

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

In every society we find ourselves, the need for the rules to reach out improve the standard of the ruled is imperative. The system must rely upon a regular two-way flow of information between the government and the citizens of the country, we have seen subsequent administration, be it military or civilian coming out with one programme or the other aimed at improving the standard of life that are found in the rural or communities areas, who obviously form the bulk of the Nigerian population.

In recent years, there has been a growing awareness that no nation can develop without deliberately undertaking the development of its community such development or transformation is however, possible only when the community population is various areas are participate in activities directed at their own development as well as the development of the nation, by the government.

The significant role of information in policy formulation cannot be over emphasized. This is because well cor-ordinated system of information dissemination brings about significant change in the society. There is no doubt that communication is as old as man himself is. It was through the effective nature of communication for example, Oputa J.S.C September, 20 1993 agreed with this

when he said that “There is no doubt the mass media the press the radio and all these have a tremendous influence of our behavior modern man will readily agree that many of his attitudes, judgments and stance on various social or political issue are heavily influenced or even shaped by his exposure to ideas and suggestions, feed in him by the mass media”

To achieve the above task, the radio programmes instrument to the transformation of the general life of the people. The programmes must reflect the problems and aspirations of the society they serve.

Further more, the programmes which are intended to enhance the social awareness of the individual and foster national unity, cultural integration, must also make the individual an because “we see the mass media of communication as possessing that magical awareness, creating innovative, knowledge imparting empathy raising and knowledge and skill multiplying.

It is a well know fact that radio seeks to informs, stimulate, educate, entertain and mobilize the citizen for development and to cultivated responsible outlook on community and national activities. Radio has been recognized as having the potentials to effect human enhancement and develop a viable society, Radio is considered as a powerful medium of communication. It appeals to the two senses of hearing and sight. It promotes openness, accountability and transparency, the qualities which are essentials to social effectiveness both economic and political development.

On the other hand, radio has been referred as a 'theatre of the mind where imagination is activated by second voice and sound effect'. To a larger section of the society, radio is the leading medium of mass communication people in community areas can receive radio messages from their sets. It is comparatively cheap when compared with other media of mass communication it is also portable and timely.

It is against this background that this work wants to find out the influence of Caritas Radio 98.7fm.

## **1.2 Statement of Research Problem**

This study is an enquiry into the contributions of Radio to community agricultural development. The aim is to investigate the prevailing belief that the Radio is used as a means of introducing social change through dissemination of development and social change programmes but rather serve merely. It is a well known fact that radio seeks to inform, stimulates, educate, entertain and mobilize the citizen for development and to cultivated responsible outlook on community and national activities. Radio has been recognized as having the potentials to effect human enhancement and develop a viable society, radio is considered as a powerful medium of communication. It appeals to the senses of hearing and sight. It promotes openness. Accountability and transparency, the qualities which are essentials to social effectiveness both economic and political development.

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

The objectives of study include the following :

1. To find out if the living standard of people are largely uneducated and based in the communities.
2. To find out whether Caritas 98.7fm has influenced agricultural Development.
3. To determine the benefits derived from programmes aired by Caritas 98.7fm

### **1.4 Research Questions**

The following research questions were relevant:

1. To what extent is the living standard of the people are largely uneducated in the community
2. To what extent has radio influenced Agricultural Development of its community?
3. How do they derived their benefits from programmes aired by Caritas 98.7fm.

### **1.5 Scope of the Study**

This study influence community Radio on Agricultural Development in Enugu State on Caritas 98.7fm.

## 1.6 Significance of the Study

This study will vestate, emphasize and demonstrate the need for more development oriented programmes in the radio to enhance community Agricultural Development. The most interesting aspect of this study is that, it will be the first of its kind on caritas 98.7fm since its establishment. Besides the work promises to be of immense, value students and teachers and institutions of higher learning who may wish to embark on as similar research work.

As a result, it will serve as reference materials upon which further research works can be based.

## 1.7 Definitions of Terms

The definitions of the terms were operationally defined:

a. **Community:** Refers to a place of a large or small group geographical location, having low-density population and lacks infrastructural amenities such as good roads, electricity and pipe borne water. They can be isolated because of their poverty, physical, weakness and some people at the hierarchy design their lives.

A community operates little or no say in his social political and economic well-being.

b. **Community Radio:** Can be defined as a type of radio service that caters to the interests of certain area broadcasting content that is popular to a local audience

but which may often be over looked by commercial; or mass as a small radio were the community can listen and also to educate them, it can be informed, entertained and motivated.

c. **Agricultural Developments:** This is to improve the standard of living for farmers for their extension. In a community agricultural has always been a highly knowledge intensive sector requiring continuous information.

Agriculture has improved different sectors such as farmers, fishermen, traders during cropping season specific advice is refereed on the full range of crops being grown locally timed to coincide the various stages of land preparation.

d. **Development:** The concept of integrated development has to day received general acceptance and the word itself has come to connote different things to different people.

Development is a directed and widely participate process to deep and accelerated socio – political change geared towards producing substantial changes in the economy, the technology, ecology and the overall culture of the country so that the moral and material advancement of the majority of its population can be obtained within condition of generalized equality, dignity justice and liberty

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Sources of Literature**

The sources of literature have to do with all the possible means that the researcher uses in other to source for information. This from both primary and secondary data.

Primary data sources information using questionnaire to elicit more information interview and observation to support.

Secondary data sources include information from textbooks, magazines, newspaper, journals etc.

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

The following concepts were review:

1. Concept of Community Radio. History of Caritas 98.7fm
2. Community Radio for Agricultural Development. Challenges to Community Radio
3. The Role of Radio in Community Development
4. Development Communication

### **2.2.1 Concept of Community Radio**

Community Radio is defined to a small geographical area. It depends on low power transmission covering not more than 20.30km radius it serves a community, which uses common resource nevertheless connected to national and regional development goals.

Community Radio is a vibrant community broadcasting system to enhance pluralism and diversity. It is a truly people's radio that perceives listeners not only as receives and consumers but as active citizens and creative producers of media confront non-profit making. Community Radio is also characteristics by its limited local reach, low power and programming context that reflects the educational development and social – cultural needs of the specific community it serves.

The internet holds potential for development especially in community for example, agriculture or the environment can be downloaded from it, if can be used to connect health workers, agricultural extension workers or ordinary village

### **History of Caritas 98.7fm**

The birth of what is know today as Caritas 98.7fm started in November 20<sup>th</sup> 2010 is historically the same with what informed the establishment of similar private broadcasting stations. In January 30<sup>th</sup> 2011, it was automatically started and used by private and public individuals. Caritas Community in Amorji- Nike Emene

Enugu owns Caritas 98.7fm; it started first with radio outfit. The station operated a 20 Kilowatt transmit and covers Enugu, Nsukka Areas.

It is 98.7kHz in the frequency modulation band. Caritas 98.7fm is one of the biggest radio in Enugu it entertain, inform, educate people in the community without caritas 98.7fm some people in the community may not be influenced through it especially in Agricultural Development.

### **2.2.2 Community Radio for Agricultural Development.**

Agriculture has always been a highly knowledge intensive sector requiring continuous information flow. Farmers' credible and usable information both from established systems and from traditional practices is ever increasing in this fluctuating global environment to operate efficiently and complete economically, effective extension, education and communication services are probably some of the key strategies for sustaining agricultural growth, strengthening food security and combating hunger and malnutrition. However, divers' socio – cultural background, linguistic barriers geographical remoteness and different incentives makes the task of information dissemination challenging.

Agricultural extension is the vehicle or system for delivering useful information to farmers and assisting those farmers develop requisite knowledge skills and attitude to make use of this information or technology effectively. Among the three main categories of mass communication, tools for agricultural extension such a radio

television and print media the importance of radio for agriculture development cannot be denied. Radio is a powerful communication tool. Community Radio has received as a new impetus in Enugu state this form of participating communication has proved to be very successful as a tool for social and economic development at grass root level.

Extension workers use radio for community information on new methods and techniques, giving timely information about the control of crop pests and diseases weather market news etc. Radio initiative aspect of broadcasting communication for development strategies have been used by various international agencies like UNESCO, UNICEF. In addition, FAO of the United Nations. Since 1960's the FAO developed the strategic. Extension campaign methodology in many countries of Africa, Asia also in order to support the local extension workers.

For example the campaign in Malaysia in collaboration with FAO's inter country programme on integrated pest management in Rice, Radio was used to discourage the use of a particular chemical zinc, phosphate. There is an interesting combination of approaches in the use of rural radio for agricultural extension. The experience of agricultural extension at Enugu Caritas 98.7fm has shown that the most popular programmes are those that can provide farmers with a direct income earning opportunity. During the cropping season of crops being grown locally timed to coincide with the various stages of land harvesting and marketing.

## **Challenges to Community Radio**

Community Radio plays a central role in community development. To play this role they need to provide quality programmes to ensure continued audience and support from the community. It has been a great success in developed nations but has lacked in development countries because of illiteracy and lack of awareness among people community Radio faces the challenges in effective and quality programmes production in terms of content, production quality and community involvement.

- a. A high turnover of staff that causes a lack of journalistic and technology skills and thus consistent demand for training. Training is an offer in most countries does not address the specific needs of community Radio.
- b. Community Radio derives its strength and popularity from community participation. In practice participation is harder than it seems, because it is labour intensive, requires the right attitude, skills and mobile equipment.
- c. Communities Radio is by definition relatively small and often situated in locations where basic services like a constant supply of electricity are lacking. Due to this condition, equipment suffers and needs to be vigorously maintained and regularly replaced.

Among the various challenges faced by the community Radio, the participation from the people is the major one and no community radio can survive without

participation of people as if demand 70% participation of the community people. Group discussion with various sectors in the community like farmers, fishermen are essential it is also crucial to count women and youth who are traditionally marginalized in many are traditionally marginalized in many rural societies. In addition, when the programmes are evaluated opinion of the community should be taken regarding their likings and disliking of the programmes format.

Further, their suggestions regarding programme implemented should be considered and implemented.

### **2.2.3 The Role of Radio in Community Development**

The role of radio in community development according to Jaunt and Diaz Brodenave (1977) reveals the co-existence of at least four basic theoretical approaches as persuasion, transmission of information a personal expression, social interaction and relationship and as a vital instrument of social and political change associated with authentic community development.

Andrew A. Moemeka (1981) sees the role of radio in community development in two perspectives.

“a transmission role through which they  
seek social change in the direction of  
higher quality of life and social justice and

a socialization role through which they  
strive to maintain.

Some of the established values of society  
that are in consonant with development.

He also added:

Development Communication creates an enhancing atmosphere for exchange of ideas that produces a happy balance in social and economic advancement between physical output and human relationship. The roles of the radio in community development are to share data, facts and ideas towards the creation of the necessary conditions for the realization of human personality. They are used to encourage the masses to participate in national development plans and help the government to ensure that these plans make an overall positive contribution to development. The Radio media transmit through space, by means of frequencies or signals capable of being received naturally or visually. A well-managed information dissemination through them can help to reduce, if not eliminate illiteracy in this part of the world. It also reaches a wider, more varied group of consumers than any other medium.

The Role of Radio media in the social and economic life of an individual and a nation at large are very obvious health, business and social services which depend to a large extent available information about process and location of goods, wages employment opportunities etc.

Wilbur Schramm (1974) wrote that radio media made it possible for the ordinary people to be informed about politics and to participate in government. “without the mass media to support and extend education, and to help adults learn how to improve their level of living, the development plans and schedules of the new countries would be completely infeasible”.

In the community, the radio serve as a nervous system of the country by providing important facts that have consequences in our daily lives. Social responsibilities role of radio media is the ability to send out important information about goods and services to their target audiences. In fact, even in the building of programmes geared towards development great use is made of entertainment formate.

Another role of electronic radio media in community development is the motivation derivable from their programmes. They promote the immediate and ultimate aims of the society. In community development the radio play a significant role in spreading the process of social changes.

The radio media have the ability to integrate all persons, groups and even nations. This is achieved through the provision of access of variety of messages and programmes given out the public simultaneously. These messages and programmes help the people to know understand and equally appreciate other living conditions view points and aspirations. For a community to adopt innovation of development activities, it needs to be persuaded about the benefits, and its fear about taking risks

and change, need to be allayed by giving it standardized and accurate messages, which are usually provided through the radio media.

## **Development Communication**

The place of the mass media in the development process is expressed through a kind of communication referred to as development communication. It is a conscious effort by the sender to package messages aimed at persuading, encouraging and convincing the receiver to adopt and participate in actualizing a development plan. It could also be referred to as the dissemination of development messages to the target audience often with a view in persuading them to adopt a positive attitude change towards a development purpose, whether rural community or national. The essence of development communication therefore is to let the people know about the development projects that are taking place in their society and other societies.

It also involves encouraging them with necessary information on the need of participating in carrying out development projects, giving them opportunity to air their views on how they think their communities could be developed

### **2.3 Review of Related Studies**

**2.3.1 McAnany (1973), writing in radio's role in development, stressed three strategies of utilization of radio in community. These are:**

Instructional roles where by radio is divested to an organized learning group led by a personable to supervise and to direct and also include feedback.

Radio community forum, a strategy that makes use of radio with discussion and decision for community groups. It involves the presentation of a regular weekly fifteen or thirty minutes magazines program to rural audience, formed into listening groups.

Open broadcasting the strategy through which broadcast is directed to an unorganized audience. Educational programs such as cultural and family life are broadcast in local languages.

**2.3.2. Elihu Katz (1977). Pointed out the mass media can contributes to the process of Helping to bring about a Nation from Regional Tribal and Ethnic Loyalties.**

He stated further, the mass media could help to motivate and instruct peasant population in the process of development. Now it is important we see this research work as a connection on how the rural populace receives messages and information through radio as well as its consequence impact on rural development.

The importance of radio lies in the fact that government and political leaders alike all over the world recognized it as one of the essential channels of promoting economic, social, education and political development of the society. The rapid

spread of radio and the relative cost efficiency of the medium have made it a very effective communication channel.

**2.3.3 Hele (1975).** Concerned with concerted efforts of the government and other interested agencies uniting with those of the rural communities to tackle co-operatively rural development problems the mobilization and allocation of resources for productive service in order to improve and increase the per capital income and welfare of the people.

Radio has an important psychological role to play in providing entertainment. But it can go beyond that if the potential offered by the technology is to be harnessed for the purpose of development. The ultimate goal of the radio is the betterment of man not as an economic and social entity but as a culture entity and contributing in many ways to the enrichment of the community of which they are part. A great deal culture heritage of various communities are usually sustained and encouraged, through radio programmes.

As a result, people own radio sets for companionship, entertainment, education information, opinion, leadership cultural transmission, advertising and national development information from the media.

## **2.4 Theoretical Frame Work**

For a researcher in examining the influence of community radio in agricultural development in Enugu State uses the development media theory to support this work.

**2.4.1 Development media theory:** The theory guiding this work which is longed on the perception of the press as a powerful instrument that can be used to achieve positive development in any society.

Daniel Lerner (1958) and Wilber Schramm (1964) were influential in this regard because their works stressed the role of communication in development. They had a strong belief that if traditional societies were exposed to the mass media, they would also be exposed to modern western attitudes, which would make them change.

Schramm (1964) who propounded the theory also believed that the mass media could speed up and ease the long slow transformation that was necessary for economic growth and the mobilization of human resources. So development is continuous processes to enable man most effectively utilize his intellect, technology and other resources for further development of both himself and his society.

## **2.4 Summary of Literature**

This chapter reviewed the concepts of community radio, community radio for agricultural development and role of radio in community development.

Also included in this chapter were the reviews of related studies done by other researchers. It study adopted its theoretical framework development media theory.

In all, people own radio sets for companionship entertainment education, information, opinion, cultural transmission, leadership advertising and national development information from the media.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This focused on the methodology used in this research study. This include the method of research design, population, sample and sampling technique, instrument used as well as the method of data collection and data analysis techniques. These made this research work more understandable.

#### **3.1 Research Design**

This study is an analysis of influence of Radio in community with particular reference to the impact of Caritas 98.7fm.

To get relevant data for the study a mixture of survey and library research was employed. The survey method adopted is effective in attitudinal and opinion studies such as the very study while the library research enabled the researcher to review work already enabled the researcher to review work already done on the study. This project aims at finding out the listeners of Enugu State.

Thus, survey research method focuses on people their vital facts and their beliefs opinions, attitudes, motivations and behavior. This technique involves drawing up a set of questions on various subjects to which selected members of the population are requested to react.

### **3.2 Area of the Study**

The area of study is influence of community Radio in Agricultural Development in Enugu State on Caritas 98.7fm Amorji – Nike.

### **3.3 Population of Study**

Population in scientific research refers to “all the members of the target of the study a defined by the aims and objectives of the study” (1)

Since our concern in this study is to explore the role in the development of rural areas, the population for the research comprises of students, traders and unemployed who ever wholly drawn from Caritas community. This is incompliance with Emenyeonu’s postulation that to obtain a reliable data that can be generalizable for the purpose of written communication(2) there must exist some kind of systematically designed procedures to first obtain a population whose characteristics are relevant to the purpose of the research” (3).

The population of study were purposively selected to two hundred (200) in habitants of Caritas community comprises of women, men, children of various educational status.

### **3.4 Sampling Technique and Sample Size**

To sample means to select a represent percentage or proportion of a given population to represent entire population. To research was conducted Caritas

community questionnaire was administered to two hundred (200) adults and children across the community.

The method of sampling techniques used was purpose because the researcher sought adult respondents who usually expose themselves of radio signals.

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

The instruments used for data collection were questionnaire, observation and interview. It was meant for the people in Caritas community who listen to Radio and questionnaire contained twenty questions. The questionnaire was used in collecting data for the work and 150 of them were administered overall.

In gathering the relevant information for the study, the instruments used was the questionnaire premised on the need to broaden the scope of the respondent, such that they will transcend the confines of media professional as well as help to obtain unbiased data desirable for objectivity and balance.

For logistic reasons, trusted friends helped in administering the questionnaire one of the quarters.

### **3.6 Validity of Instrument**

After construction and critically studying, the questionnaires were passed to the research supervisor for vetting and possible. Modification of some aspects of the questionnaire.

Also to ensure the validity of the research instrument, the research has to administer the same research questionnaire to the respondents after two (2) weeks interval so as find out how corresponding are their respondents at initial

### **3.7 Reliability of Instrument**

To prove low reliable the research instrument were the research adopted test-retest method and consulted people who were more knowledgeable on research findings.

### **3.8 Method of Data collection**

The questionnaires were distributed out to the people in Caritas Radio Community Amorji Nike Enugu State. The questionnaires were administered and interviews were made the research to the respondents direct in order to know their response.

### **3.9 Method of Data Analysis**

Simples tables and percentages were used in the presentation and interpretation of the data gleaned via the questionnaire.

The method is flexible in providing logical and clear answers to research questions by reducing raw data to comparable indices.

## CHAPTER FOUR

### DATA PRESENTATION AND DISCUSSION OF FINDINGS

This chapter presents and analysis the data collected through the research and the result obtained. The data were presented in tables of frequency, simple percentages and tables.

In this study, two hundred (200) questionnaire were purposively.

#### 3.2.0 Distribution Table

**Table 4.2.0**

Number Distributed	Number Returned	Number Discarded	%
200	150	50	100

The above shows how the questionnaire was distributed 200 questionnaire was distributed, 150 were returned, 100 were found worthy for the purpose, 50 were discarded reason been some was incomplete, other were wrongly filled.

**Table 4: 2.1**

**Question one: Sex of Respondents**

<b>Sex</b>	<b>Frequency</b>	<b>Percentage</b>
Male	60	60%
Female	40	40%
Total	100	100%

The above table shows that sixty (60) of the respondents representing 60% are males while forty (40) respondents representing 40% are females.

**Table 4: 2. 2**

**Question two: Age range of Respondents**

<b>Age range</b>	<b>Frequency</b>	<b>Percentage</b>
Adult	70	70%
Minors	30	30%
Total	100	100%

The above table shows that seventy (70) of respondents representing 70% were adults while thirty (30) respondents representing 30% were minors.

**Table 4: 2.3**

**Question Three: Educational level of Respondent**

<b>Educational level</b>	<b>Frequency</b>	<b>Percentage</b>
WASC/GCE/SSCE	50	50%
NCE/DIP	20	20%
BSC /BA	30	30%
Masters and Above	Non	Non
Total	100	100%

The above table shows that fifty (50) of the respondents representing 50% were WASC/GCE/SSCE, twenty (20) respondents representing 20% were NCE/DIP/ holders, Thirty (30) respondents representing 30% were BSC/BA holders while no respondents represents masters holders.

**Table 4: 2.4**

**Question Four: Occupation of the Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Students	10	10%
Farmers	26	26%
Radio Workers	14	14%
Others(workers within the community)	50	50%
Total	100	100%

The above table shows that ten (10) respondents representing 10% were students, twenty-six (26) respondents representing 26% were farmers, and fourteen (14) respondent representing 14% were Radio workers while fifty (50) respondents representing 50% were under different occupation category.

**Table 4: 2.5**

**Question Five: Working Experience of the Respondents**

<b>Working Experience</b>	<b>Frequency</b>	<b>Percentage</b>
1 – yrs	5	5%
6 – 10 yrs	15	15%
11 – 20 yrs	10	10%
21 yrs and above	20	20%
Retired	50	50%
Total	100	100%

The above table shows that five (5) respondents representing 5% worked for 1 – 5 years, fifteen (15) respondents representing 15% worked for 6 – 10 years ten (10) respondents representing 10% worked for 11 – 20 years, twenty (20) respondents representing 20% while fifty (50) respondents representing 50% are retirees.

**Table 4: 2.6**

**Question Six: Marital Status**

<b>Marital status</b>	<b>Frequency</b>	<b>Percentage</b>
Single	40	40%
Married	55	55%
Divorced	5	5%
Total	100	100%

The above table shows that forty (40) respondents representing 40% were single fifty-five (55) respondents representing 55% were married while five (5) respondents representing 5% were divorced.

**Table 4: 2.7**

**Question Seven: Preference for Owning a Radio Set**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	80	80%
No	20	20%
Total	100	100%

The above table shows that eighty (80) respondents representing 80% had radio while twenty (20) respondents representing 20% had no radio but may listen from other families.

**Table 4: 2.8**

To find out how often the respondents listen to radio?

**Question Eight: Do you listen to Radio?**

<b>Response</b>		<b>Frequency</b>
<b>Percentage</b>		
Very often	51	51%
Often	9	9%
Rarely	32	32%
Seldom	3	31%
No opinion	5	5%
Total	100	100%

The above table shows listening habits of the audience fifty –one (51) respondents representing 51% listen to the radio, very often, nine (9) respondents representing 9% listen to the radio often, thirty – two (32) respondents representing 32% rarely listen to radio three (3) respondents representing 3% seldom listen to radio while five (5) respondents representing 5% had no opinion on how often they listen to the radio

**Table 4: 2.9**

**To find out any of the community development programs?**

Question Nine: Are you aware of any of the Community Development programs?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	70	70%
No	30	30%
Total	100	100%

The above table shows that seventy (70) respondents representing 70% contributed to the awareness of Community Development programs while thirty (30) respondents representing 30% contributed to the awareness of Community Development.

**Table 4: 2.10**

To find out any development programs on Caritas 98.7fm

Question Ten: Have you listened to any of the development programmes on Caritas 98.7fm

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	80	80
No	20	20%
Total	100	100%

The above table shows that eighty (80) respondents representing 80% listens to any of the development programmes on Caritas 98.7fm while twenty (20)

respondents representing 20% listen to any of the development programmes on caritas 98.7fm.

**Table 4: 3.1**

Question Eleven: Which of the programmes do you listen to?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Community Health	40	40%
Family Hints	7	7%
Culture	10	10%
Advertisement	30	30%
Others	13	13%
Total	100	100%

The above table shows that forty (40) respondents representing 40% listen to community health, seven (7) respondents representing 7% listen to family hints, ten (10) respondents representing 10% listen to culture, and thirty (30) respondents representing 30% listen to advertisement while thirteen (13) respondents representing 13% are others.

**Table 4: 3.2**

Question Twelve: What gains has the community Radio derived on Agricultural Development?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Excellent	20	20%
Good	60	60%
Fair	8	8%
Poor	4	4%
Very poor	1	1%
Total		100

100%

The above table shows that twenty (20) respondents representing 20% believed in excellent, seven (7) respondents representing 7% believed in very good, sixty (60) respondents representing 60% believed in good, eight (8) respondents representing 8% believed in fair, four (4) respondents representing 4% believed in poor while one (1) respondents representing 1% believed in very good.

**Table 4: 3 – 3**

Question Thirteen: How do you assess the efforts of Caritas Radio in the community?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Sometime	60	60%
Most often	30	30%
Often	7	7%
No idea	3	3%
Total	100	100%

The above table shows that sixty (60) respondents representing 60% believed or think sometimes, thirty (30) respondents representing 30% think most, seven(7) respondents representing 7% think often while three (3) respondents representing 3% think no idea.

**Table 4: 3.4**

Question Fourteen: Do you achieve any benefits from listening to programmes on caritas 98.7fm

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	80	80%
No	20	20%
Total	100	100%

The above table shows that Eighty (80) respondents representing 80% benefited to the programmes on caritas 98.7fm, while twenty (20) respondents representing 20% benefited to the programmes on caritas 98.7fm.

**Table 4: 3.5**

**Question fifteen: If yes why:**

99% of the people said it gives them information while some said they listen to it because of entertainment health issues. In addition, 1% of the people did not benefit from any of it at all.

**Table 4: 3.6**

Question Sixteen: To what extent do you think Agricultural Development can influence Community Radio?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Very effective	40	40%
Effective	11	11%
More effective	40	40%
Ineffective	9	9%
<b>Total</b>	<b>100</b>	<b>100%</b>

The above table shows that forty (40) respondents representing 40% are very effective, eleven (11) respondents representing 11% are effective, and forty (40)

respondents representing 40% are more effective while nine (9) respondents representing 9% are ineffective.

**Table 4: 3.7**

Question Seventeen: Do the people response to the Radio problems solution?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	90	90%
No	10	10%
Total	100	100%

The above table shows that ninety (90) respondents representing 90% response to radio problem solution while ten (10) respondents representing 10% respond to Radio problem solution.

**Table 4: 3.8**

Question Eighteen: Do you agree that Caritas Radio programmes have a positive impact on the resident?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	10	10%
Strongly Agree	60	60%
Don't Agree	10	10%
Strongly Don't Agree	-	-
No opinion	20	20%
Total	100	100%

The above table shows that ten (10) respondents representing 10% ticked agree, sixty (60) respondents representing 60% ticked strongly agree, ten (10) respondents representing 10% ticked don't Agree, twenty (20) respondents representing 20% ticked no opinion.

**Table 4: 3.9**

Question Nineteen: Do you think a vibrant broadcasting station like caritas 98.7fm can promote Community Development?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	43	43%
Agree	53	53%
Strongly disagree	-	-
Disagree	-	-
No Opinion	4	4%
Total	100	100%

The above table shows that forty –three (43) respondents representing 43% strongly agree, fifty-three (53) respondents representing 53% agree while four (4) respondents representing 4% no opinion.

**Table 4: 3.10**

Question Twenty: How determined are the people of Enugu responding to the effective change on Radio programmes?

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Sometimes	50	50%
Most often	15	15%
Often	30	30%
No idea	5	5%
Total	100	100%

The above table shows that fifty (50) respondents representing 50% feels sometime, fifteen (15) respondents representing 15% feels most often, thirty (30) respondents representing 30% feels often while five (5) respondents representing 5% feels no idea.

### **Discussion of Findings**

From the start of this study, the researcher stated that community Radio influenced Agricultural Development through the help of listening to any programmes on radio. Radio workers and farmers influenced agriculture through advertising having interest on some programmes, they derived joy listening to the programmes.

Vibrant broadcasting station like caritas 98.7fm can promote Community Development by organizing a group that agree to this development. The

government should extent on how Agricultural Development can promote this through radio, traditional media and other social institutional media. The finding of this study also shows that it is very important for both radio and agricultural to consider the living standard of the people that are largely undeducated in the community.

**Research Question 1:** To what extent is the living standard of the people are largely uneducated in the community.

Question 18 and 20 would attempt to answer this particular question.

**Research Question 2:** To what extent has radio influenced Agricultural Development of its Community?

Question 12 and 16 would attempt to answer this particular question.

**Research question 3:** How are the derived their benefits from progammes aired by caritas 98.7fm.

Question 14 would attempt to answer this particular question.

## CHAPTR FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter deals with the summary of the research, Conclusion and Recommendations

5.1 **Summary:** The purpose of this study is to determine the influence of Community radio in Agricultural Development using Caritas 98.7fm as a case study. The survey research method was used to obtain a suitable sample from the population. Two hundred sheets were distributed as questionnaire and one fifty hundred were returned from which data was obtained and analyzed .The study has succeeded in answering the questions that radio content enable people to gain more knowledge that enable them adopt and act on. These new ideas play a transformation role through which they seek social change in the direction of higher quality of life in social and economic advancement between physical outputs an human relationships.

The study also revealed that radio facilitate development programmes in the country because of their ability, to reach a widely spread audience. In doing this, broadcasting makes it possible for individuals and the community to readjust themselves in ways best suited for their situation.

It is also this ability of radio in particular to reach people in the community of their Agricultural Development in Enugu State that makes it a popular choice for informing and educating the rural Community.

## **5.2 Conclusion:**

Radio is a vital link for the promotion and development of national unity. In a social setup, exchange of information is necessary for persuading the citizens to accept the rules of social and political life. If possible, to join in pursuing agreed goals or at the minimum, to live together in peace. Radio contributed heavily to Community Development especially agriculture because its programmes decisively affect and control our value judgments, governing the regeneration of behavior and the repair of impaired values.

Therefore, it is hoped that the study will serve as a social frame – work and a springboard for further academic research on the relevance of the broadcast media in the development of any social, agricultural, and economic programmes.

## **5.3 Recommendations:**

At this point, one would be compelled to recommend that for a community to reap the full benefits of the broadcast media in its development effort, the authorities should efficiently equip their own broadcast media in order to guarantee adequate coverage for all government programmes and policies.

While it is imperative for broadcasting stations offering radio services, need adequate to produce programmes that can contribute to community development, producers should also consider the taste of listeners so that they would be able to carry the audience along.

Programmes should be broadcast in simple flowing language since most listeners and viewers may find it difficult to grasp messages in high faulting language. There is also the need to increase the number and improve the quality of vernacular programmes so as to help the illiterate people in the community to get and understand information easily.

Time of airing development programmes should be in the evening when the people are most likely to be at home after the days activities. Above all, there is need for more research into development programming. Research is also needed in order to identify the needs, problems and wants of the community and then assisting by producing a programme towards improving the entire community

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## Appendix A

Mass Communication Department  
Caritas University,  
Amorji – Nike,  
Enugu State  
29 – 04 – 2013.

Dear Respondent

### **REQUEST FOR THE COMPLETION OF QUESTIONNAIRE**

I am a final year student in the above mentioned department and School. I am carrying out a research in “Influence of Community Radio in Agricultural Development”. Kindly fill this questionnaire as honestly as possible as this is an academic exercise. Any information given here shall be treated as confidential and utilized purely for academic purpose.

Thank for your anticipated Understanding.

Yours faithfully

Ibekwe, Chidera .E.

## Appendix B

Please tick

### Section A: Personal Data

1. Sex male  Female
2. Age  
18 – 29 Yrs  30 – 39 yrs  40 – 49 yrs   
50 yrs and above
3. What is your educational qualification?  
WNJC/GCE/SSCE  NCE/DIP  Master and above
4. What is your occupation?  
Farmer  Trader  Unemployed   
Civil servant  student  Teacher   
Radio worker  others
5. Working experience?  
1 – 5 yrs  6 – 10 yrs  11 – 20 yrs  21 yrs and above   
Retired
6. Marital status?  
Married  Single  Divorced

### Sections B Information Data

7. Do you have radio set? (a) Yes  (b) No
8. How often do you listen to the Radio?  
 (a) Very often  (b) Often  (c) Rarely   
 (d) Seldom  (e) No opinion
8. Are you aware of any of the Community development programs?  
 (a) Yes  (b) No
9. Have you listened to any of the development programmes on caritas 98.7fm?  
 (a) Yes  (b) No
10. Which of the programmes do you listen to?  
 (a) Community Health  (b) Family Hints   
 (c) Culture  (d) Advertisement  (e) Others
- specify
11. What aims has the community Radio derived on Agricultural Development?  
 (a) Excellent  (b) Very good  (c) Good  (d) Fair   
 (d) Fair  (e) Poor  (f) Very poor
12. How do you asses the efforts of caritas Radio in community?  
 (a) Sometimes  (b) Most often  (c) Often   
 (d) Often  (e) No idea
13. Do you achieve any benefit from listening to programmes on caritas 98.7fm?

(a) Yes                      (b) No

14. If yes why?.....

15. To what extent do you think Agricultural Development can influence community Radio?

(a) Very effective       (b) Influence       (c) More effective   
(d) Ineffective

16. Do the people respond to the Radio problems solution?

(a) Yes                       (b) No

17. Do you agree that Caritas Radio programmes have a positive impact on the resident?

(a) Strangle       (b) Agree       (c) No opinion   
(d) Don't agr                       (e) Strongly don't agree

18. What do you think hinders the performance of Caritas 98.7fm in promotion of community development?

(a) Economic factors       (b) Political factor   
(c) Technological factors       (d) All of the above

19. Do you think a vibrant broadcasting station like Caritas 98.7fm can promote Community Development?

(a) Strongly agree       (b) Agree       (c) Strongly disagree  
(d) Disagree       (e) NO opinion

20. How determined are the people of Enugu State responding to the effective change on Radio programmes.

(a) Sometimes  (b) Most often  (c) Often