geostationary satellites. Together, these have provided nearly continuous worldwide coverage.

Polar- orbiting satellites have included the United States NOAA series, along with a few Russian and Chinese satellites at times. Polar orbiters get a somewhat closer and more detailed view than the distant geostationary ones. They are also the only satellites capable of obtaining a direct view of the poles. A disadvantage is the lack of continuous coverage, as they can observe a given region only twice a day.

2.3 Review of Related Studies

So many literatures were reviewed in the course of the research work. I shall briefly analyze some of them. The first is Kanchana study on. “Thai youths and global warming: Media Information, awareness and life style activities”.

According to Kanchana’s work – Thai youths and global warming; media information, awareness and lifestyle activities” Kanchana examines the exposure of Thai- youths to media information on global warming, the relationship between exposure to global warming information and awareness and lifestyle activities that contribute to global warming. A focus group of 8 (eight) Thai youths provided information that was used to construct a questionnaire administered to 2500 Thai youths. In depth interviews with academics and mass communication experts were also conducted. The study took place from early 2008 to mid 2009 in various parts of Thailand. Analysis of the questionnaire responses indicate that most of the Thai youths in the study obtain information about

global warming primarily from television, often, however they do not understand the information.

Secondly, Yuki Sampei et al., (2000), conducted a research on “mass media coverage, its influence on Japanese awareness of global warming issues”. In the paper, the researcher analyzed Japanese coverage of global warming from January 1998 to July 2007 and how public opinion during parts of that period was influenced by newspaper coverage. The analyses showed that a dramatic increase in newspaper coverage of global warming from January 2007 correlated with an increase in public concern for the issue. Before January 2007, the coverage of global warming (according to Yuki et al research paper) had an immediate but short term influence on public concern. With such transitory high levels of media coverage, they suggested that more effective communication of global warming issue, strategies aimed at maintaining mass media coverage of global are required.

Thirdly, Greenberg (2009) in his work, “Awareness level for global warming” observes that the media awareness of global warming issue is relatively high. He supports his claim with a recent Gallup (March 2005) a 70% majority understood the issue of global warming “very well” (16%) or “fairly well”(54%) while (30%) felt they understood it either “not very well” (24%) or “not at all” (6%). Greenberg noted that in June 2005 PIPA also asked how much people heard about global warming with 75% saying they have heard ‘a great deal’ (24%) or ‘some’ and only 24% said they have heard “not very much” (20%) or not at all (4%)

Finally Greenberg (2009) observed that the above data was similar to October 1998, when 71% said they have heard ‘a great deal’ (32%) or ‘some’ (39%) and only (29%) said they have heard “not very much” (18%) or ‘nothing at all’ (11%) about the issue.

In furtherance of this view, Radio should still push to see that the issue of global warming becomes a cliché in the mind of people, as this will make them conscious of the need to reduce greenhouse emissions. Again as a tool for societal development, radio is expected to present realistic reporting of the events and forces, which work against societal goals as well as those, which work for the society at large.

2.4 Theoretical Framework

Ike (2005) defines theory as an attempt to explain a phenomenon or a systematic creation designed to explain why phenomenon occur in the pattern we observe.

Agenda Setting Theory

Agenda setting theory was propounded by McCombs and Shaw (1972). According to them, people or media audience judge as important what media judge as important. By implication, media help people to determine what is important in the public discourse. Agenda setting theory describes the very powerful influence of the media. The media ability to tell us what issues are important and what persons are important in the society.

Cohen (1963: 13) reveals that the press may not be particularly successful in telling the masses what to think but is successful in telling them what to think about.

W. Hocking (1977) says,

“Through their day to day selection and display, media houses focus our attention and influence and our perception on what they feel are the most important issues of the day”.

The theory implies that the function of the media is to set an agenda for the society. In essence the media tells the audience what to think. Those issues and individual's whom the

media choose to publicize become the issues and individuals we think and talk about. And so Radio Nigeria Enugu has played a vital role in sensitizing the residence of Emene Community on the menace posed by global warming through their weather report. This report helped the people of Emene that is those that are exposed to this programme to know how to go about their daily business bearing in mind the temperature of the atmosphere. It helps them to know whether to go out with their umbrellas and as well know the best season to plant their crops. Global warming has been in existence since decade without people knowing about it but through the help of weather report aired on Radio Nigeria Enugu the people of becomes aware of this and also know how to prevent it.

2.5. Summary of Literature Review

The review tries to paint a picture which tallies with the variable of interest of this study.

The importance of radio in the society cannot be over emphasized. Radio has a wider coverage than television. It also has the possibility of reaching a heterogeneous audience at a cheaper rate. Its portability made it the most wide used medium.

There are different programmes aired on radio Nigeria of which weather report is among. Weather report as we can see in this chapter has really helped a lot. It has helped the farmers in several ways such that it helps them to know the temperature of the climate and as well determine the best season to plant crops. Global warming as a cankerworm has eaten deep into our country Nigeria. The consequences of global warming are; reduction of crop yield and causes production to decline, contamination of rivers, oceans, lake and stream making our water unfit for human consumption and also affect our lives by contaminating the air we breathe in.

Radio Nigeria Enugu has played a vital role in reducing this menace posed by global warming. In the view of this; Agenda setting theory propounded by McCombs and Shaw has been reviewed in order to give this study a theoretical basis and paradigmatic perspective. According to this theory mass media audiences judge as important what media judge as important. By implication, media helps people to determine what is important in the public discourse. The theory describes the very powerful influence of the media's ability to tell us what issues are important, and what persons are important in the society. Those issues and individuals whom the media choose to publicize become the issues and individuals we think and talk about.

This theory will go a long way in helping to convince the people of Emene community of which this study is focused on, on the need to embrace the campaign and as well join hands in preventing global warming

CHAPTER THREE

Research Methodology

3.1 Research Method

In this study, the survey research method was adopted as the scientific approach in the study. Survey research was found to be most appropriate for this particular study. Survey as a research technique used to obtain data, requires either interviewing the respondents or providing them with self administered questionnaire.

This technique of data collection involves careful questionnaire construction and simple selection. It is a term to describe a number of decisions which needs to be taken regarding the collection of data before they are collected.

(Nwana; 1981) it provides guidelines which direct the researcher towards solving the research problem and may vary depending on the nature of the problem being studied. However, what the study intends to measure was the audience in Emene community to evaluate “The impact of Radio Nigeria on the campaign on global warming” Osuala (1982) states that “survey research method is suitable scientific method for ascertaining the view of the public on any contemporary issues”. Therefore, the researcher employed the use of

survey in the collection of data. This is because the people's opinion will be sought through questionnaire.

1.3 Population of the study

The researcher's population of the study is Emene community that dwells within Enugu East, comprising of Nchatacha, Eke and Amorji –Nike which is estimated as 279,089 by 2006 national population census.

Population as the name implies, simply refers to the totality of the person from whom data necessary for the study are collected. Chien (1959) quoted in Madueme (2010, p 71). Such specification may be people, subjects, and item sectors and so on.

1.4 Sample Technique/Sample Size

The sample technique to be adopted is the stratified sample method through which the researcher divided Emene community into three strata. (Obasi; 2013, pg 102).A sample size of 150 will be drawn from the population. The sample population will be gotten from the population of the study in such a way that it will be a representative of the three chosen villages in Enugu East Emene, since three have been chosen, the sample size will be divided equally among them to amount to 50 respondents each from each of the villages

Sample is the selection of some members of elements from the population for actual investigation. It is also section or part of an entire population of people or things which are studied to obtain information about research variables.

Stratified Population of Emene Community.

Nchatacha 50

Eke 50

Amorji- Nike 50

Total 150

3.5 Instrument for Data Collection

The research instrument used for this study was the questionnaire. A questionnaire is a collection of data tool which uses various questions to achieve the research objectives. It is used to ascertain facts, opinions, beliefs, attitudes, ideas, practices and other demographic information. (Obasi; 2013). A 19 items of questionnaires was drawn and administered to the respondents.

The 19 items questionnaires were divided into two parts.

Part A, contained items on the demographics of the respondents while part B items answered the research questions posed by the study.

Items 1-5 answered questions on the demography of the respondents.

Items 6-8 answered research question one.

Items 9-16 answered research question two.

Items 17-19 answered research question three.

3.6 Validity of Data Gathering instrument

The questionnaire used for this study was thoroughly scrutinized by the supervisor to ensure its clarity, relevance and comprehension.

3.7 Reliability of instrument

The measuring instrument was constructed in a way that the questionnaire item were used to measure particular hypothesis and relevant variable that leads the respondent to answer

the question. The result were analyzed using test and retest before arriving at the score and later presented to the supervisor who approved it as being reliable.

3.8 Method of Data collection

A total of 150 copies of questionnaires were administered to the selected respondents of Emene. The researcher used the direct approach i.e. meeting the respondents in their houses, working places or business premises. This will help minimize the percentage of distraction, unnecessary delays, high mortality rate of questionnaire and it will finally help to ensure an error free study.

3.9 Method of Data Analysis

Data collected was analyzed using frequency table and percentage and chi-square statistical analysis. Chi-square is non- parametric statistical which can conveniently be used in testing hypothesis when dealing with contended data. Chi-square formula is presented as follows:

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Where X^2 = Chi-square.

\sum = Summation.

O = Observed frequency.

E = Expected frequency.

CHAPTER FOUR

Data Presentation and Analysis

4.1 Data Presentation and Analysis

This chapter of the study is aimed at analyzing in a tabular form data collected using frequency and percentage tabular presentation for clarity and easy understanding.

Therefore, the total number of questionnaire presented and analyzed is 120.

Demographic data

Table 1: Respondent's classification according to Gender.

<u>Response</u>	<u>Frequency</u>	<u>Percentage %</u>
Female	80	66.7
Male	40	33.3
Total	120	100

On the tables above 80 respondents (66.7%) are female, while 40 respondents (33.3%) were male.

TABLE 2: Respondent's Classification According to Age.

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
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30-40	75	62.5
41-50	33	27.5
51-60	12	10
60 and above	None	0
Total	120	100

On the above table, 75 respondents (62.5%) fall under the age bracket 30-40, 33 respondents (27.5%) fall under the age bracket 41-50, 12 respondents (10%) fall under the age bracket 51-60, while no respondent fall under age 60 and above.

TABLE 3: Respondent’s Classification According to Occupation

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Civil Servant	43	35.8
Farmer	14	11.7
Trader	31	25.8
Teacher	10	8.33
Student	22	18.3
Total	120	100

On the table above on occupation, 43 respondents (35.8%) are civil servants, 14 respondents (11.7%) are farmers, 31 respondents (25.8%) are traders, and 10 respondents (8.33%) are teacher while 22 respondents (18.3%) are students

TABLE 4: Educational Qualification

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
School Certificate Equivalent	35	29.2
OND/ ND/HND	25	20.8
B.Sc/M.Sc	60	50

Total	120	100
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On the table above on educational qualification, 35 respondents (29.2%) are WAEC/NECO holders, 25 respondents (20.8%) are OND/ND/HND holders, while 60 respondents (50%) are B.Sc/M.Sc holders.

TABLE 5: Respondents Classification According to Marital Status.

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Single	52	43.3
Married	67	55.8
Divorced	-	-
Widower/ widow	1	0.83
Total	120	100

On the table above on marital status, 52 respondents (43.3%) are singles, 67 respondents (55.8%) are married, and none was divorced while 1 respondent (0.83) was a widow.

SECTION B

Analysis to Date from survey (questionnaire)

Research Question1: To what extent has radio Nigeria Enugu weather report influence the attitude of the people of Emene community towards environmental management?

Item 6-10 answered this research question

Question 6: Do you own or have access to radio to set?

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Yes	107	89.2
No	13	10.8
Total	120	100

In response to the question on access to radio 107 respondents (89.2%) agreed that they have access to radio, while 13 respondents (10.8%) disagree that they did not have access to radio.

Question 7: Do you listen to weather report aired on radio Nigeria Enugu?

Table 7: Response to Question 7.

Response	Frequency	Percentage%
Yes	70	58.3
No	50	41.7
Total	120	100

In response to above table, 70 respondents (58.3%) agreed that they listen to the programme while 50 respondents (41.7%) disagree that they did not listen the programme.

Question 8: How often do you listen to weather report aired on radio Nigeria Enugu?

TABLE 8: Response to question 8

Response	Frequency	Percentage%
Very often	18	15
Always	14	11.7
Most times	58	48.3
Not at all	30	25
Total	120	100

In response to above table, 18 respondents (15%) agreed that they listen to the programme very often, 14 respondents (11.7%) do listen to the programme always, 58 respondents (48.3%) do listen to the programme but not very often, while 30 respondents (25%) do not listen to the programme at all.

Question 9: Do you agree that Radio Nigeria Enugu awareness campaign on Global warming has any positive influence on you?

TABLE 9: Response to Question 9

Response	Frequency	Percentage%
Strongly Agree	40	33.3
Agree	13	10.8
Don't Agree	27	22.5
No opinion	30	25
<u>Strongly don't agree</u>	<u>10</u>	<u>8.33</u>
<u>Total</u>	<u>120</u>	<u>100</u>

From the table above 40 respondents (33.3%) strongly agreed that the campaign has a positive influence on them, 13 respondents (10.8%) agreed that the campaign has a positive influence on them, 27 respondents (22.5%) disagreed that the campaign has no positive influence on them, 30 respondents (25%) had no opinion on whether the campaign has any positive influence on them or not while 10 respondents (8.33%) strongly don't agree on the campaign having any positive influence on them.

Question 10: Has Radio Nigeria Enugu awareness campaign on Global warming being able to change you perception in reducing global warming.

Table 10: Response to question 10

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Yes	85	70.8
No	35	29.2
Total	120	100

Form the table above, it was observed that 85 respondents (70.8%) said yes that radio Nigeria Enugu awareness campaign on global warming has being able to change their perception in reducing global warming while 35 respondents (29.2%) said no that radio Nigeria Enugu awareness campaign on global warming has not changed their perception in reducing global warming.

Question 11: Does the campaign have any advantage over your farming system?

Table 11: Response to question 11

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Yes	70	58.3
No	50	41.7
Total	120	100

From the table above 70 respondents (58.3%) said yes that the campaign has an advantage over their farming system while 50 respondents (41.7%) said no that the campaign has no advantage over their farming system.

Question 12: Do you plant Trees?

Table 12: Response to question 12

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
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Yes	63	52.5
No	57	47.5
<u>Total</u>	<u>120</u>	<u>100</u>

Out of 120 questionnaire returned, 63 respondents (52.5%) said yes that they plant trees, while 57 respondents (47.5%) said no that they do not plant trees.

Question 13: How many trees did you plant this year?

Table 13: Response to question 13

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
1-10	51	42.5
11-20	6	5
20 and above	7	5.8
<u>None</u>	<u>56</u>	<u>46.7</u>
<u>Total</u>	<u>120</u>	<u>100</u>

The table above showed that 51 respondents (42.5%) said that they planted up to 10 trees, 6 respondents (5%) planted 11-20 trees, 7 respondents (5.8%) planted 20 and above while 56 respondents (46.7%) did not plant any.

Question 14: Was it as a result of the campaign that made you to engage in planting of trees?

Table 14: Response to question 14.

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Yes	31	25.8

No	89	74.2
Total	120	100

From the table above 31 respondents (25.8%) agreed that it was as a result of the campaign that made them to engage in planting of trees while 89 respondents (74.2%) disagreed that it was not as a result of the campaign that made them to plant trees.

Question 15: Do you agree that planting of trees has any economic advantage over global warming?

Table 15: Response to question 15.

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Yes	88	73.3
No	32	26.7
Total	120	100

From the table above 88 respondents (73.3%) agreed that planting of trees has an economic advantage over global warming, while 32 respondents (26.7%) disagreed that tree does not have any economic advantage over global warming.

Question 16: Are you as an individual doing anything to enlighten other people on the effect of global warming?

Table 16: Response to question 16.

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Yes	83	69.2
No	37	30.8
Total	120	100

From the above table, 83 respondents (69.2%) said yes that they are doing something to enlighten other people on the effect of global warming while 37 respondents (30.8%) said no that they are not doing anything to enlighten other people on the effect of global warming.

Question 17: Can global warming be managed?

Table 17: Response to question 17.

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Yes	88	73.3
No	32	26.7
Total	120	100

From the table above 88 respondents (73.3%) agreed that global warming can be managed while 32 respondents (26.7%) disagreed that global warming cannot be managed.

Question 18: Do you believe in weather report aired on Radio Nigeria?

Table 18: Response to question 18.

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Yes, I do	51	42.5
No, I don't	23	19.2
<u>Somehow</u>	<u>46</u>	<u>38.3</u>
<u>Total</u>	<u>120</u>	<u>100</u>

From the table above 51 respondents (42.5%) believe on weather report aired on Radio Nigeria Enugu, 23 respondents (19.2%) do not believe on the programme while 46 respondents (38.3%) are not static on the programmes aired on Radio Nigeria Enugu.

Question 19: Do you think radio is the best medium for this campaign on global warming?

Table 19: Response to question 19.

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Best	36	30
Not the best	35	29.2
<u>Somehow</u>	<u>49</u>	<u>40.8</u>
<u>Total</u>	<u>120</u>	<u>100</u>

In response to the table above 36 respondents (30%) agreed that radio is the best, 35 respondents (29.2%) disagreed that radio is not the best medium for the campaign while 49 (40.8%) said they are not certain.

4.3 Test of Hypothesis

The researcher tested hypothesis raised in chapter one using chi- square goodness of fit test. According to Obasi (2009) chi- square goodness of fit test is used to compare a theoretical distribution (expected frequencies with the observed data frequencies) from sample.

According to Ezeja E. Ojili (2005) hypothesis is attentive statement put across for investigation in explaining phenomenon e.g. Ho is a statement made to depend on the research of study. There is relationship between differences at a level of significance. Os hypothesis is guides for the investigation of the central process of research endeavor and they keep the researcher on the mainline of the study.

A chi-square denoted by (χ^2) is simply a value showing relationship between expected frequency and observed frequency further formularized as

$$X^2 = \sum \frac{(O-E)^2}{E}$$

When O = Observed frequency

E = Expected frequency

\sum = summation

The formula above means that the difference between each expected and observed frequency must be squared and divided by the expected frequency.

Decision Rule:

Accept alternative hypothesis (H_1) when calculated value is greater than the table value and rejects the alternative hypothesis when the table value is greater than the calculated value.

HYPOTHESIS 1

H_i: Radio Nigeria Enugu weather report has influence on the attitude of Emene residence on their environmental management.

H_o: Radio Nigeria Enugu weather report has no influence on the attitude of Emene residence on their environmental management.

This hypothesis is related to question

No 9: Do you agree that radio Nigeria Enugu awareness campaign on global warming has any positive influence on you?

Table 9: Response to Question 9

<u>Response</u>	<u>Frequency</u>	<u>Percentage%</u>
Strongly agree	40	33.3%
Agree	13	10.8%
Don't agree	27	22.5%
No opinion	30	25%
<u>Strongly agree</u>	<u>10</u>	<u>8.33%</u>
<u>Total</u>	<u>120</u>	<u>100</u>

Variables	O	E	O-E	(O-E)²	<u>(O-E)²</u>
Strongly agree	40	24	16	256	10.6
Agree	13	24	-11	121	5.04
Don't agree	27	24	3	9	0.37
No opinion	30	24	6	36	1.5
<u>Strongly don't agree</u>	<u>10</u>	<u>24</u>	<u>-14</u>	<u>196</u>	<u>8.16</u>
<u>Total</u>	<u>120</u>				<u>25.67</u>

The calculated value $\chi^2 = 25.67$, $p = 0.05$.

K = number of variables

Degree of freedom = k-1

5-1

4

The calculated value of 25.67 is greater than the table value of 9.49.

Decision Rule:

Since the calculated value is greater than the table value, the researcher accepts H_1 which is the alternative hypothesis and rejects the null hypothesis.

HYPOTHESIS 2

H_2 : Radio Nigeria Enugu weather report has been able to change people's perception on information on global warming.

H_0 : Radio Nigeria Enugu weather report has not been able to change people's perception on information on global warming.

This hypothesis is related to question

No 10: Has Radio Nigeria Enugu awareness campaign on global warming being able to change your perception in reducing global warming?

Table 10: Response to Question 10

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Yes	85	70.8%
No	35	29.2%
Total	120	100

<u>Variables</u>	<u>O</u>	<u>E</u>	<u>O-E</u>	<u>(O-E)²</u>	<u>$\frac{(O-E)^2}{E}$</u>
Yes	85	60	25	625	10.41
No	35	60	-25	625	10.41
Total		120			20.82

The calculated value of 20.82, P = 0.05

K= number of variables

Degree of freedom = K-1

$$= 2-1$$

$$=1$$

The calculated value of 20.82 is greater than the table value of 3.84.

Decision Rule:

This further indicates that the H_1 which is the alternative hypothesis is accepted while the null hypothesis is rejected.

HYPOTHESIS 3

H₃: Radio Nigeria Enugu weather report has created high level of awareness on global warming.

H₀: Radio Nigeria Enugu weather report has not created high level of awareness on global warming.

The hypothesis is related to question

No 8: How often do you listen to weather report on Radio Nigeria?

Table 8: Response to table 8

<u>Response</u>	<u>Frequency</u>	<u>Percentage</u>
Very often	18	15%
Always	14	11.7%
Most times	58	48.3%
<u>Not at all</u>	<u>30</u>	<u>25%</u>
<u>Total</u>	<u>120</u>	<u>100</u>

<u>Variables</u>	<u>O</u>	<u>E</u>	<u>O-E</u>	<u>(O-E)²</u>	<u>(O-E)²</u> <u>E</u>
Very often	18	30	-12	144	4.8%
Always	14	30	-16	256	8.53
Most times	58	30	28	784	26.13
<u>Not at all</u>	<u>30</u>	<u>30</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Total</u>	<u>120</u>				<u>39.46</u>

The calculated value of 39.46, P = 0.05

K = number of variables

Degree of freedom = K-1

4-1

= 3

The calculated value of 39.46 is greater than the table value of 7.82

Decision Rule:

Since the calculated value is greater than the table value, the researcher accepts H_1 which is the alternative hypothesis and rejects the null hypothesis.

4.4. Discussion of findings

In this section, the data collected from survey on “Impact of radio Nigeria Enugu awareness campaign on global warming” would be discussed. The data was contained in 120 questionnaire retrieved from the respondents out of 150 distributed. Responses to answers on the research questions would be discussed.

Research Question 1: To what extent has radio Nigeria Enugu weather report influence the attitude of the people of Emene community towards environmental management?

The aim of this research question was to find out the impact of radio Nigeria Enugu to the dwellers of Emene community, Enugu state.

The data on table 6, 7, & 8 were used to answer this research question. The data on table 6 showed that 107 respondents (89.2%) have access to radio while 13 respondents (10.8%) do not have access to radio set.

Table 7 showed that 70 respondents (58.3%) do listen to weather report aired on radio Nigeria Enugu, 50 respondents (41.7%) do not listen to the programme.

Table 8 showed that 18 respondents (15%) listen to weather report on radio Nigeria Enugu very often, 14 respondents (11.7%) listen to the programme always, 58 respondents

(48.3%) listen to the programme most times while 30 respondents (25%) do not listen to the programme.

From the above findings, it is obvious that radio is a powerful instrument to disseminate global warming awareness campaign. The findings also showed that the people of Emene community Enugu state acknowledge the importance of this awareness campaign on global warming.

Research question 2: To what extent has radio Nigeria Enugu weather report been able to change people's perception on information on global warming?

The aim of this research question was to find out the extent in which radio Nigeria Enugu weather report has being able to change people's perception on information on global warming.

The data on tables 9, 10, 11 answered this research question.

The data on table 9 indicated that 40 respondents (33.3%) strongly agreed that radio Nigeria Enugu awareness campaign on global warming has a positive influence on them, 13 respondents (10.8%) agreed that radio Nigeria Enugu awareness campaign has a positive influence on them, 27 respondents (22.5%) do not agree that the campaign has a positive influence on them, 30 respondents (25%) were of no opinion while 10 respondents (8.33%) strongly do not agree that the campaign have any positive influence on them.

The data on table 10 shows that 85 respondents (70.8%) were of the view that radio Nigeria Enugu awareness campaign on global warming has been able to change their perception in reducing global warming, while 35 respondents (29.2%) disagreed that the campaign has not been able to change their perception in reducing global warming.

The data on table 11 shows that 70 respondents (58.3%) said yes that the campaign has an advantage over their farming system while 50 respondents (41.7%) said no that the campaign has no advantage over their farming system.

Research question 3: What is the level of awareness on global warming created by radio Nigeria Enugu weather report?

The data on tables 12, 13, 14, 15, 16, 17, 18 & 19 answered this research question.

Data on table 12 indicated that 63 respondents (52.5%) plant trees while 57 respondents (47.5%) do not plant trees.

Data on table 13 showed that 51 respondents (42.5%) planted 1-10 trees, 6 respondents (5%) planted 11-20 trees, 7 respondents (5.8%) planted 20 and above while 56 respondents (46.7%) did not plant at all.

Data on table 14 showed that 31 respondents (25.8%) agreed that it was as a result of the campaign that made them to engage in planting of trees, while 89 respondents (74.2%) disagreed.

Data on table 15 showed that 88 respondents (73.3%) agreed that planting of trees has an economic advantage over global warming, while 32 respondents (26.7%) disagreed that planting of trees does not have any economic advantage over global warming.

Data on table 16 showed that 83 respondents (69.2%) agreed that they are doing something to enlighten other people on the effect of global warming, while 37 respondents (30.8%) disagreed that they are not.

Data on table 17 indicates that 88 respondents (73.3%) agreed that global warming can be managed, while 32 respondents (26.7%) disagreed that global cannot be managed.

Data on table 18 indicates that 51 respondents (42.5%) believed in weather report aired on radio Nigeria, 23 respondents (19.2%) don't believed on it and 46 respondents (38.3%) somehow they believe in it but are not certain over it.

Data on table 19 indicates that 36 respondents (30%) agreed that radio is the best medium for the campaign, 35 respondents (29.2%) disagreed that radio is not the best medium for the campaign while 49 respondents (40.8%) said they are not certain.

CHAPTER FIVE

Summary, Conclusion And Recommendations

5.1 Summary

The main purpose of this study was to assess the 'Impact of Radio Nigeria Enugu's Awareness Campaign on Global Warming'. The research was also aimed at finding out if Radio Nigeria Enugu has been able to influence the attitudes of Emene Community towards global warming through its various awareness campaign programmes.

The research design for this study was survey design. The scope of the survey research was limited to a sample of 150 respondents drawn from Enugu East Local Government Area using stratified sampling method.

The theory that lends support to this study was Agenda setting theory propounded by McCombs and Shaw (1972). According to this theory mass media audiences judge as important what the media judge as important. By implication, media help people to determine what is important in the public discourse. Some statistic like Chi-Square goodness of fit was use to test the hypothesis. It was tested positively and negatively.

Findings from the study shows that majority of the respondents own radio set and listen to Radio Nigeria Enugu weather report. Then a conclusion was drawn from the data obtained from the respondents.

5.2 Conclusion

The result of this study established that Radio Nigeria Enugu Awareness Campaign on Global Warming has changed the perception of the people in reducing global warming. It is equally worth of note that Radio Nigeria Enugu's weather report has positively influenced the attitudes of the people of Emene Community as shown by the respondents. The researcher was also able to deduce from the results of the hypothesis that there is significant increase in the level of awareness created on global warming by Radio Nigeria Enugu's weather report.

Finally, the researcher was able to conclude that Radio Nigeria Enugu has greatly changed and impacted positively on the people's approach to global warming.

5.3 Recommendations

Based on the results of this study, some of these recommendations were proffered;

1. As regards to the limitation of this study which made the researcher to limit the scope of the study to Emene Community, the researcher recommends that further study on this topic should be extended to other communities and local government in general.
2. That the programme on global warming report should be aired with local languages so as to make the message more effective and understandable by the people of such communities. This will go a long way to enhancing the campaign on global warming.
3. That more airtime should be allocated to the broadcast or report on global warming by Radio Nigeria Enugu.

4. That there should be an integration of the broadcast media and the traditional communication systems for effective sensitization of the various communities on global warming.
5. That more attention should be giving to those living in the rural areas to encourage them to participate in the global warming campaign through effective planting of trees.

5.4. Suggestions for Further Studies

The researcher suggests that further studies on this topic should be carried out using content analysis methodology. This will give a broader overview of the study.

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APPENDIX I

Department of Mass Communication
Faculty of management and Social Sciences
Caritas University,
Amorji- Nike,
Enugu.
P.M.B 01784
Enugu State.

Dear Respondent,

I am a student of the above mentioned institution with the Registration Number MC/2010/457 and am carrying out a study on global warming. Please kindly supply the following information to the best of your knowledge.

All information disclosed shall be treated in strict confidence and for research purpose only. Thanks for your co- operation.

Yours faithfully,

Ezeobi Philomena
(Researcher)

APPENDIX II

PLEASE TICK IN THE SPACE PROVIDED

SECTION A

1. What is your sex?
(A) Female [] (B) Male []
2. What age bracket do you belong?
(A) 30- 40 [] (B) 41- 50 [] (C) 51-60 [] (D) 60 and Above []
3. What is your occupation?
(A) Civil servant [] (B) Farmer [] (C) Trader [] (D) Teacher []
(E) Any other specify []
4. Educational qualification?
(A) School certificate and equivalent [] (B) OND/ND/HND []
(C) B.Sc./ M.SC.[]
5. What is your marital status?
(A) Single [] (B) Married [] (C) Divorced []
(D) Widower/Widow []

SECTION B

6. Do you own or have access to radio set? (A) Yes [] (B) No []
7. Do you listen to weather report on radio Nigeria Enugu?
(A) Yes [] (B) No []
8. How often do you listen to weather report on radio Nigeria Enugu? (A) Very often
(B) Always [] (C) Most times [] (D) Not at all []
9. Do you agree that radio Nigeria Enugu awareness campaign on global warming has any positive influence on you? (A) Strongly agree [] (B) Agree [] (C) don't agree [] (D) No opinion []
(E) Strongly don't agree. []
10. Has radio Nigeria Enugu Awareness campaign on Global warming being able to change your perception in reducing global warming?
(A) Yes [] (B) No []

11. Does the campaign have any advantage over your farming system? (A) Yes []
(B) No []
12. Do you plant trees? (A) Yes [] (B) No []
13. How many trees did you plant this year?
(A) 1-10 [] (B) 11-20 [] (C) 20 and above []
14. Was it as a result of the campaign that made you to engage in planting of trees?
(A) Yes [] (B) No []
15. Do you agree that planting of trees has any economic advantage over global warming?
(A) Yes [] (B) No []
16. Are you as an individual doing anything to enlighten other people on the effect of global warming?
(A) Yes [] (B) No []
17. Do you agree that Global warming can be managed?
(A) Strongly agree [] (B) Agree [] (C) No opinion []
(D) Strongly don't agree [] (E) Don't agree []
18. Do you believe in weather report aired on radio Nigeria?
(A) Yes, I do [] (B) No, I don't [] (C) Somehow []
19. Do you think radio is the best medium for this campaign on global warming?
(A) Best [] (B) Not the best [] (C) Somehow []