

## **Abstract**

This research work is aimed at analyzing the impact of village square meeting on agricultural development in Gakem, Bekwarra Local Government Area of Cross River State. The research method used was survey, and questionnaire the instrument. The researcher adopted the systematic random sampling technique to select a sample size of 200 which was used in the study. The findings gotten from the questionnaire shows that the people of Gakem, Bekwarra Local Government are exposed to agricultural messages passed through the village square meeting and that it was as a result of adherence to such messages that they advanced in agricultural practice. It is therefore recommended that the village square medium should advance in the dissemination of agricultural messages in Gakem.

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

The village square meeting is one of the mediums of traditional media of communication in the rural communities. It channels a lot of information on day to day activities which takes place in the rural communities. Village square meeting takes place in the village square, where a lot of issues that affects the community are being discussed. Such information includes; Agricultural innovation programmes, burial ceremony or burial arrangement, coronation, naming ceremony, market days and product available for sales, visit of a prominent member of the community such as; a member representing the community in the state and Federal housing, local government chairman, party aspirant and party manifestos to mention a few. For the purpose of this study, Agricultural innovation or development programmes as affected by the village square meeting as a medium of traditional media will be the focus.

The village square meeting is one of the mediums of traditional communication that helps to service the society or the rural communities through proper information that help the community in their daily interactions.

Ever before the emergence of modern mass media, viz, print and broadcast and their introduction to Africa, people in African societies or communities did not live in isolation from one another, there exist many other mediums and channels viz the family, market place, town crier, visits, religious association, gun shot, bush burning, dance display etc. which makes it easier for people to interact and exchange opinions, ideas thoughts and feelings in their local communities. Acknowledging this facts, Ebeze (2002), write that “before the introduction of modern mass media in Africa, there exist other channels of communication that enable people in ancient African communities to interact and maintain a stable system of living. These channels as mentioned earlier has helped in shaping African communities, the channels are used as a medium for inculcating the norms and values of the community social mobilization, political mobilization, economic mobilization, cultural mobilization, and the transfer of cultural heritage from generation to generation or from old members of the community to new comers. All these information carried by the mediums which the village square is one, has helped in rapid development of rural communities in Africa.

The village square meeting for instance brings people from different kindred, clans, sub-communities, families and dynasty together in the village square to discuss pressing issues.

Meeting days are communicated to the members of the communities through various medium such as the town crier, gunshot, family, dance, bush burning, market place, visits, religious association and youth association.

According to Eluwa (2010) “The village square is a special square, set aside for communal meetings and activities”. People converge here to discuss topical issues and events that affect their lives. Here important messages are passed to the members of the community.

Messages being passed in the village square include; agricultural innovation messages, which will be critically looked into in this study to be able to ascertain how effective is the village square meeting in disseminating agricultural development programmers in the rural communities.

Agriculture is said to be the art and science of crop and animal production. Development to an economist is all about economic change that realistically enhances people’s earnings in addition to raising their living standards via large scale of production of goods and services.

In the perspective of the philosopher’s development is conceptualized as the attainment of a meaningful degree of mental alertness and the sophistication of human faculties to the level the individual can not only reason well but also, adopt a logical approach to issues arising from human society.

Agricultural development is therefore, all about agricultural change that realistically enhances the ruralites earnings in addition to raising their living standard via large scale production of crops and animals. It is also the attainment of meaningful degree of mental alertness, and the sophistication of human faculties to

the level that the individual in the society or rural community cannot only reason well but adopt a logical approach to agricultural problems or issues arising in the rural community.

Agricultural development as been affected positively by the village square meeting will be properly looked into in this study.

## **1.2 Statement of the Research Problem**

Agriculture has from time immemorial remained the major sources of income and revenue generation in the rural area. The production of crops such as yam, cassava, beans, rice vegetable, tree crops like cocoa, banana, plantain palm produce, rubber etc. and animal such as; cattle's, goats domestic fowls, Snails, fish, Agric fowls, duck, turkey, guinea fowl, pigs to mention a few, has remain the base for economic advancement in the rural communities in Nigeria. In spits the enormous contributions of various media both traditional (old media) and the mass media (new media) of communication, viz the village square as a medium of traditional media, some rural communities are still lagging behind in agricultural advancement. Though, a lot of agricultural innovation programmes have been initiated by the federal, state, and local government, poor planting methods, poor method of pesticide, herbicide application etc. have been constraint to agricultural development in the rural area.

This research work strives to investigates if the village square meeting as a medium of traditional communication has really contributed in mobilization and

sensitization of the ruralites on agricultural innovations, if not, it will be of important to suggest a vibrant medium that will be more effective for agricultural development in the rural area since it is statistically proven that about 75% of Nigerians reside in the rural area and often rely on agricultural productivity to be able to contribute to national development.

### **1.3 Objectives of the Study**

The objectives of this study are;

- (1) To determine the role of village square meetings in promoting effective agricultural development in the rural area.
- (2) To find out how people react to agricultural messages received in the village square meetings.
- (3) To determine the influence of agricultural messages passed in the village square meetings on the attitude of farmers in Gakem, Bekwarra L.G.A.

### **1.4 Research Questions**

The research questions are as follows:

- (1) To what extent has village square meeting helped in enhancing agricultural development in Gakem?
- (2) How has the people of Gakem reacted to agricultural development messages passed to them through village square meeting?

- (3) How has the agricultural development messages disseminated in the village square influenced your farming attitude?

### **1.5 Research Hypotheses**

The research hypotheses include;

H<sub>1</sub>: Village square meeting has helped in enhancing agricultural development in Gakem.

H<sub>2</sub>: Agricultural messages passed in the village square meeting influenced the attitude of the farmers in Gakem?

### **1.6 Scope of the Study**

This study is based on effective use of village square meeting for agricultural development in rural area. The method and techniques of disseminating information in the rural area using the village square meeting, remains the base of this study.

The study covers Gakem community of Bekwarra North L. G.A in Cross River State.

### **1.7 Significance of the Study**

This study will be relevant to national and rural agricultural development agencies such as the National Agricultural Development Agencies (NADA) at the national level, and State Agricultural Development Agencies (SADA) at the state level. The study will also help environmental activist, bankers, educators, economist, politicians, teachers, media practitioners etc. to be able to ascertain and evaluate the

strength and weakness of the traditional media and to device the best means or channels of disseminating information in the rural area, since findings from these study will reveal new trends on the impact of village square meeting in the rural area.

The study will also contribute immensely to all academic fields whose activities are affiliated with the rural communities. The study will help government, NGOs and other bodies who are interested in agricultural development in the rural area to identify the village square meeting as an important medium of packaging agricultural development programmes, that will lead to high agricultural productivity and rural development.

The study will to a very large extent be of benefit to future researchers who wish to carryout study in this area, since this study when completed is subject to replication as criteria in research.

Findings from this study will also help the Government (Federal state and local government) to device a means of enhancing agricultural innovation programmes through the village square meeting and other viable mediums of traditional media.

## **1.8 Definition of Terms**

The following terms in this study where operationally defined thus;

- (1) Impact
- (2) Village square meeting
- (3) Agricultural Development



(4) Rural Development.

- ❖ **Impact:** Impact in this study has to do with how village square meeting has contributed to agricultural development.
- ❖ **Village Square Meeting:** Village square meeting in this study is a gathering of the rural dwellers which gives them the opportunity to discuss issues affecting them.
- ❖ **Agricultural Development:** It is an improvement in the method or style of agricultural practice to enhance high productivity.
- ❖ **Rural Development:** This has to do with the positive transformation that enhances the living standard of the ruralites.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviews relevant literature related to the topic of study which is “Impact of Village Square Meeting on Agricultural Development of Gakem, Bekwarra L.G.A of Cross River State”. Also the concept of village Square meeting, agricultural development were reviewed. The theoretical framework of the study was equally reviewed.

#### **2.2 Review of Concept**

##### **2.2.1 Concept of Village Square Meeting**

The village square is one of the unavoidable medium in traditional Africa Communication System. The village square accommodates a lot of activities ranging from meetings, dance, Drama, masquerade display, display of products to mention a few.

According to Eluwa (2010), the village square is a special square, set aside for communal meetings and activities; people converge here to discuss topical issues and events that affects their lives. Here important messages are passed to the persons who in turn react immediately. She goes further to add that such event and activities can be cultural dance, festive performance, unavailing of a community project, coronation etc.

Ume – Nwagbo (1994) describes the village square as community viewing centre’s that has been in practices for decades in many part of the world including

second and third world countries. The concept integrates the issue of localizing meaningful and effective public access to information in the traditional media of communication, and to enhance active participation by each and every member of the community viz traditional rulers, council of elders, king council, rural women, elders, youths and children in activities that could enhance agricultural development in the rural areas.

Furthermore, he added that communication that has to do with the village squares is full of potentials for the largely African communities. But much as one appreciates the immense possibilities of the trado-modern media set up, it would be foolhardy not to recognize the existence of some sociological blocks which may lessen the applicability of the concept “village square meeting”. He goes further to say that “some communities for some reasons, are less inclined to communalistic activities that take place in the village square; while some others are more republican and isolationistic in their behavior.

Ume – Nwagbo (1994) sees the village square concept as a potential nucleus of network of information service, which can prime up community awareness to collective rural development.

In other words, information from the village square meetings or discussions are pertinent to development particularly agricultural development which is about 80% of the economic activities undertaken by the rural communities in Nigeria “Gakem to be precise”

....In every rural community the village square meeting plays crucial roles in the molding and development of the economy. Be it political economical, social economy and other sub-systems (Components) of the larger economy, the village square as a medium provides a string that binds them together for an effective functioning of the rural communities. The village square meetings have to wade into the dynamics of our society and provide the binding force that propels the economy and lead to agricultural development. Achor (2002).

### **2.2.2 Concept of Agricultural Development**

Agriculture is defined by the Longman Dictionary of Contemporary English as “the practice or science of farming.”

It is also the science, art or practice of tilling the earth to produce crops and rearing of animals. It can also be referred to as the preparation and marketing of the resulting products. But this is more in reference to business or agricultural marketing.

Furthermore, it is a partnership between man and the land in an effort to produce crops such as yam, cassava, melon, cocoa, millet, maize, Guinea corn, fruits, vegetable and livestock’s like cattle, fowl, goat, horse, donkey, Guinea Fowl, Snail to mention a few.

Agriculture according to Willy and Gina (1997) is the provision of food, foreign exchange, income, employment and raw materials especially in the developing nations like Nigeria, no doubt the agricultural sub-sector deserves more than its present share of funding from the financial system.

Agricultural development can therefore be referred to as the expansion of agricultural sector of the economy through the improvement of quality items of output. It is also the expansion of agricultural products and materials to enable its services.

Sayambola (1979) observed that the physical requirements for agricultural development may generally be considered to be improved farming techniques with proper adequate use of such inputs as fertilizers, pesticides, herbicides, improved seeds, planting style, water storage facilities, marketing and transportation.

However, he added that the adoption of these innovations techniques and inputs used by large number of farmers depend on their willingness and ability to do so. Thus, for agricultural development to take place, adequate support is needed from other sectors like the media, banks, industries, government, agricultural development agencies, since it needs improved seeds, improved varieties of crops and livestock, fisheries etc. inputs like fertilizers, pesticides, machinery and equipment and implements all of which are produced outside agriculture.

### **2.3 Theoretical Framework**

A theory is an attempt to explain a phenomenon – a symbolic creation designed to explain why phenomena occur in the patterns we observe (Infanto, Rancer and Womack, 1990).

It is also a set of interrelated general principles combined in such a way that it explain the complex relationship existing between two or more variables.

A phenomenon like Communication is a complex one, communication theory helps to create an avenue for understanding this process by interpreting it in more useful, flexible and simple ways. Theories help us to understand why, it also attempt to determine and explain what effect a particular phenomena have on an individual and the society.

The notion of this study will be based on the development theory of the press. The development media theory is one of the four normative press theory and it was one of the media theories that was added by Dennis McQuail in 1987 to the already existing four theories of the press.

The development media theory owes it origin to the United Nations Educational Scientific and Cultural Organization (UNESCO) which set up was as today referred to as the McBride commission in 1979. This theory is opposed to dependency and foreign domination and to arbitrary authoritarianism. It accepts economic overriding objectives. The main aim of this theory is that press freedom should be open to restriction according to economic priorities and development needs of society.

Based on the goal and objectives of the media theory as stated above, most developing and under developing nations adopt the basic principles as asserted in this theory to enable them use the media for effective development.

Again to state how peculiar this study is in the aspect of development communication in the context of this study, a brief step will be taken to highlight some basic roles and functions that has been assigned to the media in other to gain development.

According to Wilbur Schramm (1964), communication via the media should do the following in the business of development.

- (1) Help to create a climate of development. By informing the people on regular basis, the mass media he said encourage people to open up and embrace positive changes that can transform their lives. This account for healthy and sustainable development.
- (2) They raise people's aspirations by motivating them to aim high.
- (3) Focus attention on development through agenda setting.
- (4) Widen people's horizons, thereby helping them to read, see and or hear about unknown places and people and consequently learn from such experience.
- (5) Help in the decision making process by providing a common platform for opinion expression and the exchange of ideas necessary or needed for sound social, political and economic decision.
- (6) Help to create new culture cum norms, reinforcing relevant existing culture, norms and modify where necessary, an aspect of the norms that call for development.
- (7) Broaden policy dialogue, using government especially national government policies are discussed at the national level to the exclusion of the rural dwellers. The onus therefore, lies on the instruments of the media (traditional and the mass media) to bring these dialogues or discussions to the attention of the ruralites for mass participation. Thus, the traditional media can adopt the use of various medium like the village square meeting, town crier, dance,

drama, etc. to inform the ruralite on these policies and developmental plans of the government.

- (8) The media should form new taste by bringing to the awareness of people new product or ideas, agricultural innovations in terms of modern equipments agro-allied chemicals etc.
- (9) Confer status on individuals and issues in society including developmental issues.

The above mentioned points postulated by Wilbur Schramm shows that development depend largely on the ability of the media to inform and educate the people on what to do.

It is against this background that the village square meeting could be used to mobilize the rural folks for agricultural development in the rural areas.

## **2.4 Summary**

This chapter was anchored on the review of concept of village square meeting, concept of agricultural development. Also a conscious effort was made to review the theoretical framework.



## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the methods employed in the research which include; the research design, population of study, sample technique/sample size, description of research instrument, validity and reliability of data gathering instrument, method of data collection and finally method of data analysis.

#### **3.2 Research Design**

Research design is a blueprint which specifies how data relevant to a given identified problem should be collected and probably analyzed to produce authentic result.

The most suitable research design for this study is survey since it focus on people the vital facts of people, beliefs, opinion and attitude.

Hence the design will be used not only to uncover the identified problem but also to provide a solution to the identified problem base on data generated from the field.

#### **3.3 Population of Study**

This is the target of the study. It specifies the aggregate of items or persons from whom data pertinent to the study were collected. It is the actual or definite

population to be studied which must be obtained from relevant source office or record book.

The population of study was that of Gakem, Bekwarra L.G.A of Cross River State which has the population of 20,000.

### **3.4 Sample Technique/Sample Size**

Sample is said to be a small group of elements or subjects drawn through a definite procedure from the specific population of study. Sample is used to study a part of the entire population which cannot be studied and based on the findings generalization is made. The systematic random sampling technique was used to select a sample size of 200. In doing this, the researcher established a sampling interval of 10<sup>th</sup> and using it to select sample size of 200 from the population of study.

### **3.5 Description of Research Instrument**

The instrument used in gathering data for this study is the questionnaire. The questionnaire was basically structured for this study inline with the research question stated in chapter one of the study.

The questionnaire is structured in close ended format providing options that guides the respondent in providing answers to the questions.

The questionnaire is made up of two sections section (A) and (B) section (A), dealt with the demography of the respondents. While section B dealt with the real research questions, with a view to solving them.

### **3.6 Validity/Reliability of Data Gathering Instrument**

The instrument for data collection in the study was well structured and approved by the researcher's supervisor as valid for gathering information. Also, the questionnaire instrument was valid and reliable because they constantly measure what is relevant for the study.

### **3.7 Method of Data Collection**

The questionnaire distributed to respondent was collected by the researcher through frequent visits to the respondents. The researcher distributed a total of 200 copies of questionnaire and he was able to retrieve 195 copies.

### **3.8 Method of Data Analysis**

Table, frequencies and percentage were used to decode data collected for easy analysis and chi-square statistical analysis was used in testing the hypothesis.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND RESULTS

#### 4.1 Introduction

In this chapter, the data analysis and the results arrived at were presented. The village of Gakem, Bekwarra Local Government of Cross River State was studied. A total of 200 copies of questionnaire were distributed and encouragingly, all were completed and returned. This shows 100% response, which is highly appreciated.

Meanwhile, it was as a result of the receptive nature of the respondents as well as personal approach which the researcher adopted in administering the questionnaire.

The study answered the following research questions;

- To what extent has village square meeting helped in enhancing agricultural development in Gakem?
- How has the people of Gakem reacted to agricultural development messages passed to them through village square meeting?
- How has the agricultural development messages disseminated in the village square influenced your farming habit?

Analysis of Demographic Data

##### 4.1.1 Table 1: Gender distributions of the respondent

Option	Frequency	Percentage
Male	135	67.5%
Female	65	32.5%
<b>Total</b>	<b>200</b>	<b>100</b>

The above table shows that 123 (07.5%) respondents were male 65 (32.5%) respondents were female; this shows that most of the respondents were male.

**4.1.2 TABLE 2: Age distribution of respondents**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
20-30 years	30	15%
31-40 years	40	20%
41-50 years	50	25%
50 and above	80	40%
<b>Total</b>	<b>200</b>	<b>100</b>

The above table shows that 30 (15%) respondents were between the age range of 20-30 years, 40 (20%) were between the age range of 31-40 years, 50 (25%) were between the age range of 41-50 years, while 80 (40%) were between the age range of 50 and above. This shows that a greater number of the respondents fall within the age range of 50 and above.

**4.1.3 TABLE 3: Occupational distribution of respondents**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Student	30	15%
Civil servant	60	30%
Teacher	40	20%
Self employed	35	17.5%
Any other specify	35	17.5%
<b>Total</b>	<b>200</b>	<b>100</b>

The data collected in the above table shows that out of 200 respondents that completed and returned their questionnaire, 30 (15%) respondents were student, 60 (30%) were civil servant, 40 (20%) respondents were teachers, 35 (17.5%) were self employed, while 35 (17.5%) respondents specified that they are farmers. This shows that most of the respondents were civil servants.

**4.1.4 TABLE 4: Educational Qualification of Respondents**

<b>Option</b>	<b>frequency</b>	<b>percentage</b>
WAEC/NECO	60	30%
OND/HND	20	10%
BSC/MSC	50	25%
Any other specify	70	35%
<b>Total</b>	<b>200</b>	<b>100</b>

The table above shows that 60 (30%) respondents have WAEC/NECO certificate, 20 (10%) respondents are OND/HND holders 50 (25%) respondents are BSC/MSC holders, while 70 (35%) respondents specified that they were farmers. These shows that a grater numbers of the respondents are farmers and are illiterate, others have lower class certificates. The researcher assisted the illiterate people by reading out the question of the questionnaire and indicating their responses against the questions using Bekwarra as the major language understood by the respondents.

**4.1.5 TABLE 5: Marital Status of the Respondents**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Singe	50	25%
Married	130	65%
Divorced	20	10%
<b>Total</b>	<b>200</b>	<b>100</b>

In table 5. The data collected shows that out of 200 respondents that completed and returned their questionnaire, 50 (25%) were single 130 (65%) were married, 20 (10%) respondents were divided, this shows that most of the respondents were married.

Analysis of Data from Survey (Questionnaire)

**4.1.6 TABLE 6: Showing Response for the Forms of Gathering/ Meetings That Are Obtainable In Various Communities**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Village square meeting	120	60%
Town hall meetings	30	15%
Family gathering	40	20%
Religious gathering	10	5%
<b>Total</b>	<b>200</b>	<b>100</b>

In the above table the data collected shows that 120 (60%) respondents are of the opinion that they have village square meetings in their community, 30 (15%) are

of the opinion that they have town hall meetings, 40 (20%) have family gatherings and 10 (5%) have religious gathering as a medium of communication. This shows that of all the mediums available in the rural community, the village square is most commonly used in the communities.

**4.1.7 TABLE 7: Showing Response For If Agricultural Issues Has Been Discussed In The Meetings Mentioned In Questions 6 Above.**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	120	60%
No	80	40%
<b>Total</b>	<b>200</b>	<b>100</b>

The above table shows that 120 (60%) respondents agreed that agricultural issues are discussed in the above mentioned meetings, 80 (40%) respondents said No that agricultural issues are not discussed. A greater numbers of the respondents said yes that agricultural issues are discussed in the above mentioned meetings.

**4.1.8 TABLE 8 Showing Response For The Extent To Which These Meetings Has Helped In Sensitizing Farmers To Participate In Agriculture.**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
To small extent	60	30%
To a great extent	40	55%
Can't say	30	15%
<b>Total</b>	<b>200</b>	<b>100</b>



In the above table the data obtained shows that 60 (30%) respondents said that the meetings has to a small extent helped in sensitizing farmers to participate in agriculture, 110 (55%) respondents said that the meetings has to a great extent helped in sensitizing farmers to participate in agriculture 30 (15%) said they can't say if the meetings has helped or not. This shows that a greater numbers of the respondents are of the opinion that the meetings has to a great extent helped in sensitizing farmers for agriculture.

**4.1.9 TABLE 9: Showing Response on Whether Village Square Meeting Serve As a Forum for Traditional Communication in Your Community**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	150	75%
No	50	25%
<b>Total</b>	<b>200</b>	<b>100</b>

The data obtained from the above tables shows that 150 (75%) respondents said yes that the village square meetings serve as a forum for traditional communication,, 50 (25%) respondents said no that the village square meetings is not a forum of traditional communication. This shows that a greater numbers of the respondents are of the opinion that the village square meeting is a viable and credible forum of traditional communication in some community.

**4.1.10 TABLE 10: Showing Response on How Often Is Village Square Meeting Held in a Community**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
2-3 Times a week	33	16.5%
2-4 Times a month	57	28.5%
5-6 Times a year	65	32.5%
Can't say	45	22.5%
<b>Total</b>	<b>200</b>	<b>100</b>

In the above table, data obtained shows that 33 (16.5%) respondents said that village square meetings are held 2-3 times a week in their community, 57 (28.5%) respondents said it is held 3-4 times a month, 65(32.5%) said it is held 5-6 times annually, 45 (22.5%) can't say. This means that a greater numbers of the respondents agreed that village square meetings are held in a frequent intervals. And a greater number of the respondents agree that it is held 5-6 times annually.

**4.1.11 TABLE 11: Showing Response on the Level of Agreement That the Village Square Meeting Has Helped in Mobilizing Farmers for Agricultural Development.**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	28	14%
Disagree	25	12.5%
Strongly agree	89	44.5%
Strongly disagree	23	11.5
Can't say	35	17.5%
<b>Total</b>	<b>200</b>	<b>100</b>

The data obtained from the above table shows that 28 (14%) respondents agreed that the village square meeting has helped in mobilizing farmers for agricultural development, 25 (12.5%) respondent disagreed that the village square meeting has helped in mobilizing farmers for agricultural development, 89 (44.5%) respondents strongly agreed, 23 (11.5%) strongly disagreed, 35 (17.5%) can't say. This implies that a larger number of the respondents are of the opinion that the village square meeting has helped in mobilizing farmers for agricultural development, which means that the village square meeting is a credible medium for information dissemination in the rural communities.

**4.1.12 TABLE 12: Showing Response on Whether Farmers Has Been Responding To Agricultural Messages Obtained In the Village Square Meetings**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Positively	127	63.5%
Negatively	53	27.5%
Can't say	20	10%
<b>Total</b>	<b>200</b>	<b>100</b>

The above table shows that 127 (63.5%) respondents said farmers responded positively to agricultural messages, 53 (27.5%) said they responded negatively, and 20 (10%) respondents can't say. This shows that a greater number of farmers responded positively to agricultural messages passed in the village square meeting.

**4.1.13 TABLE 13: Showing Response On If Agricultural Messages Passed In The Village Square Meeting Has Advanced Farmers Habit.**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	156	78.0%
No	25	12.5%
Can't say	19	9.5%
<b>Total</b>	<b>200</b>	<b>100</b>

In the above table, the data obtained shows that 156 (78%) respondents said yes that agricultural messages passed in the village square meeting has advanced their farming habit, 25 (12.5%) said No, while 20 (10%) can't say or had no opinion. This shows that a greater number of the respondents are of the opinion that farmers has been influenced by agricultural messages passed in the village square meetings.

**4.1.14 TABLE 14: Showing Response for If Your Response To Question (14) Yes And If Yes In What Aspect Of Farming Has This Advancement Taken place**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Tillage method	44	22%
Planting techniques	54	27%
Fertilized application	52	26%
Pest control	50	25%
<b>Total</b>	<b>200</b>	<b>100</b>

The above table shows that 44 (22%) respondents said the village square meeting advance their tillage method, 54 (27%) respondents said advanced their planting techniques, 52 (26%) said it advanced their pest control knowledge. This shows that a greater numbers of farmers said it advance their plating techniques.

**4.1.15 TABLE 15: Showing Response For Whether The Village Square Meetings Has Helped In Advancing Farming Knowledge As Compared To Other Mecums Of Traditional Media Like Town Cried, Drama Etc.**

<b>OPTION</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	136	68%
No	24	12%
<b>Total</b>	<b>200</b>	<b>100</b>

In the above table, the data abstained show that 136 (68%) respondents said yes that the village square meetings has helped in advancing their farming knowledge as compared to other mediums of the traditional media of communication mentioned above, 24 (12%) said no, 40 (20%) said they had no opinion. This shows that a greater number of the respondents are of the opinion that the village square meetings has helped in advancing their farming knowledge as compared to other mediums of the traditional media.

#### **4.2 Testing of Research Hypotheses**

Here the two hypotheses used for this study were tested using the chi-square statistical technique. The aim of these hypotheses testing was to find out, if the various variables in the hypotheses were statistically related. However, in testing the hypotheses we compared observed frequency with expected frequency, and the probability level of testing all the hypothesis was 0.05.

## Hypotheses Testing

H<sub>1</sub>: Village square meeting has helped in enhancing agricultural development in Gakem.

### Calculation of Chi-square for Hypothesis One.

**Table 4.2.1 chi-square computation for hypothesis one.**

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

OPTION	F <sub>o</sub>	F <sub>e</sub>	(F <sub>o</sub> -F <sub>e</sub> )	(F <sub>o</sub> -F <sub>e</sub> ) <sup>2</sup>	$\frac{(F_o-F_e)^2}{F_e}$
YES	156	67	89	7921	118.22
NO	25	67	42	1764	26.33
CAN'T SAY	19	67	48	2303	34.37
<b>TOTAL</b>	<b>200</b>				<b>178.92</b>

$$X^2 = 178.92$$

$$DF = 2$$

$$P = 0.05$$

$$\sum XU^2 = 5.994$$

$$X^2 = \text{Calculated chi-square value}$$

$$DF = \text{No of categories}$$

$$P = \text{level of significance}$$

$$\sum XU^2 = \text{Probability table level}$$

## Result

The test shows that calculated chi-square value is 178.92, while the table value at 0.05 probability level under (2) degree of freedom, is 5.994. This means that the calculated chi-square value ( $\chi^2=178.92$ ) is greater than the table value (5.994)

## Decision Rule

Accept research hypothesis if the calculated chi-square value is greater than the table value. In the other hand reject research hypothesis and accept null hypothesis if the calculated chi-square value is less than the table value.

## Decision and Conclusion

Base on the decision rule stated above according to our result. We accept the research hypothesis since it received statistical support. Therefore, village square meetings has helped in enhancing agricultural development in Gakem.

## Hypothesis Two

H<sub>2</sub>: Agricultural messages passed in the village square meetings have influenced the attitude of the farmers in Gakem.

## Calculated Chi-square for Hypothesis Two

**Table 4.2.2 Chi-square computation for hypothesis two.**

Calculated as  $\chi^2 = \frac{(O-E)^2}{E}$

<b>OPTION</b>	<b>Fo</b>	<b>Fe</b>	<b>(Fo-Fe)</b>	<b>(Fo-Fe)<sup>2</sup></b>	<b><u>(Fo-Fe)<sup>2</sup></u> Fe</b>
YES	136	67	69	4761	71.06
NO	24	67	-43	1849	77.04
No opinion	40	67	-27	729	18.23
<b>TOTAL</b>	<b>200</b>				<b>166.33</b>



$$\begin{array}{rcl}
X^2 & = & 166.33 \\
DF & = & 2 \\
P & = & 0.05 \\
\sum XU^2 & = & \mathbf{5.994}
\end{array}$$

## **Result**

The above test shows that calculated chi-square value is 166.33 while the table value at 0.05 level of probability under two (2) degree of freedom, is 5.994. This means that the calculated chi-square value ( $x^2=166.33$ ) is greater than the table value (7.815)

## **Decision Rule**

Base on the decision rule stated in hypothesis one above, and according to our results we accept the research hypothesis since it received statistical supports. Therefore, agricultural messages passed in the village square meetings has influenced the attitude of farmers in Gakem.

## **4.3 Discussion of Findings**

This study has further supported some earlier postulations with regards to the effectiveness of the village square meetings in Gakem community.

Firstly in the calculation of chi-square for hypothesis one the result shows that village square meeting has helped in enhancing agricultural development in Gakem, as such the village square meeting is an effective and credible communication channel in Gakem.

The study revealed from the calculation of chi-square for hypotheses two shows that agricultural messages passed in the village square meetings has influenced the attitudes of farmers in Gakem. From the calculated chi-square from the hypotheses the results show that the village square meeting play a complementary role which the mass media cannot afford.

Finally, Mac Bride et al, stated that even though modern technologies are increasing constantly, humans are still making use of traditional modes of communication. This postulation supports the findings in the calculated chi-square for the hypotheses which show that the village square meetings enhanced rural communication.

Thus from the findings the two research and hypotheses in the study got an overwhelming support. The research hypotheses have been confirmed and authenticated therefore, the village square medium is a tool for effective communication in Gakem community.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

The objective of this study was to determine the impact of village square meeting on the agricultural development of Gakem in Bekwarra Local Government Area. Survey research design was adopted using the questionnaire for the gathering of data. Following the analysis of data and discussion of findings, this chapter presented the summary of findings, conclusion and recommendation.

#### **5.2 Summary**

The findings among others showed that: the village square meeting is one of the mediums available for information dissemination in Gakem, Bekwarra Local Government Area of Cross River State, going by the level of response giving by respondents.

The village square meeting is highly viable as majority of the farmers access agricultural innovation messages passed in the village square meeting.

Also the findings has revealed that base on the viability and credibility of the village square meeting, it has helped in advancing agricultural development in Gakem.

Finally, this advancement as disclosed by this study shows that it was as a result of the adherence to the messages passed in the village square meeting.

### **5.3 Conclusion**

This study has disclosed that the people of Gakem in Bekwarra local government area of Cross River State has been influenced to a large extent by the village square meeting as a medium of the traditional media. Findings indicate that they are aware of agricultural messages passed in the village square meeting and that they have acquired agricultural knowledge through this medium.

### **5.4 Recommendations**

Based on the findings and conclusion of this study, the following recommendations were made

- (a) The village square medium should advance in the dissemination of agricultural messages in Gakem in order to achieve sustainable agricultural development.
- (b) That the village square meeting should be improved in terms of the quality, the technical facilities as well as the presentation of agricultural development programmes for the wellbeing of farmers and the entire community.
- (c) Participants in the dissemination of agricultural messages via the village square meeting, should be empowered with adequate fund, also more meetings on agricultural development should hold in order to educate farmers in Gakem.
- (d) Further studies should be conducted on the credibility of the village square meeting and how farmers respond to messages passed in order to be able

to know possible areas of advancement and the best means of reaching farmers using the village square meeting.

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## **APPENDIX A**

Department of Mass Communication  
Caritas University,  
Amorji-Nike  
Enugu.  
11 June, 2014.

Dear Respondent,

I am a final year student in the above named department and institution, writing a research project on impact of village square meeting on agricultural development.

This work is purely for academic exercise and shall be treated confidentially and I assure you that all the information given will be treated in utmost confidence.

Thanks.

Yours Faithfully,

**Agabi, John**

## APPENDIX B

Please tick (✓) as your responses from the options provided.

### SECTION A

1. What is your sex?  
(a) Male [ ] (b) Female [ ]
2. What is your age?  
(a) 20-30 [ ] (b) 31-40 [ ] (c) 41-50 [ ]  
(d) 50 and above [ ]
3. What is your occupation?  
(a) Student [ ] (b) Civil Servant [ ]  
(c) Teacher [ ] (d) Self employed [ ]  
(e) Any other specify.....
4. What is your educational qualification?  
(a) WAEC/NECO [ ] (b) OND/HND [ ]  
(c) B.Sc./MSC [ ] (d) Any other specify.....
5. What is your martial status?  
(a) Single [ ] (b) Married [ ] (c) Divorced [ ]

### SECTION B

6. What form of gathering/meetings are obtainable in your community?  
(a) Village Square [ ] (b) Town hall meetings [ ]  
(c) Family gathering [ ] (d) Religious group meetings [ ]
7. Has agricultural issues been discussed in any of the meetings mentioned in question (6) above? (a) Yes [ ] (b) No [ ]



8. If your response to question (7) is yes, to what extent has this meetings helped in sensitizing farmers to participate in agriculture?
- (a) To a small extent [ ] (b) To a great extent [ ] (c) Can't say [ ]
9. Does the village square meetings serve as a forum for traditional communication in your community?
- (a) Yes [ ] (b) No [ ]
10. If yes how often is village square meeting held in your community?
- (a) 2-3 times a week [ ] (b) 3-4 times a month [ ]
- (c) 5-6 times a year [ ] (d) Can't say [ ]
11. Do you agree that the village square meeting has helped in mobilizing farmers for agricultural development?
- (a) Agree [ ] (b) Disagree [ ] (c) Strongly Agreed [ ]
- (d) Strongly disagree [ ] (d) Can't say [ ]
12. How has farmers in your community responded to agricultural messages obtained from the village square meetings?
- (a) Positively [ ] (b) Negatively [ ]
- (c) Can't say [ ]
13. Has agricultural messages passed in the village square advanced your farming habit?
- (a) Yes [ ] (b) No [ ]
14. If your response to question (13) is yes, in what areas of farming has this advancement taken place?
- (a) Tillage method [ ] (b) Planting techniques [ ]
- (c) Fertilizer application [ ] (d) Pest Control [ ]

15. Has the village square meetings helped in advancing your farming knowledge as compared to other mediums of traditional media like town crier, drama, gunshot etc.

(a) Yes [       ]       (b) No [       ]       (c) No opinion [       ]