

**A STUDY OF OGUGU COMMUNITY IN AWGU LOCAL  
GOVERNMENT AREA OF ENUGU STATE)**

**BY**

**ONYEKAMEZIE CECILIA**

**MC/2008/330**

**DEPARTMENT OF MASS COMMUNICATION  
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES  
CARITAS UNIVERSITY,  
ENUGU, STATE.**

**AUGUST, 2012.**

**TITLE PAGE**

**THE ROLE OF COAL CITY 92.8 FM ON RURAL DEVELOPMENT:  
( A STUDY OF OGUGU COMMUNITY IN AWGU LOCAL  
GOVERNMENT AREA OF ENUGU STATE)**

**BY**

**ONYEKAMEZIE CECILIA**

**MC/2008/330**

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF  
MASS COMMUNICATION**

**FACULTY OF MANAGEMENT AND SOCIAL SCIENCES**

**CARITAS UNIVERSITY,**

**AMORJI-NIKE,**

**ENUGU.**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE  
AWARD OF BACHELOR OF SCIENCE (B.Sc ) DEGREE IN  
MASS COMMUNICATION,**

**AUGUST, 2012.**

**Declaration**

I, Onyekamezie Cecilia hereby declare that this research work was written by me and has not been submitted or received any where for the purpose of acquiring a degree in Mass Communication

.....

.....

Onyekamezie Cecilia

Date

**Certification Page**

I certify that this study was carried out by Onyekamezie Cecilia. It was approved by the Department of Mass Communication, Caritas University, Amorji-Nike Enugu as meeting the requirements for the award of Bachelor of Science, B.Sc (Hons) Mass Communication.

.....

Dr. Regina Acholonu  
Project Supervisor

Date.....

.....

Dr. Regina Acholonu  
(Head of Department)

Date.....

.....

External Supervisor

Date.....

## **Dedication**

This research work is dedicated to God, the Father of men for bringing me to a successful completion of this work, God the Son who made me His friend and exchanged my worries and difficulties with His glory, God the Holy Spirit for the comfort and innermost peace with which He sustained me all through the duration of the programme. Also, to Our Blessed Virgin Mary.

## **Acknowledgements**

My profound gratitude goes to God Almighty and to Our Blessed Virgin Mary, Mother of perpetual help.

My immense regards go to my supervisor a mother and a friend indeed, Dr. (Mrs.) Regina Acholonu, who despite her tight schedules made out time to go through this work, and made the necessary corrections. May God bless you. My regards also go to my worthy lecturers, Mrs. Tina Obi, Mr. Obasi Ferdinand, Mr. Ugwuanyi Felix, Mrs. Benson-Eluwa . Virginia, Mr. Edeh Jude, Mr. Agboeze Damian and Mr. Nwonu Clifford, for their immeasurable impact of knowledge in my life.

My sincere thanks go to my ever loving and caring parents, Mr. and Mrs. T. A. Onyekamezie whose love for education above all things brought me this far. I couldn't have wished for better parents.

My special regards go to my siblings; Mary, Sito, Ezinne, Uzor, Chinenye. I thank God for you all and for your presence in my life. May God keep blessing you with everything good. Also to my very good friend Osita Ezenwah for his financial support. May God bless you.

Many thanks go to my roommates; Sylver, Mary, Joy, Amara, and Ezinne may God see you through in your academic lives.

My thanks also go to my friends Sammie, Chinenye, Chinwe, Joan, Esther, Emily, Uche, Nkechi, Chiamaka, Ruth, Chizoba, Nkiru and Princess. Your presence in my life made my stay worthwhile. May God bless you all and shower you with His blessings as long as you live. Amen.

## **Table of Contents**

Title Page

ii

Declaration	iii
Certification Page	iv
Dedication	v
Acknowledgement	vi
Table of Contents	vii
List of Tables	ix
Abstract	xi

## **CHAPTER ONE: INTRODUCTION**

1.1	Background of the Study	1
1.2	Statement of the Problem	3
1.3	Objectives of the Study	3
1.4	Research Questions	3
1.5	Scope of the Study	4
1.6	Significance of the Study	4
1.7	Operational Definition of significant Terms	4

## **CHAPTER TWO: LITERATURE REVIEW**

2.1	Introduction	5
2.2	Review of Concepts	5
2.2.1	The Concept of Radio Broadcasting	5
2.2.2	The Concept of Rural Development	6
2.3	Review of Related Studies	7
2.4	Theoretical Framework	12
2.5	Summary	12

## **CHAPTER THREE: RESEARCH METHODOLOGY**

3.1	Introduction	13
-----	--------------	----

3.2	Research Design	13
3.3	Population of the Study	13
3.4	Sampling Technique/ Sample Size	14
3.5	Description of the Research Instrument	15
3.6	Validity of Data Gathering Instrument	15
3.7	Method of Data Collection	15
3.8	Method of Data Analysis	15

#### **CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS**

4.1	Introduction	16
4.2	Data Presentation and Analysis	16
4.3	Discussion of Findings	25

#### **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

5.1	Introduction	28
5.2	Summary of Findings	28
5.3	Conclusion	28
5.4	Recommendations	29
5.5	Suggestion for Further Studies	29
	Reference	30
	Appendix A	32
	Appendix B	33

#### **List of Tables**



## **Demographic Data Table**

Table 1: Demographic Data on Sex	16
Table 2: Age distribution	17
Table 3: Educational Status	17
Table 4: Occupation distribution	18
Table 5: Access to radio	18
Table 6: Listenership to radio	19
Table 7: Awareness of the programme “Awgu ulu je”	19
Table 8: frequency of respondents listenership to “Awgu ulu Je”	19
Table 9: Distribution of respondents showing whether the programme “Awgu ule je” is embraced by them	20
Table 10: Extent to which the programme is embraced	20
Table 11: government encouragement of rural development programme	21
Table 12: Distribution showing how well the programme is accepted	21
Table 13: Distribution showing what respondents have achieved from the programme “Awgu ule je”	22
Table 14: Reason for poor acceptance	22
Table 15: Other factors responsible for poor acceptance of the programme	23

Table 16: Broadcast time of the programme	23
Table 17: Suggested broadcast time	24
Table 18: distribution showing if something would be done to improve the programme	24
Table 19: Suggestions for improvement	25

## **Abstract**

The aim of this study was to examine the role of Coal City 92.8FM in the rural development of Ogugu community in Awgu Local Government Area of Enugu State. To achieve this, the survey research method was used. Subjects were drawn from Ogugu community in Awgu Local Government Area. Using the simple random sampling technique and purposive sampling. Three research questions guided the study. Research findings showed that a great number of people in Ogugu community of Awgu Local Government Area, have access to radio sets. To this end, the researcher recommended that Coal City 92.8FM should increase the frequency in the broadcast of community development programme in order to let more of the rural dwellers become aware of the programme. The researcher suggested that further studies should be carried out on rural development in order to sensitize the government and other broadcast media organization on intensive rural development activities.