

Abstract

The title of this project is “Impact of Urhobo Voice Newspaper on Development of Ovwain Community in Udu Local Government Area of Delta State”. To achieve this objective, the study made use of the survey method which involved personal interview and administration of questionnaires on respondents in Ovwain Community and the aim of this exercise was to obtain the data needed for the successful execution of the study. The study made use of table to analyse the data collected from a random sampling of respondents. It also used the simple percentage to analyse the data. The study reveals that Community Newspaper (Urhobo Voice) have impact on Development. It has been able to establish that the Urhobo Voice as a community Newspaper has helped in improving the standard living of the Ovwain people in their community. The study urges both government and private individual to emulate the publisher of the Urhobo Voice by establishing more community newspaper in the rural areas to enable development take place. Finally, the study recommends the granting of soft loans by the government to interested individual to establish newspapers in the rural areas. This with a view to encourage private ownership of the mass media.

CHAPTER ONE

INTRODUCTION

1.1. Background Of The Study

A community newspaper is that paper established in the rural area with the basic aim of bringing development closer to the grassroots. A community newspaper should be a community in outlook reporting the activities of the community to the outside world. It is also a veritable medium through which the people are informed about government policies and programmes. To this end, it could be rightly said that a community newspaper has significant impact on national development since effective development of any nation commences from the grassroots.

Igwe (1991:175) agrees with the above postulation when he declares that “a rural or community newspaper serves the information need of a particular locality. Such papers should not be mistaken for provincial papers such as the Calabar-based pioneer. These have a wider coverage and circulation range beyond state boundaries.

The origin of community newspapers in Nigeria could be traced to 1859 when Reverend Henry Townsend established the first newspaper known as “Iwe Irohin in Abeokuta. According to Akinfeleye (1985:28), which launching the maiden issue of Iwe Irohin, Reverend Townsend said: “my object is to get the people to read... that is to beget the habit of seeking information by reading newspapers”.

This statement could be interpreted to mean that the aim and objective behind the establishment of the Irohin was for the Egba people to seek information from their environment by reading newspaper.

Initially, Iwe Irohin was published fortnight in Yoruba Language and later in both Yoruba and English Languages. It has eight pages with four pages in Yoruba languages and another four supplementary pages in English Language translating the Yoruba version of it.

Akinfeleye (1985:29) throws more light on Iwe Irohin when he says:

“In January 1866, Iwe Irohim for the first time started publishing two separate editions—one in Yoruba language and the other entirely in English language. It continued with two separate editions until these 1867 when it temporally ceased publication as a result of civil disruption (IFOLE) between the Ibadan and Egba traders.... After a short while, Iwe Irohim resumed publication through under a new management but some title and flag”

Akinfeleye also points out that in the beginning the news coverage of Iwe Irohim was limited in scope. For instance, it carried only religious news items such as news transfer of preachers from one parish or location to another, coronations of pastors or preachers, weddings, baptisms, confirmations and the like. It later expanded its news coverage and began to run non-religious news in addition to religious items. It began to carry stories and news about trade and commerce, exhibitions, sports, health, hygienic, educational and other news items of national significance.

Iwe Irohin was particularly informative in its presentation of up-to-date information about schedules of arrivals and departures of ships, cargoes from and to European countries. Crimes reports, nudity, immoral news abstract, alcoholic promotion and the like were unacceptable to the paper.

Akinfeleye concludes by saying that one of the uniqueness of Iwe Irohin is that, it is still the only native language newspaper in the continent of Africa that has lived for over 120 years without any major prolonged stoppage. Today in Nigeria, copies of Iwe Irohin (though now under another management, but same title) can still be found on sale in several Nigerian newsstands particularly in the southern state of Nigeria. Most of its contemporaries have been closed or ceased publication.

Igwe (1991:176) says that “more than 20 years after establishment of Iwe Irohin, three other community newspapers came up in Lagos. These were “the Lagos observer”, “the Lagos Times” and “The Lagos standard”. These papers published the pre-independence socio-political conditions in Nigeria. For this reason, they could have been mistaken for national newspaper. But they were “Lagos community newspapers”.

After the demise of the above pre-independence community newspapers, others sprang up in Nigeria. These could be rightly regarded as post-independence papers. Some of them are already defunct. They are “The Oniwu sun” based in Ikorodu, “The village news” based in Akinale village in the outskirts of Abeokuta, “The Obanta star” and “The Obanta News” based in Ijebu-Ode and “Gaskiya Tafi Kwabo” based in Zaria.

Also worthy of mention are the Onitsha based “Nigerian mirror” which was established in the mid 1960s, “The Lagos News” and the “City Tempo” based in Lagos;

the Makurdi based “voice” which circulates in Benue State and the Uyo based weekly, “The pioneer”.

The introduction/background would be inconclusive without mentioning “the Urhobo Voice” ... a community newspaper – belonging to the Urhobo ethnic group in Delta State – which happens to be focus of this study.

The plan to establish “the Urhobo voice was hatched in 1937 by the current Editor in – Chief and publisher, Mr. Ogbemure Imene. However, it was not until October , 1997 that the first copies of the newspaper hit the newsstands. Its first editor was Mr. Godwin Okpubigbo.

The paper is printed by Uvoh – Amroma International ltd. at No. 1 Orofin Street (Goodday Communication), Maza – Maza, Lagos.

The aims and objectives of the papers are:

1. The creation of awareness for the upliftment of the Urohobo nation,
2. To unite the Urhobo people into one universal spectrum;
3. To act as an organ of universal information to the Urhobo people and become partners in progress with their neighbour for the betterment of all.
4. To capture the essence of the Urhobo world,
5. To champion excellence in grassroots journalism.

Although, the paper has not joined the Audit Bureau of Circulation (A.B.C.), its distribution is undertaken by Mr. Dominic Onunu who is the marketing manager.

The paper has approximate circulation figure of seven thousand (7,000) copies.

At the inception of the paper in 1997, it was published monthly. In April 1999, it became a fortnightly after. Again in September same year (1999) it became a tri-monthly

newspaper. With effect from January 2000 the management will make it a weekly newspaper.

1.2. Statement of the Problem

It is not out of place to say that in most rural communities in Nigeria, there are no community newspapers through which the rural folks could be informed about government policies and programmes and above all mobilized towards improved condition of living. This unfortunate situation has compelled many people to lastly conclude that the print media have no relevance in community development in Nigeria.

It is also known that there are some other communities in Nigeria which are not development, just like Urhobo community at this jet age when even the smaller countries around us are boasting of continues supply of electricity.

The researcher does not want this phenomenon to continue to occur and that is why she has carried out this research.

Also farmers do not have the means of knowing how to make use of the modern farming implements and other things like fertilizer, so farm produce in that community do not yield well. To add to the fact that the traders among them have no means to advertise their products.

This research is therefore undertaken to find out whether community newspaper has impact on development, with particular reference to the Urhobo voice. And this research will also go a long way to but these problem to an end, if they carry out their role in the community properly.

1.3. Objective of the Study

1. To find out whether the community newspaper can be used in the development of our community.
2. To find out the strategy used by the community newspaper in impacting development on Ovwain Community.
3. To find out the benefits of having developed community
4. To examine the factors that many militate against the community newspaper in their effort to help develop our community (Ovwain Community).

.4. Research Question

1. Does the employment of Ovwain people by government of Delta State as a result of Urhobo voice?
2. Does the new developmental project in Ovwain community as a result of sensitization of government by Urhobo voice, like-new school, good road, hospital and creating of awareness etc as a result of how Urhobo voice sensitized the government by Urhobo voice?
3. Does the Urhobo voice have any consequences in mobilizing the people of Ovwain community toward development?
4. Does the Urhobo voice encounter hindrance in their effort to develop Ovwain community through Urhobo voice.

1.5. Scope Of The Study

This study is restricted to a particular community newspaper in Delta State known as “the Urhobo Voice”.

The choice is based on its proximity and patronage. Moreover, Urhobo is Ovwain community in Udu Local Government Area of Delta State.

1.6. Significance Of The Study

The rationale/significance for this study is highlighted as follows:

1. To discover the role of community newspapers plays in development.
2. To discover the effectiveness of the Urhobo voice as a medium of information, education, entertainment and for mobilization the Ovwain community towards sustainable development.

3. To ascertain whether there is alternative channel through which information could be best disseminated to the community under focus.
4. To unravel the problems and prospects of the Urhobo Voice since it inception.

1.7. Limitations Of The Study

The inability of the researcher to visit the Ovwain community in Delta State to solicit the people's response to the project topic, due to time constraint is a major impediment. Nevertheless, it does not in any way affect the overall credibility of the work.

Finance is another limitation. The unfavourable economic climate in Nigeria Limited the acquisition of books on community newspapers and development. Again, this limitation does not affect the credibility of the project since the researcher was able to improvise where necessary.

A lot of traveling was done in searching for search of materials. This involved enormous spending.

Finally, booking appointment with media practitioners, scholars and other personalities whose contributions were crucial to the completion of this projection involved a lot of time and energy.

1.8. Definition Of Terms

Impact:

Impact in this context refers to the effect which community newspapers have on community development. Impact is also the measure of effect or influence of certain event on people.

Urhobo Voice Newspaper

Urhobo voice newspaper is a community newspaper belonging to the Urhobo ethnic group in Delta State, which happens to be the focus of this study. Urhobo voice newspaper is also a newspaper covering event in Urhobo land and offering diverse perspectives on Urhobo history.

Development

The process of economic and social transformation that is based on complex cultural and environmental factors and their interactions.

CHAPTER TWO

2.2. Review Of Literature And Theoretical Framework

A community newspaper (Urhobo Voice), which is one of the components of the print media (and in extension, the mass media) is said to have impact on national development. This is particularly true when its mobilization role at the grassroots level is taken into consideration.

According to Akeredolu – Ale (1993:32), “... it is easy to see why the transformation of our rural areas is indeed a critical precondition for the rehabilitation of the national economy and to understand the sense in which many have argued that rural development is, in our particular circumstances, the foundation of national rehabilitation and development,

This ascertain succinctly depicts the importance of developing the rural areas of any country if concrete national development is to be accomplished.

It will be imperative at this juncture to provide an insight into the concepts of community and national development.

Dingba Igwe (1991:175) gives a clear definition of rural community when he states that it is “a body of person in the same locality, a cluster of villages or communities in a geographical location with distinguishable social-cultural and economic characteristics”.

Igwe goes further to explain that “there are urban communities where the cities constitute the community”.

Modupe (1993:177) lends credence to the above definition when he declares that “a community is an assemblage of people where everybody knows everybody, where every body is his brother’s keeper”.

Thus, it could be said that a community is a combination of people with the same socio-economic and cultural background. This community could either be rural or urban. In his contribution to the concept of national development, seers (1972:21-36) has, this to say:

“The question to ask has been happening to poverty? What has been happening to unemployment? What has been happening to inequality? If all three of these have declined from high level then, beyond dout, these has been a period of development for the country concerned. If one or two of these central problems have been growing worse, especially if all three have, it would be strange to call result “development” even if per capital income doubled”.

The above argument, when interpreted in simple language means that development is the elimination or reduction of poverty, unemployment and inequality from any country.

Do community newspaper have a role to play in rural community development and in extension Nigerian national development?

The four major roles or functions assigned to the mass media in any society, and are generally agreed upon by communication experts are:

1. The surveillance of the environment;
2. The correlation of the parts of society in responding to the environment;
3. The transmission of the social heritage from one generation to the next,
4. Entertainment

Opubor (1985:121-122) elaborates upon the four roles as follows:

“...surveillance is the process of collecting and distributing factual information about the state of the world both within and outside the society in question. This is what communications do when they provide “News”. Correlation involves the interpretation of information about the environment and suggested about appropriate responses to change. This function is fulfilled through “editorial opinion”. Cultural transmission involves the communication of information about the values, preferences and orientation of the society, in other words, “education”. The fourth function... not in the original “Lasswell” formation, but generally acknowledged as important is “entertainment”. These four functions can be and are performed by any communication system”.

When explained the role of mass communication in national development, Schramm (1979:125) states that “the communication tasks behind the social changes of development are of three kinds. In the first place, the populace must have information about development. Their attention must be focused on the need of change, the opportunities inviting change, the methods and means of change, and if possible, their aspirations for themselves and their community must be raised. In the second place, there must be opportunity to participate intelligently in the decision process... and third, the needed skills must be taught”.

Put in another perspective, Schramm is saying here that for social changes to have the desired impact on development. The people must be well informed on the need for change, there must be opportunity to participate intelligently in the decision making process and the needed skills must be taught.

While making a case for the establishment of community journalism, Etukudo (1989:215) strongly holds the view that “small community weeklies are easy to start and

run and can grow with an increasing influence on state and local governments, because of their closeness to the everyday affairs of the people”.

He argues further that “the readers of a weekly community “newspaper tend to regard it with a proprietary interest (“our home paper”) and they see its virtues or tolerate its defects just as they do for members of the immediate family. At the same times they are likely to have only the mildest interest in any other paper, just as there tends to be a sharp drop in interest and concern for people outside the family circle”.

Etukudo concludes by saying that “community press, comprising small newspaper or monthly magazines should form part of our community experience and grassroots development “. In his contribution to the role of mass media, Harold Lasswell says that “man has always need something to watch over his environment and report to him on dangers, discoveries, opportunities, opinions, facts, decision, changes and current trends – something to entertain people on a broad scale, something to broaden trade and commerce...”

Earlier on individual were assigned to the various tasks enumerated above. However, these days, these tasks have grown too large and sophisticated for those assigned individual to perform. Consequently, the mass media have taken up these tasks because of their power of immediacy and circulation.

When commenting on the role of the Nigeria mass media during the 1979 general election in Nigeria, Akinsanya (1981) notes that “the press is both a product as well as a producer of mass opinion. The press is a product in the sense of their editorials, while a producer of opinion in the sense that they have been used and will continue to be used to influence and direct public opinion.

Thomas Jefferson (1793), a one time president of the United States of American also acknowledged the significant role of the mass Media when he stated that:

“..since the basis of democracy was opinion of the people, the very first objective was to keep that...if it were left for me to decide whether we should have a government without the mass media or the mass media without a government, I should not hesitate a moment to choose the latter”..

Former president Kwame Nkrumah of Ghana (1965), a reknowned pan Africanist in his days also lends his support to the role of mass media in nation building by saying that “...to the true African mass media men and women, their media are collective e instrument of education, mobilization and a collective weapon of fighting illiteracy, proverty, ignorance, and the essential weapon to over overthrow colonialism and imperialism, and to assist total liberation of African independence and unity”.

On his return to Nigeria in 1935, Dr. Nnamdi Azikiwe (1965) quickly identified the role of the mass media when he states that “there is no better means to arouse African people than by the power of the pen and of the tongue”. By this “power of pen” Azikiwe meant the power of newspapers and magazines. While by “power of tongue” he meant the power of the radio at that time.

Bautista (1984), in her article on communication, strongly believes that the mass media have a role to play in the promotion of rural and development when she asserts that “rural development is better seen as an informational, educational and motivational support to an organized and planned development programme of the rural area-communication for rural development is more than a one-way exchange of information”.

In his contribution, Umeana (1998:5) points out that “in any democratic society, the media are regarded as the market place of political thought. The mass media are the

engines that keep the wheels of progress turning in any nation... Furthermore, the mass media have the vital role of being the “watch dog” over the governments activities by investigating cases of malpractices and corruption”.

Could the Nigerian mass media be said to be alive to their responsibility in this regard? Certainly, the answer to this question is a subject of debate.

In spite of the overwhelming role the mass media are said to be playing a national development, some people still own view that this role is not effective. They buttress their position with some cogent reasons which should not be ignored. There is this general concession that the Nigerian mass media (community newspaper inclusive) are urban-based. If one embarks on a research to find out the number of community newspapers and other rural-based media in Nigeria today, one will not be surprised to discover that only few exist. So how can the over 70% of Nigerians living in the rural areas be mobilized for development when there is a dearth of mass media to play this vital role?

Onyeachonam (1993:175) throws more light on this unsavory situation when he declares that “...lack of motorable roads and effective railway system hinders the distribution of newspapers, magazines and books in the community . As a result, the print media tend to be predominantly urban-based in their activities, to the detriment of rural transformation”.

Infrastructural facilities, such as roads, water, electricity and houses have been identified as obstacles to effective role of mass media in rural transformation and development. According to Umanah (1993:170), “these infrastructures must not only exist, but must exist and function in optimum quantities and qualities before a viable community newspaper can be initiated.

Umanah goes further to debunk the role of community newspaper in rural transformation and development when he maintains that ‘given the characteristics of the rural disadvantaged, the nature of the communication process, the goals of the communicating with the rural disadvantaged, the problems faced by agencies and organization in communicating with the rural disadvantaged, the community newspaper may not functionally be seen as an instrument of rural development, but as an outcome of rural development enhancing rural development’.

Illiteracy has also been identified as a factor militating against effective role of the mass media in rural mobilization and national development. The rural folk in Nigeria who are mostly illiterate find it difficult to comprehend the messages passed across to them by the mass media. Such messages automatically become irrelevant and consequently fail to meet the required objectives.

Another important factors militating against effectiveness of the role of the Nigerian mass media in rural mobilization and development is the craze for virtually every media establishment wants to be in its contents. None wants to be regarded as a local medium.

Dare (1993:148) corroborates this factor when he laments that “the news media themselves are victims of the “bigger – is – better” syndrome that has vitiated much of the thinking and planning for development in Nigeria. Every newspaper wants to be seen as national”.

One glaring obstacle in the way of effective role of the media in rural and urban development in Nigeria is the language of communication. It is sad to observe the almost every mass medium in the country uses the English language as a means of passing its

messages across to the audience especially in the rural community. This affects the aim for which the original goals were set. Even those who are fortunate to be literate among the rural folks cannot interpret effectively the contents of the mass media. In the face of this lapse, it then becomes imperative for the mass media to use indigenous languages as means of communicating with the rural folks.

Karikari (1996:18) agrees with this factor when he explains that “the most glaring weakness on the regional press landscape is the absence of African language newspaper or magazines in most countries or publications, of any significance and consistency in any country..., this makes complete the extreme character of the press in West African as an elite institution, with vastly limited impact on the mass of the population. It further expresses the west African press extreme limitations on the people’s cultural self-assertion and enlightenment”.

Even when mass media that use indigenous language as means of communication, are present, their role in effective mobilization of the rural populace is not ascertained. This is because they are targeted at the urban non-English literate audience. When commenting on the reach and impact of existence of four Nigerian language newspapers – Irohin Yoruba, Udoka, Gbohun, and Gaskiya Tafi Kwabo Adesonoye (1989:96) says that “it is clear that these paper could not be expected to exert too great an impact on the generality of the people. None of these papers in rural oriented in content and coverage since they are not meant for the people living in the rural areas, a large proportion of whom are illiterate in both English and Mother tongue”.

In view of the foregoing obstacles or constraints, is it safe for us to say that community newspaper have impact on development? The answer to this question should

be in affirmative when taken into account the comments made by some practitioners in the field.

According to the publisher and editor of the Ikorodu – based Oriwu sun, Monzor Dawodu (1988) in an interview with the Sunday Concord, “people in the rural areas have been greatly neglected. They are excited to appear on the pages of a newspaper and reflect their views. The experience is so unique that in their eye you become a kind of local champion. People hail you on the street and ask you questions about government programmes and expect you to convey their view to the government. This kind of things is more than money”.

Thus, the above comment vividly captures the impact community newspapers have on communities they are situated, and in extension development.

Is there any alternative medium through which information could be best disseminated to the rural populace in order to be mobilized for development?

When commenting on the efficiency of Radio as a means of communication especially in developing countries, MacBride et al., (1980:61) point out that “in developing countries, radio is the only medium that can really be labeled “mass”, where a large proportion of the population can be reached by radio broadcasts and possess the means to receive them. No other medium now has the potential to reach so many people so efficiently for information, educational, cultural and entertainment purposes”.

MacBride et al., argue further that “radio could be used easily and economically to reach out-lying regions and for communication in the many vernacular often unwritten-language existing in developing countries.

When relating the above argument to the use of mass media in Nigeria for rural mobilization and development, it is clear that the radio is the most potent.

However, in spite of the potency of the radio in rural communication, it is still handicapped to some extent. The main criticism of the radio in many third world countries according to Salau (1989:234) is “its failure to realize its full potential as a powerful medium for positive change. The structure of programming has a large extent not taken into cognizance the responsibility of the medium to large segments of the society outside the urban areas”.

Writing on how to reverse the unpleasant situation in which the print media in Nigeria have found themselves, Onyeachonam (1993:175-176) suggests the removal of all obstacle to the development of the print media industry by government. According to him, “all exercise and import duties on raw materials and equipment for the print media must be removed. For, after the right to life, the next most important right of man is the right to information”.

He explains further: “telecommunications, a basic tool of the mass media, must be improved as it has the capacity to shrink distance and to bridge the disparities between urban and rural areas and indirectly help to stimulate economic activities in the rural areas. In addition, some monthly publications targeted at the various ethnic group in their local languages should be encouraged to improve information dissemination. Finally, the government must declare war on illiteracy, using school leavers, and undergraduates to fight and win the war. For more than any thing else, illiteracy, is the Lucifer standing between Nigerians and national or rural development and transformation”.

Commenting on the future of community newspapers in Nigeria, Modupe (1993:179) says that “in spite of the recent setback experienced by the newsprint, one is still hopeful that the venture is worth it with the success stories of Oriwu Sun in Ikorodu, Village News in Abeokuta and the Abuja Newswatch in the federal capital territory, one is of the view that the future of community newspapers in the country appears bright”.

Igwe (1991:180-181) is also in support of this view when he explains that “in percentage terms, the mortality rate of urban-based community newspapers is higher than that of rural community newspapers. More than 90% of all the urban-based community newspapers are now defunct of the four rural based community newspapers, only Obanta Star is defunct”.

Igwe goes on to quote the managing editor of the defunct community Concord newspapers, Aikhen Uduehi as saying that “the future of journalism is in community journalism”.

When concluding his paper on “the role of the Nigeria mass media in the Rural Development and Transformation Effort, with particular Reference to print media”. Fred 1A Omu (1993:155) says that “...Notwithstanding certain constraints, the newspaper can realize its full potential as an incisive weapon in the struggle for rural emancipation. What is required is a re-orientation of approach, a reconsideration of news value and a readiness to experiment. All this will enable media practitioners to see the newspaper not as a political forum but as a tool of social improvement and integration. If newspaper can penetrate the rural areas, they will have a catalytic effect on overall national development”.

Thus, we can deduce from the above comment that the Nigerian National development effort will take a leap forward if the newspapers can spread their tentacles to the rural areas with a view to reports events effectively.

2.2 Sources Of Literature

Literature for this study was sourced from books, including reports of earlier studies done in this area, similar papers which are related to the topic being researched. Different work by earlier student researchers in broad areas on effective of coverage and readership are also reviewed.

2.3. Theoretical Framework

Theory is any attempt to represent or explain phenomenon. Theory can also be referred to as someone's conceptualization of observed act of event. According to Wimmer and Dominica (1987:p.5) "theory is a set of related propositions that present a systematic view of phenomenon by specifying relationship among concepts". Quail (1987) defined theory as a set of ideals of varying status and origin which may explain or interpreted some phenomenon.

This part of project is used to explain the realities of the project to human being. From there explanations of theory, the theory related to this topic is the hypothermic needle theory or the magic bullet theory.

2.4 Agenda Setting Theory

The media effect the tone to which every activities of the society proceed. The media tell the society what to do and what to react to.

The notion of this study is based on Agenda setting theory of the press as propounded by McCombs and Shaw (1972). The theory arises as an end point of the 1968 study of American presidential election, concentrates on ascertaining “how” the mass media can influence political process especially, voting behavior. It was seen that the mass media in addition to setting agenda for campaign, also dictate the issue on which many people ultimately base their voting decision.

The bottom line remains that “the Mass Media have the ability to create and nurture vivid image of events in people’s mind. Through the amount and style of coverage they give to the events”. Edeani (1984,p90).

This theory is synonymous to this study since the Urhobo Voice Newspaper as a community paper influence the altitude of the Ovwain community politically, economically and otherwise

2.5. Summary Literature Review

Development means that the older gives place to new and new to newer. Any culture that is not developed is a dead one. This therefore means that any nation that does not develop holistically is not part of the great march to the world transformation for betterment.

In respect for the theories, Nigeria embarked on print media in order to allow greater participation of governments, private, individuals and mass media audience in the issues and discussions of public significance that will raise urban and rural development, which will turn the country national development. Community newspaper of the print media, with subsequent organization is a good index that will be straightened for

development initiatives. For speed foster, the freedom to own media outfits should be given the required strength to foster national development initiatives. Experts consulted in this research have all gave good suggestions that were to enhance the operation as provided by the Urhobo voice newspaper. It is left for the managers to avoid themselves to the available ideas generated by these expert.

CHAPTER THREE

Research Methodology

3.1. Introduction

Research is the systematic planning, gathering, recording analysis and interpretation of data for the purpose of arriving at dependable solution to specific problem. It is an indispensable of instrument of human society.

According to Osuala (1987) as stated by Obasi Ferdinand (2008), research is “simply the process of arriving at a dependable solution to problems through planned and systematic collection and analysis and interpretation of data”. Research is the most important tool for advancing knowledge, for promotion progress and for enabling man to relate more effectively to his environment to accomplish his progress and solve his conflicts.

Research method involves various process or method which the research is aimed at, it involves the method employed in the research in order to help at dependable solution to a problem.

Thus, the researcher’s aim in this chapter is to deal with research methods used in carrying out this study which will help in a successful arrival at the applicable research methods.

3.2. Research Design

Research design according to Eze and Agbo (2005), means the plan or approach the researcher has agreed to use in solving the research problem.

This research project focuses on the impact of community newspaper on development with a particular reference to “the Urhobo voice” – a community newspaper and mouth – piece of Ovwain community in Udu Local Government Area of Delta State.

Since the study was undertaken to ascertain the relevance of community newspaper in development, it made use of the survey method which involved personal interview, administration of questionnaires and random sampling method to select the needed sample.

3.3. Population of the study

In research parlance, the population refers to all target members of the research area, people events and things. So the population for this research will comprise both the literate and illiterate indigenes of Ovwain Community in Udu Local Government Area of Delta State.

The population from the last (2006) census figure, the Ovwain Community is made up of 32,000 people.

3.4. Sample Size

In order to give every person, men, women and youth in Ovwain Community an opportunity to be selected, a simple random sampling technique was used. The researcher used a balloting system in sampling technique to select the population from both men, women and youth of Ovwain Community in Udu Local Government Area of Delta State.

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

Where;

$$N = \text{Population}$$

$$e = \text{Level of error (0.05)}$$

$$N = \frac{32,000 (0.05)^2}{1 + 32,000 (0.0025)}$$

$$N = \frac{32,000}{81} = 399.9$$

$$N = 395.06 = 395$$

3.5. Instrument Used For Data Collection

The instrument used for data collection in the research is questionnaire. The researcher administered the questionnaire to the Ovwain Community in Delta State. They were structured as closed ended with fixed answer of either agree, no opinion, “Yes” or “No” to the question asked and the respondents are required to tick the ones they thought is suitable.

3.6. Validity Of The Instrument

Validity of the instrument is very important in any research. There are two variable affecting the variability of questionnaire.

- a. The response rate and;
- b. Response consistency

This research work tried to enhance the validity of the questionnaire used by constructing the question in a simple, census and unambiguous style, to enhance content. In addition, the questionnaires were pretest on some selected samples of population. Some corrections were made and difficult words changed to simple ones enhanced the test-retest validity. To reinforce the response, return rate proper filling, the research techniques employed was short length of question cross checked before accepting back the question. 390 questionnaires were return and the return rate was satisfactory.

Besides this fact, the questionnaire as a meaningful instrument in a evaluation intend and the purpose is a job activity analysis which has the following obvious advantages over the designs.

The questionnaire posses unquestionable validity. In addition, the instrument for data collection in this work was face validity and professional and professional who

screened it and approved it as being valid for eliciting information. It was administered to Urhobo Voice newspaper and Ovwain Community selected people.

3.7. Reliability Of Instrument

The question has a high percentage of reliability because it constantly measure what it is meant to measure. It's practically, convenience and interpretability are some of the greatest variable that makes a questionnaire an instrument design fit for this research work impact of community newspaper (Urhobo Voice) on development.

However, the result was analysed and later arrived at score and late presented to my supervisor who approved it as being reliable.

3.8. Method Of Data Collection

The instrument for data collection in this study is the questionnaire. The questionnaire were typed by the researcher and distributed to the respondents. The research constructed the questionnaire to take care of the research problems for this study.

3.9. Method Of Data Analysis

This refers to the statement of how data collected were analysed one after the other using simple percentage and table as statistical tool. For the purpose of accurate statistical decision on impact of community newspaper (Urhobo Voice Newspaper) on development in Nigeria. The simple percentage approach were used to describe e the data while, the chi-square (x^2) were used to validate.

CHAPTER FOUR

4.1. Data Presentation And Discussion Of Findings

This chapter deals with presentation of analysis of data. The data presented here was collected from the male and female in Ovwain Community in Udu Local Government Area of Delta State through questionnaires administered on them.

During the research, there hundred and ninety five questionnaire (395) were distributed. Five (5) copies out of the total questionnaires were wrongly filled and fourty copcies were not returned which reduced the total number of questionnaires collected to three hundred and fifty copies (350).

Therefore, the tables are going to be presented and analysed according to the data obtained from the three hundred and fifty respondents.

Table 1: What is your age range?

Responses	Frequency	Percentage
18-25	100	28.57%
26-33	98	28%
34-41	80	22.86%
41 and above	72	20.57%
Total	350	100%

Out of the 350 respondents, 100 people which constitute 28.57% of the population were with in the age range of 18-25, 98 people which constitute 28% of the population were within the age range of 26-33, 80 people which constitute 22.86% of the population were within the age range of 34-41, and 72 people which constitute 20.57% of the population were with the age range of 41 and above.

Table 2: What is your sex?

Responses	Frequency	Percentage
Male	164	46.86%
Female	186	53.14%
Total	350	100%

Out of the 350 respondents, 164 people were male which constitute of 46.86% of the population and 186 people which constitute of 53.14% of the population were female.

Table 3: What is your Marital Status?

Responses	Frequency	Percentage
Married	100	28.57%
Single	177	50.57%

Divorced	73	20.86%
Others	0	0%
Total	350	100%

Out of the 350 respondents, 100 people who constitute 28.57% of the population were married, 177 people which constitute 50.57% of the population were single and 73 people which constitute 20.86% of the population were divorced and 0 people who constitute 0% of the population ticked the option “others”.

Table 4: What is your Educational Attainment?

Responses	Frequency	Percentage
Primary school	73	20.86%
Secondary school	97	27.71%
Higher institution	100	28.57%
Others	80	22.86%
Total	350	100%

Out of the 350 respondents, 73 people who constitute 20.86% of the population were in primary school, 97 people who constitute 27.71% of the population were in secondary school, 100 people who constitute 28.57% of the population were in higher institute and 80 people who constitute 22.86% of the population ticked the option “others”.

Table 5: What is your occupation?

Responses	Frequency	Percentage
Civil servant	78	22.28%
Student	61	17.43%
Business	70	
Farmers	99	28.29%
Artisan	42	
Total	350	100%

Out of the 350 respondents, 78 people ho constitute 22.28% of the population were civil servant, 61 people who constitute 17.43% of the population were students, 70 people who constitute of the population were business, 99 people who constitute 28.29% of the population were farmers and 42 people who constitute of the population were artisan.

Table 6: Are you aware of the existence of newspaper called “The Urhobo Voice”?

Responses	Frequency	Percentage
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Yes	329	94%
No	21	6%
Total	350	100%

Out of the 350 respondents, 329 people who constitute 94% of the population says yes, while 21 people who constitute 6% of the population say No.

It is clear from the table that majority of the Ovwain people are aware of the existence of the Urhobo voice in their community.

Table 7: If yes, have you ever read it?

Responses	Frequency	Percentage
Yes	334	95.43%
No	16	4.57%
Total	350	100%

Out of the 350 respondents, 334 people who constitute 95.43% of the population says yes, while 16 people who constitute 4.57% of the population say No.

It is clear from the table that majority of the Ovwain people reads the Urhobo voice newspaper.

Table 8: Does the employment of Ovwain people of Delta State as a result of Urhobo voice newspaper?

Responses	Frequency	Percentage
Yes	328	93.71%
No	22	6.29%

Total	350	100%
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Out of the 350 respondent, 328 people who constitute 93.71% of the population where of the opinion that the employment of Ovwain people of Delta State is as a result of Urhobo Voice newspaper, while 22 people who constitute 6.29% of the population says No that the employment is not as a result of Urhobo voice.

Table 9: Does the Urhobo voice report events in Ovwain community?

Responses	Frequency	Percentage
Yes	329	94%
No	21	6%
Total	350	100%

Out of the 350 respondent, 329 people who constitute 94% of the population where of the opinion that the Urhobo voice report events in Ovwain community, while 21 people who constitute 6% of the population where of the opinion that Urhobo voice does not report events in Ovwain community.

Table 10: What type of events does the Urhobo voice report in your community?

Responses	Frequency	Percentage
Development events	200	57.13%
Commercial activities	119	34%
Current affairs	31	8.57%
Total	350	100%

Out of the 350 respondents, 200 people who constitute 57.13% of the population agrees that urhobo voice reports development event in their community, 119 people who

constitute 34% of the population agrees Urhobo voice reports commercial activities, 31 people who constitute 8.58% of the population says or agrees Urhobo voice reports event on current affairs.

Table 11: How often does the Urhobo voice report these events?

Responses	Frequency	Percentage
Very often	197	56.29%
Occasionally	143	40.86%
Seldom	10	2.85%
Total	350	100%

Out of the 350 respondent, 197 people who constitute 56.29% of the population agreed that the Urhobo voice reports event every often in their community, 143 people who constitute 40.86% of the population agreed that the newspaper reports events occasionally and while 10 people who constitute 2.85% of the population agreed that the newspaper reports events seldom.

Table 12: Does the news developmental projects in Ovwain community as a result of sensitize of government by Urhobo voice?

Responses	Frequency	Percentage
Yes	328	93.71%
No	22	6.29%
Total	350	100%

Out of 350 respondent, 328 people who constitute 93.71% of the population agreed that the new developmental projects in Ovwain community is as a result of sensitization of the government while 22 people who constitute 6.29% of the population disagreed by

saying No that the new developmental projects in Ovwain community is not as a result of sensitization of the government.

Table 13: If yes, what are the new developmental projects?

Responses	Frequency	Percentage
New schools	142	40.57%
Good roads	128	36.57%
Hospital	80	20%
Power supply	10	2.8%
Total	350	100%

Out of 350 respondents, 142 people who constitute 40.57% of the population say that the new developmental project is the new schools. 128 people who constitute 36.57% of the population say that the new developmental project is the good roads. 70 people who constitute 20% of the population say that the new developmental project is hospital while 10 people who constitute 2.86% of the population say that the new developmental project power supply.

Table 14: Does the Urhobo voice have impact on National development?

Responses	Frequency	Percentage
Yes	328	93.71%
No	22	6.29%
Total	350	100%

Out of the 350 respondent, 328 people who constitute 93.71% of the population agreed that Urhobo voice have impact on development while 22 people who constitute 6.29% of the population says No.

Table 15: If yes, how?

Responses	Frequency	Percentage
By mobilizing the Ovwain people at the grassroots level towards sustainable self-help development project	150	42.86%
By helping the Ovwain people through it educational, information and entertainment function	200	57.14%
Non of the above	0	0%
Total	350	100%

Out of 350 respondents, 150 people who constitute 42.86% of the population agreed on the option A, 200 people who constitute 57.14% of the population agreed on option B while 0 people who constitute of 0% agreed on option C.

It is clear from the table that majority of the people agree on option B, that the newspaper helped the Ovwain people through its educational, informational and entertainment functions.

Table 16: Has Urhobo voice as a community newspaper have any consequence in mobilizing the people of Ovwain community towards development?

Responses	Frequency	Percentage
Yes	100	28.57%
No	250	71.43%
Total	350	100%

Out of the 350 respondent, 100 people who constitute 28.57% of the population, says Yes while 250 people who constitute 71.43% of the population say No.

Therefore, it is clear from the table that majority says No that the newspaper has no consequence in mobilizing the people of Ovwain community towards development.

Table 17: What major role does the Urhobo Voice play in the Ovwain community?

Responses	Frequency	Percentage
Inform the people	150	42.86%
Help to promote local business	102	29.14%
Total	350	100%

Out of the 350 respondent, 150 people who constitute 42.86% of the population agreed that the major role of the Urhobo voice is to inform the people. 102 people who constitute 29.14% of the population agreed that the newspaper help to promote local business, while 98 people who constitute 28% of the population says that the newspaper mobilize the people.

It is clear from the table that majority of the people agreed that the major role of Urhobo voice newspaper is to inform the people.

Table 18: How effective is the Urhobo voice playing the above mentioned roles?

Responses	Frequency	Percentage
Very effective	174	49.71%
Not effective	152	43.43%
Non of the above	24	6.86%
Total	350	100%

Out of 350 respondent, 174 people who constitute 49.71% of the population says it is very effective, 152 people who constitute 43.43% of the population say it is not effective while 24 people who constitute 6.86% of the population says non of the above.

It is clear from the table that majority agrees that it is very effective.

Table 19: If not effective, why?

Responses	Frequency	Percentage
The paper is too young to play any role	298	85.14%
The paper does not circulate in Ovwain community	50	14.29%
All of the above	0	0 %
None of the above	2	0.57%
Total	350	100%

Out of 350 respondent, 298 people who constitute 85.14% of the population says that the paper is too young to play any role, 50 people who constitute 14.29% of the population says that the paper does not circulate in Ovwain community, 0 people who constitute 0% of the population say all of the above, while 2 people who constitute 0.57% of the population says none of the above.

It is clear from the table that majority of the people agreed that the paper is too young to play a role.

Table 20: Does the Urhobo voice newspaper encounter hindrance in their effort to develop Ovwain community?

Responses	Frequency	Percentage
Yes	260	74.29%
No	90	25.17%
Total	350	100%

Out of 350 respondents, 260 people who constitute 74.29% of the population agreed that the newspaper encounter hindrance in their effort to develop Ovwain community. While 90 people who constitute of 25.17% of the population disagreed that the newspaper did not encounter any hindrance in the effort to develop Ovwain community.

It is clear from the table that majority of the people agreed that the newspaper encounter hindrances in their effect to develop Ovwain community.

Table 21: If yes how?

Responses	Frequency	Percentage
Epileptic power supply	98	28%
Lack of train personnel	80	22.86%
Lack of fund	100	28.57%
Bad roads	72	20.57%
Total	350	100%

Out of the 350 respondents, 98 people who constitute 28% of the population agreed that epileptic power supply was the hindrance that was encountered by Urhobo voice newspaper. 80 people who constitute 22.86% of the population agreed that lack of train personnel was the hindrance, 100 people who constitute 28.57% of the population agreed

that lack of fund was the hindrance encountered while 72 people who constitute 20.57% of the population agreed that bad roads was the hindrance encountered by Urhobo voice.

It is clear from the table that majority of the population agreed that lack of fund was the hindrance encountered by Urhobo voice newspaper in their effort to develop Ovwain community.

Table 22: Has the Urhobo voice as a community newspaper held in improving the standard of living of the Ovwain people in their community?

Responses	Frequency	Percentage
Yes	283	80.86%
No	67	19.14%
Total	350	100%

Out of the 350 respondents, 283 people who constitute 80.86% of the population were of the opinion that Urhobo voice as a community newspaper has helped in improving the standard of living of the Ovwain people in their community by saying yes, while 67 people who constitute 19.14% of the population says No.

It is clear from the table that majority agreed that Urhobo voice newspaper helped in improving the standard of living of the Ovwain people in their community.

Table 23: If yes, how?

Responses	Frequency	Percentage
By creating markets for the agricultural and other products of the Ovwains people through advertisement	48	13.71%
By informing and educating the Ovwains people on government policies and programmes	290	82.86%
Non of the above	12	3.43%

None of the above	0	0%
Total	350	100%

Out of the 350 respondents, 48 people who constitute 13.71% of the population agreed on option A, 290 people who constitute 82.86% of the population agreed on option B, 12 people who constitute 3.43% agreed on option C while 0 people who constitute 0% agreed on option D.

It is clear from the table that majority of the people, which is option B....

Table 24: What is the future of the Urhobo voice?

Responses	Frequency	Percentage
It is bright	259	74%
It is gloomy	78	3.71%
None of the above	13	22.29%
Total	350	100%

Out of the 350 respondent, 259 people who constitute 74% of the population agreed that the Urhobo voice has a bright future. 78 people who constitute 3.71% of the population agreed that the Urhobo voice is gloomy. 13 people who constitute 22.29% of the population agreed on none of the above.

It is clear from the above table that majority of the population agreed that the future of the Urhobo voice newspaper is bright.

General Discussion/Discussion Of Findings

Many observations have emerged from the study.

First, the study has revealed that majority of the Ovwain people are aware of the existence of the Urhobo voice in their community, despite the fact that it is still very

young. This awareness can be attributed to the amiable character and foresight of the publisher, Mr. Ogbemure Imene.

Second, the study has been able to establish that the Urhobo voice reports developmental events, such as new schools, good roads, hospital and power supply.

Third, the study has been able to prove that the Urhobo voice reports events very often. Although, the main problem of the newspaper according to its publisher is lack of sufficient capital to employ more field reporters, its managers to report events or activities emanating from the Ovwain community regularly. This situation is made possible by the courage and industry displayed in the performance of their duties by the reporters so far.

Fourth, the study has revealed that the Urhobo voice has really helped in improving the standard of living of the Ovwain people in their community. This is made possible by its aggressive advertisement drive which focuses on rural/urban products and services, and by its unrelenting effort and educating and informing the Ovwain people about government policies and programmes.

Fifth, the study has shown that the Urhobo voice has impact on development. It is necessary to explain here that no country or nation can develop effectively without taking its rural communities into consideration. This is because rural or grassroots development is the foundation of national development. In keeping with federal government policy on rural development and integration, the Urhobo voice is the forefront of rural development through its mobilization and character moulding roles.

Sixth, the study has also revealed that the Urhobo voice has a bright future. There is no doubt that the management of the newspaper is working twenty –four (24) hours daily

in order to meet the objectives and standard of living of the paper. One can only hope the excellent performance of the management is sustained.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter has to do with summary, conclusion, recommendations, and references.

5.1. SUMMARY

This study set out to examine the impact of community newspapers on development with particular reference to the “the Urhobo Voice – a community newspaper of the Ovwain Community in Udu Local Government Area of Delta State.

To achieve this objective, the study first of all looked at the meaning of community newspapers and their functions in their community. It went further to trace the history of community newspapers in Nigeria, beginning from 1859 when the first newspaper known as Iwe Irohin was established in Abeokuta by Reverend Henry Townsend. Next, the study focused its attention on the Urhobo Voice Newspaper proper.

One interesting result of this attention is one over-whelming claim that the Urhobo voice has impact on development due to the grassroots mobilization and character moulding roles.

Another important revelation made by the study is that the Urhobo voice is a community newspaper has helped in improving the standard of living of the Ovwain people in their community. Finally, the study has been able to establish that the future of the Urhobo Voice is bright.

5.2. Conclusion

In conclusion, the researcher has the following to say:

First, the study has been able to establish that community newspaper have impact on development.

Second, the Urhobo voice as a community newspaper has helped in improving the standard of living of the Ovwain people in their community.

Third, the Urhobo voice as a community newspaper mobilizes the Ovwain people towards development.

5.3. RECOMMENDATIONS

It is generally acknowledged that about 70% of Nigerians live in the rural areas. These Nigerians are completely cut off from the scheme of things since they have no access to the modern mass media, particularly the community newspapers through which they could be informed about government policies and programmes. The result is lack of development in these areas. Consequently, the researcher recommends that government and private individuals should emulate the publisher of the Urhobo voice by establishing more community newspaper in rural areas of Nigeria.

Again, this researcher recommends that government at various levels should provide infrastructural facilities, such as good roads, electricity, pipe-borne water and houses in the rural areas. If these facilities are available, they will attract media owners to the rural areas.

Since community newspaper need relatively small capital to establish, the government should encourage private ownership by giving soft loans or grants to

interested individual to establish newspapers in the rural areas. There are teeming mass communication graduates in Nigeria itching to be self-employed. The only obstacle between them and their dream is capital. The government can assist them to actualize this dream by providing the much needed capital.

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APPENDIX I

Department of Mass Communication,
Faculty of Management and Social Sciences,
Caritas University,
P.M.B. 01784
Amorji Nike,
Enugu State.
July 2014.

Dear Respondent,

I am a final year student of the above named institution. I am conducting a research on Impact of Urhobo Voice Newspaper on national development of Ovwain Community in Udu Local Government Area of Delta State.

Please, kindly give your frank response to the questions below. This research is purely an academic exercise and all information supplied will be treated with strict confidence.

Yours faithfully,

Odunor Nkem Cordelia.

APPENDIX II

QUESTIONNAIRE

Please tick (√) the appropriate answer.

PERSONAL DATA

1. Age Range”
 - a. 18-25 [] b. 26-33 [] c. 34-41 []
 - d. 41 and above []
2. Sex”
 - a. Male [] b. Female []
3. Marital Status”
 - a. Single [] b. Married [] c. Divorced []
 - d. Other []
4. Educational attainment:
 - a. Primary school [] b. Secondary school []
 - c. Higher institution [] d. Others []
5. Occupation:
 - a. Student [] b. Civil servant [] c. Business []
 - d. Farmer [] e. Artisan []
6. Are you aware of the existence of newspaper called “The Urhobo Voice”?
 - a. Yes [] b. No []
7. If yes, have you ever read it?
 - a. Yes [] b. No []
8. Does the employment of Ovwain people of Delta State as a result of Urhobo Voice Newspaper?
 - a. Yes [] b. No []
9. Does the Urhobo Voice report events in Ovwain community?
 - a. Yes [] b. No []
10. What type of events does the Urhobo voice newspaper report in Ovwain community?
 - a. Developmental events [] b. Commercial activities [] c. Current affairs []

11. How often does the Urhobo Voice report these events?
 - a. Very often [] b. Occasionally [] c. Seldom []
12. Does the news developmental projects in Ovwain community as a result of sensitize of government by Urhobo voice?
 - a. Yes [] b. No []
13. If yes, what are the new developmental projects?
 - a. New schools [] b. Good roads [] c. Hospital []
 - d. Power supply []
14. Does the Urhobo voice have impact on national development?
 - a. Yes [] b. No []
15. If yes, how?
 - a. By mobilizing the Ovwain people at the grassroots level towards sustainable self-help development projects []
 - b. By helping to mould the character outlook and orientation of the Ovwain people through its educational, informational and entertainment function []
 - c. All of the above [] d. None of the above []
16. Has Urhobo voice as a community newspaper have any consequence in mobilizing the people of Ovwain community towards National development?
 - a. Yes [] b. No []
17. What major role does the Urhobo voice play in the Ovwain community?
 - a. Inform the people []
 - b. Help to promote local businesses c. Mobilize the people []
18. How effective is the Urhobo voice playing the above mentioned roles?
 - a. Very effective [] b. Not effective []
 - c. Non of the above []
19. If not effective, why?
 - a. The newspaper is too young to play any role []
 - b. The newspaper does not circulate in Ovwain community []
 - c. All of the above [] d. None of the above []
20. Does the Urhobo voice newspaper encounter hindrance in their effort to develop Ovwain community?

- a. Yes [] b. No []
21. If yes, how?
- a. Epiloptic power supply []
- b. Lack of trained personnel []
- c. Lack of fund [] d. Bad roads []
22. Has the Urhobo voice as a community newspaper held in improving the standard of living of the Ovwain people in their community?
- a. Yes [] b. No []
23. If yes, how?
- a. Creating markets for the agricultural and other products of the Urhobo people through advertisement []
- b. by informing and educating the Ovwain's people on government policies and programmes []
- c. All of the above [] d. None of the above []
24. What is the future of the Urhobo voice?
- a. It is bright [] b. It is gloomy [] c. None of the above []