

**INFLUENCE OF ESBS RADIO ON THE ECONOMIC
EMPOWERMENT OF AGBANI COMMUNITY IN ENUGU STATE**

BY

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MC/2009/405

**MASS COMMUNICATION DEPARTMENT
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES
CARITAS UNIVERSITY
AMORJI NIKE, ENUGU**

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TITLE PAGE

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Declaration

I, Vaaswem Doom Sonia hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication.

Vaaswem, Doom Sonia

Date

Certification

I certify that this study was carried out by Vaaswem, Doom Sonia. It was approved by the Department of Mass Communication, Caritas University, Amorji – Nike, Enugu as meeting the requirements for the Award of Bachelor of Science B.Sc (Hons) Mass Communication.

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Date

External Examiner

Date

Dedication

This research work is dedicated to God Almighty for his immeasurable grace and the strength he provided for me throughout the duration of this study. I love you Lord.

Acknowledgments

I am forever grateful to God Almighty for his faithfulness and tender mercies. I love you.

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Abstract

This study is aimed at finding out how ESBS Radio has helped in the economic empowerment of Agbani community and to find out the possible ways to improve the economic standard of the dwellers of Agbani community. This study was based on uses and gratification theory. The researcher consulted relevant literature to raise secondary data while survey method was used to generate primary data for analysis. The data generated using questionnaire was tested using Chi-square goodness of fit test formula. Data was presented in table and extensively discussed to enable the researcher draw her conclusion and make recommendations. Based on the result of the findings, it was concluded that ESBS Radio has made some effort to impact positively on the economic empowerment of Agbani community, although it is not farfetched.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The potency of radio has given credence to its use as a tool for grassroot development. Nwuneli (1986), explains that after a decade of research on the relationship between various media of mass communication and socio-economic variables, it is now a generally held belief among development communication scholars that broadcasting particularly radio- could be the most effective media for transferring information on various social change programmes from government and other institutions to the masses living in the developing nations of the world of which Nigeria is a part.

Radio seems to have an edge over the other media of communication, Nwuneli (1986) vividly paints a picture with these comparisons; the print media has to contend with the problem of high illiteracy and as such is considered limited to educated people in urban areas as opposed to radio's flexibility in language use and wide coverage.

The cost of purchasing a television automatically excludes many Nigerian's from the use of the medium as opposed to radio which is affordable, available and portable.

Thus, exposure to radio is far greater and effective than any other mass medium due to the fact that radio lends itself to the predominant oral culture of the people. He further asserts that this is true especially if programmes are produced in the predominant local language of the target audience.

Moemeka (1998, P133) revealed that "the UNESCO declared in 1957 that there was convincing evidence from projects in many parts of the world , that the mass media can be effectively applied to the development of resources to meet basic economic, social,

political, educational, and cultural needs of the nations. These efforts were of course centred on the use of radio”

Nsi (1993) reinforces the above when he articulates that there is something about radio that makes it appropriate for integrated rural development. He reviewed rural development in the light of self help efforts through radio programmes on; farming, education, flow of information, and health care, including the much needed family planning programmes and not as the need to focus only on the government efforts at providing rural areas with necessary infrastructure.

Moemeka (1981, P42), adds that “ in the performance of its task, radio feeds the people with information about what is likely to be, thus making it possible for individuals and communities to re-adjust themselves in ways best suited to their situations.

The role of radio and its programming in development has been evident over the years even at present.

Enugu state broadcasting service (ESBS) was established for effective information dissemination in all parts of the state. It was to bridge the information gap between the ruralites and urban areas and to stimulate interest between government and rural folks. This is the reason for dedicated rural economic programmes like ESBS/IMT UNIAIR etc. These programmes exist in electronic media but nothing has been done to ascertain the effect that would justify the relevance of these programmes. It is in the light of the above that this study is designed to measure the effectiveness of ESBS economic programmes among dwellers of Agbani community of Enugu state.

1.2 Statement of the Problem

The importance of radio cannot be over-emphasized; globally, nationally, and locally, as it performs many functions in the society. It is pertinent to see the extent to which ESBS radio have impacted on economic empowerment in Agbani community

1.3 Objectives of the Study

The following objectives were relevant to this study;

- I. The objectives of this study are to know the extent to which Agbani dwellers are exposed to ESBS radio.
- II. To find out if Agbani dwellers accord credibility to economic empowerment messages from ESBS.
- III. To know if the information received from ESBS radio have any impact on the economic empowerment of their community.

1.4 Research Questions

The researcher used the following research questions for the study;

- I. To what extent are Agbani dwellers exposed to ESBS economic empowerment programmes by Agbani dwellers?
- II. What is the believability rate of ESBS economic empowerment programmes by Agbani dwellers?
- III. To what extent can ESBS radio help to improve the economic empowerment of Agbani community?

1.5. Research Hypothesis

The researcher used alternative hypothesis for the study.

H₁: ESBS Radio programmes are effective in the economic empowerment of Agbani community.

1.6. Scope of the Study

This study is restricted to Agbani community in Enugu state. It is further going to be narrowed down during data collection to specific areas within the community.

1.7. Significance of the Study

It is hoped that the study will be very important in many respects. This study is therefore aimed at highlighting the influence of radio on economic empowerment of Nigeria. It will provide a sufficient resource materials for further studies in the field related studies, thereby extending the frontiers of knowledge. To radio producers and presenters, the findings of the work will aid in the proper implementation of economic empowerment grass root programmes and campaigns. To the government, this study will serve as a platform for planning and making of relevant policies that border on the economy and informing the ruralities.

And finally, it will serve as evaluation reference materials for general study of communication development study and scholars.

1.8. Definition of Terms

The terms were operationally defined.

i. ESBS

This means Enugu state broadcasting service. It is the radio that operates in the Agbani community. It is the radio that gives out economic empowerment messages to the people.

ii. Rural areas

Rural area is a place where rural people live. Agbani community is a rural area that was studied.

iii. Radio programmes

These are programmes designed by the ESBS radio and which is to be transferred among everybody in Agbani community.

iv. Economic empowerment

This involves stirring up in the people of Agbani the necessity to work and create wealth for them to sustain a good life.

v. Poverty

Poverty here refers to the standard of living of the people of Agbani community and other rural areas. It is a life of lack, insufficiency, rejection and need of Agbani.

CHAPTER TWO

REVIEW OF LITERATURE

2.1. Introduction

This chapter is a review of related studies to the research topic “influence of ESBS radio on rural economic empowerment of Agbani community”. The chapter is organised under headings such as, Review of concept, review of related studies, theoretical framework and summary.

2.2. Review of Concepts

The following concepts were reviewed;

1. The concept of Radio Broadcasting
2. The Concept of Empowerment.
3. The Concept of Economy

2.2.1. The Concept of Radio Broadcasting

Broadcasting is the distribution of audio and video content to a dispersed audience via any audio or visual mass communications medium, but usually one using electromagnetic radiation (radio waves). The receiving parties may include the general or a relatively large subset thereof.

History of Radio Broadcasting

Radio was first demonstrated in the United States of America and thereafter in Britain with the take off of the British broadcasting corporation (BBC) in these two cases radio broadcasting started as privately venture.

The Nigerian experiment took off as a radio redistribution service otherwise called Rediffusion. Historically the inauguration of BBC service in the 1932 led to the beginning of broadcasting operation in Nigeria. Between 1933 and 1950, the BBC's monitoring station at Lagos was developed into an extensive radio distribution service (RDS) to serve the principal population centers in the country examples are Enugu, Kano, Port Harcourt, Calabar and Ibadan.

The wire service started at two locations in Lagos, Ikoyi Crescent and Glover memorial hall along marina. It was a commercial operation owned by the government service by the post and telegraph (P&T) department and managed under contract by the overseas Rediffusion limited (RDS) was the first private company to be involved in broadcasting development in Nigeria.

Major categories of events which marked the beginning include the introduction of local programmes into the RDS. This led to the advent on the broadcasting scene of second government department, the public relations office (PRO). It was to control the production of the new entertainment programmes. Hence while American and British experience of the radio started as a private enterprise, the Nigerian experience was controlled by the government from the onset. The second category of events comprised the burst of political activities and the operation of two new constitutions – Richard and Macpherson's constitution of 1946 and 1951 respectively. The outcome of these events was to participate in the need for the transformation of the RDS into National broadcasting service.

In 1948, L.W Turner, a BBC engineer and F.A Byron a crown agent engineer were commissioned by the British colonial office to investigate broadcasting facilities in Nigeria, Gold coast (Ghana), Sierra Leone and Gambia. The report of August 1949, adversely criticized the existence of RDS facilities in Nigeria. Although it recommended that the RDS

remain a government of a broadcasting service that would maintain a national profile in its overall programme preferences of the country's sub national audience.

In 1951, the Nigerian broadcasting service was created by the central government in nurture and expands the wireless service and later takes over the rediffusion service.

The volume of work for the newly founded Nigerian broadcasting service was enormous as a result it could not immediately take over the distribution service or see to the extension of the rediffusion services to the hinterland. The firm was to rely on the programmes of the NBS.

On June 1952, the Nigerian broadcasting service (NBS) opened its temporary headquarters at 32. Marina, near the general post office. Its transmitter that would provide the wireless service became operational on June 27, 1952. A permanent site for the headquarters acquired at Ikoyi was officially opened in April 8, 1954.

As a result of the political atmosphere in the country at the time, it utmost diversity and decentralization in programming had to be considered as essential ingredients of operating a national service. Regional headquarters were therefore, developed at Ibadan, Kaduna, and Enugu. These were used mainly for mass religious and political education. The legislature decreed that the service be developed simultaneously at the capitals – Lagos, Enugu, Ibadan and Kaduna.

Between 1959 and 1962 the broadcasting service owned and operated by the regional governments were established. They were the Western Nigeria Broadcasting Service (WNBS) established in 1959. The Eastern Nigerian Broadcasting Service (ENBS) in 1960 and Radio- Television Kaduna (RTVK) in 1962.

ESBS comprising of radio and television outfits is almost as old as independence. It came into existence in 1960 as Eastern Nigerian Broadcasting Corporation (ENBC).

As related to this study, ESBS radio is the focus of this study. During the civil war, ENBC was known as Radio Biafra. The challenges of the war put the ability and ingenuity of air broadcast engineers and technologists to the test. The corporation retained its name ENBC up till the Nigerian civil war in 1970, when it was rechristened, East Central State Broadcasting Service (ECSBS) to reflect its ownership by the news which was carried out from the Eastern region.

With the creation of the new Anambra and Enugu State in 1991 and subsequent disengagement of the staff on March 16 1992, the Anambra Broadcasting Service Awka and Enugu State broadcasting Service Enugu (ESBS). A Briton Mr. Peter Proumann was its first director general.

This therefore more effort was concentrated on radio broadcasting and rural participation in development projects. To achieve this, the study shall examine the role of ESBS rural economic empowerment programme on the economic need of Agbani community of Enugu state.

Features of Radio

In spite of the worrisome generalization that “mass media cannot do more than creating awareness regarding any development project (Klapper, 1960, P76), radio has continued to wax stronger as a medium of the people we regard it as a medium of the people because radio has become a common sight in rural areas in particular, it is not unusual to see people tie a radio set around their waist while climbing trees or tilling the ground. Onyekwere (1990, P60) obviously sounds the same not when she posits that “with the exception of radio which has been found to be effective in reaching the rural Nigerian masses... other channels of mass media communication have been found to be relatively less effective”. Also, Ansah (1991, P34) agrees that of all the mass media generally available to Africans, radio is the most wide

spread and accessible”. The key word been “widespread” and “accessible”. Obviously, radio has overriding advantages over other media of mass communication. Some of these advantages are;

1. Radio appeals to illiterate audiences as development news and programmes can be broadcast to them not just in their native languages but also in their local dialects.
2. Radio breaks the barriers of distance, as its reach is amazingly wide and highly penetrating.
3. Radio is relatively cheap compared to other channels of mass communication.
4. It breaks the barrier of power outage as it can easily be operated using dry cell batteries.
5. Radio appeals to audio sense in which case one can easily get exposed to it while doing other things. Radio has the power of on-the-spot live transmission, thereby keeping people living at the periphery adequately informed about government policies, actions and inactions as well as providing information about people living in other lands.

2.2.2. The Concept of Empowerment

Empowerment is the process of obtaining opportunities for marginalized people, either directly by those people or through the help of non-marginalized others who share their own access to these opportunity. It also includes actively thwarting attempts to deny those opportunities. Empowerment also includes encouraging and developing the skills for self sufficiency, with a focus on eliminating the future need for clarity or welfare in the individuals of the group. This process can be difficult to start and to implement efficiently, but there are many examples of empowerment projects which have succeeded.

One empowerment strategy is to assist marginalized people to create their own non-profit organization using the rationale that only the marginalized people themselves can know what their own people need most, and that control of the organization by outsiders can actually help to further entrench marginalization. Charitable organizations lead from outside the community, for example they can empower the community by entrenching a dependence on charity or welfare. A non-profit organisation can target strategies that cause structural changes, reducing the need for ongoing dependence. Red Cross for example, can focus on improving the health of indigenous people, but does not have authority in its charter to install water-delivery and purification systems, even though the lack of such a system profoundly, directly and negatively impacts health.

A non profit composed of indigenous people however should ensure their own organisation set their own agendas, make their own plans. Seek the needed resources, do as much of the work as they can, and take responsibility and credit for the success of their projects or the consequences should they fail.

Numerous critical perspectives exists that propose that an empowerment paradigm is present, Clark (2008) showed that whilst there was a degree of autonomy provided by empowerment, it also made way for extended surveillance and control, hence the contradiction perspective (Fardini, 2001).

The Process of Empowerment

The process of empowerment, which enables individuals/groups to fully access personal/collective power authority and influence, and to employ that strength when engaging with other people, institutions or society.

In otherworld's, "empowerment is not giving people power, people already have plenty power, in the wealth of their knowledge and motivation, to do their jobs magnificently. We

define empowerment as letting this power out (Blanchard, K)”. It encourages people to gain the skills and knowledge that work environment and ultimately help them develop within themselves or in the society.

To empower a female “...sounds as though we are dismissing or ignoring males but the truth is, both genders desperately need to equally empowered”.(Dr. Asa Don Brown). Empowerment occurs through improvement of conditions, standards, events and a global perspective of life.

Empowerment of Women

Empowerment of women also called gender empowerment has become a significant topic of discussion in regards to development and economics. Entire nations, business, communities and groups can benefit from the implementation of programmes and policies that adopt the notions of women empowerment.

Empowerment is one of the main procedural concerns when addressing human rights development. The human development and capabilities approach, the millennium development goals and other credible approaches/goals point to empowerment and participation as a necessary step if a country is to overcome the obstacles associated with poverty and development.

Women Economic Empowerment

Most women across the globe rely on the informal work sector for an income. If women were empowered to do more, the possibility for economic growth becomes apparent. Eliminating a significant part of a nation’s work force on the sole basis of gender can have detrimental effects on the economy of that nation.

In addition, female participation in counsels, groups and businesses is seen to increase efficiency. For a general idea on how an empowered women can impact a situation monetarily, a study found that a fortune 500 companies, "those with more women board directors had significantly higher financial returns on equity, 24 percent higher returns on sales and 67 percent higher returns on investment capital (OECD, 2008).

This study shows the impact women can have on the overall economic benefits of a company. If implemented on a global scale, the inclusion of women in formal workplace can increase the economic output of a nation.

2.2.3. The Concept of Economy

An economy consists of the economic systems of a country or other area, the labour, capital and land resources and the manufacturing, production, trade, distribution and consumption of goods and services of that area.

A given economy is the result of a process that involves its technological evolution, history and social organisation as well as its geography, natural resources endowment and ecology as a few of the main factors. These factors give context, content in which an economy functions.

2.3. Review of Related Studies

2.3.1 Agida, O.E (2011). The Role of Radio Broadcasting in Rural Development: A Study of Radio Benue Sub Station, Idekpas. A BSc Project Work.

In this study, the researcher seeks to examine the impact of radio broadcasting on the people as it will affect the socio-economic, political and cultural development of the rural area in a development country like Nigeria.

The researcher also explored the aspects of community radio and how it influences community development. The researcher also states that the presence of community radio can help every segment of the community to enter into participation dialogue and action towards finding the solution to the basic needs of the people.

The researcher gathered primary data using the questionnaire method of data collection. In addition, the researcher found numerous articles and related excerpts in communication related books, journals, magazines, websites, and blogs. Combing information from articles and secondary survey gave the researcher quantitative and qualitative data that was used to discuss the research purpose, which is to identify how radio stations has impacted rural development.

According to the results obtained by the researcher, community radio broadcasting as demonstrated in the finding of this study is undoubtedly one of the best means of researching to the rural locality. In the study is clearly the people's most accessible medium through audience oriented broadcasting programmes, due to consolation with the participation or the advice (rural dwellers) community radio broadcasting is successful.

This information is effectively applied by the audience and transforms the present standard of living and education of our rural communities.

Consequently, the research found that community radio has drawn the attention of development planners in both the government and private. The research also found that community rural radio broadcasting is the best way of developing the rural areas as it exposes them and widen their knowledge on things that they need to know, what is happening within and outside their community as well as giving them the sense of belonging and giving their basic needs.

The research and the current study are related in the sense that both studies are focused on the impact of radio broadcasting on rural development. However, it is worthy to note that the reviewed study also studied the impact of radio broadcasting on social change. The reviewed study failed to specify the area or the aspect of rural development while the current study is based on rural economic empowerment/development.

2.3.2. Godswill O.O (2007). *The influence of Relevant Radio Programmes on the Socio-Economic Development of Farmers in Owo Community, Osun state. A BSc Project work.*

The aim of this study was to discover the radio listening habits of a homogenous group and the impact such had on the socio-economic development.

In the study, the researcher noted that various development programmes, which are geared towards the self-sustenance and enrichment of populace, sometimes fail. A lot of noble programmes which were created, had, after jerky starts and fits dwindled, many like, operation feed the nation (1977 – 1979), the green revolution (1979-1983), war against indiscipline (1984-1985) etc did not last beyond their initiators, and that was after such must have left office or replaced.

The researcher explored radio and its impact on an audience. It shows that there is something about radio that makes it appropriate for integrated rural development, and that a radio set powered by flashlight batteries in a rural dwelling.

The place of the media, specifically radio, in enhancing rural development for dwellers, most of whom are farmers is quite helpful. Given its nature and characteristics, the radio does overcome other disadvantages to reach its audience. Again, the saliency of the message becomes more on when it is culturally administered and put across in a format that will appeal to the target listener or audience.

Consequently, the research found that a preponderance of older adults still live within the semi-urban and rural areas in most parts of the country and are mainly farmers, probably, at the subsistence level. And these need to be reached and provided for adequately. The researcher also found that though there is an explosion in availability of mass media, yet there is still a greater and news by dwellers in the kind of setting under study.

Besides listening to radio for information, news, and entertainment etc most people still look for confirmation from interpersonal channels. Or, they look to confer legitimacy on what news they must have received. It also found that in planning specific campaigns for different groups of people on any given society, a study of their media usage should be done to ensure an effective reach.

Also the research stated that for a programme to be effective, it must be salient and create congruence between the agents of the communication and the listeners. Lastly, whereas, information aired can be used to enhance the effectiveness of the audience members, the ability of such to cause any fundamental change, may not be profound and requires other variables to be achieved.

The research therefore is relevant to the current study because they are both related in the sense that both are both focused on the relevance of radio in improving the socio-economic standards of the rural dwellers.

2.3.3 Onukaogu, F.I (2009). The Role of Radio in Economic Development. The Nigerian Journal of Communication Vol.5

In this study, the researcher examines the role of radio in economic development, to find out the constraints which the medium face in its effect to achieve their divine roles in

development. The researcher also looks at the angles to which people perceive radio as their economic development catalyst and parties in progress to bring out development.

The researcher also explored the aspects of radio and the role they play in developing Nigeria. It also looks at the problem encountered by the medium. The study equally aims to properly educate the masses and government that radio as a social institution is sine-qua-non to economic development to the extent that its absence in economic development efforts signifies a doom for achieving a positive and enduring development to any nation.

From the findings of the study, it was evident that radio actually determines the pattern, shape and level of economic development in Nigeria. Radio like catalyst quorums development; acting like development agents or as change agents. This gives the medium the multiplier effects with capability to spread favourable attitude for social, economic, political, cultural etc.

The research and the current study are related in the sense that they are both focused on the role of radio on economic development. However, the study failed to specify the exact area of study his research is focused on and he also did not chose a particular radio station to focus on while the current study is based on the influence of Enugu state broadcasting service radio on the economic empowerment of the Agbani community.

2.4. Theoretical Framework.

A theory serves as a background for the empirical adventure into any research study. The theory used for this research work is the uses and gratification theory.

2.4.1. Uses and Gratification Theory

This is the central theory upon which this research work was anchored. The theory was put forward by Katz et al (1974) summarizes it as concerned with

- i. The social and psychological origin of
- ii. Need which generate
- iii. Expectations of
- iv. The mass media or other sources which lead to
- v. Differential patterns of media exposure (or engagement in other activities) resulting in
- vi. Need gratifications and
- vii. Other consequences, perhaps mostly unintended ones

It is a theory that is audience centred what people do with media rather than what media do to people. It tries to explain why people use the mass media... uses of mass media by people and what gratifications do people derive from using mass media.

According to Folarin (1998, P65) “this theory perceives the recipient of a media message as actively influencing its effect process. The focus of this theory rests on media consumption function and who uses which content, from which conditions and for what reasons. Thus the following scenario

- a. An individual has some needs related to communication.
- b. He/she selects the media that appears likely to satisfy those needs.
- c. He/she selectively consumes the content.
- d. An effect may or may not occur.

Some adult needs satisfied by the media include surveillance, excitement, guidance, relaxation, social integration, entertainment, escape, self and personal identity, social contact and information acquisition.

This theory is relevant to this study as it focuses on the use of media content for obtaining gratification or need fulfilment. It categorizes media content according to function rather than level of taste. It also explains audience behaviour with regards to programme content and this affects or comes to bear on the utility of messages.

2.5. Summary

This chapter reviewed the concepts of radio broadcasting, economy and empowerment. Also included in this chapter were the reviews of related studies done by other researchers. The study uses and gratification by Katz et al as its theoretical framework.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter describes the method used in this study which include; method of research design, population of the study, sampling technique/sample, instrumentation as well as the validity and reliability of the instruments used. It also states the method of data collection and method of analyzing the data collected.

3.2. Research Design

Research design is the plan or blue print which specifies how data relating to a given problem should be collected and analyzed or the procedural outline for the conduct of any given investigation.

The research design used for this study is the survey research method. According to Babbie (1986, P203-204), “survey is probably the best method available to the social scientist interested in collecting original data for describing a population too large to observe directly. Surveys are excellent vehicles for measuring attitudes and orientations in a large population”.

3.3. Population of the Study

Population refers to all cases or individuals that fit a certain specification. Ohaja (2003) states that, it is also the aggregate of all cases that conform to some designated set of specifications. Frey et al (1991, P30) “population of the study refers to all people who possess the characteristic of interest.”

Babbie, (1986, P88) views population of the study as “that group (usually of people) about whom we want to be able to draw conclusion.”

According to the data obtained, the population of the study is 12,540.

3.4. Sampling Technique/Sample

Sample is the selection of some members of elements from the population for actual investigation. It is also a section or part of an entire population of people or things which are studied to obtain information about research variables. Purposive sampling method was used for this research. For the purpose of this study 200 individuals were purposively selected.

3.5. Description of Research Instrument

The instrument used in collecting data for this study shall be the questionnaire. A questionnaire is a set of questions demanding answers from respondents in order to achieve research objective.

A total of twenty (20) items were drawn and administered to the respondents. The 20 item – questionnaire was divided into two parts. Part A contained items on the demography of the respondents while section B contained items that answered the research question posed for the study.

3.6. Validity and Reliability of Data Gathering Instrument.

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

3.7. Method of Data Collection

A total of 200 copies of questionnaires were administered to the selected respondents of Agbani. The researcher used the direct approach i.e. meeting the respondents in their houses, working places or business premises. This will help minimize the percentage of distraction,

unnecessary delays, high mortality rate of questionnaire and it will finally help to ensure an error free study.

3.8. Method of Data Analysis

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

$$X^2 = E (o-e)^2$$

Where X^2 = chi-square

E = summation

O = observed

E = expected frequency.

Decision

The data collected used chi-square (X^2) goodness of fit test to validate statistical hypothesis at 5% level of significance. To arrive at a decision, the researcher used the decision rule.

Decision rule:

Decision rule say reject null hypothesis (H_0) if the calculated value is greater than the table value, otherwise accept.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1. Introduction

In this chapter, there will be a presentation and analysis of data collected from the questionnaires used for this study.

In this study, a total of two hundred (200) questionnaires were distributed to respondents out of which 153 representing 76.5% of the entire questionnaires were retrieved. This left the number of questionnaires not returned at 47 representing 23.5% of the questionnaires distributed. All data presented and analysed stem from the 153 questionnaires that were retrieved.

4.2 Data Presentation and Analysis

Item 1-5 in the questionnaire answered questions on the demography of the respondents.

Question 1: what is your sex?

Response	Frequency	Percentage
Male	83	54.2%
Female	70	45.8%
Total	153	100%

Table 1 presents a distribution of respondents according to sex. It indicates the 83 respondents (54.2%) are male, while 70 respondents (45.8%) are female. The table reflects that there is a fair representing of the opinions of both sexes.

Questions 2: Marital Status

Response	Frequency	Percentage
Single	65	42.5%
Married	88	57.5%
Total	153	100%

Table 2 presents a distribution of respondents according to marital status. It reflects that 65 respondents (42.5%) are single, while 88 respondents (57.5%) are married. The table reveals that there are more married respondents than single.

Question 3: Occupation

Response	Frequency	Percentage
Farmer	42	27.5%
Trader	61	39.9%
Civil servants	23	15%
Students	21	13.9%
Unemployed	6	3.9%
Total	153	100%

Table 3 presents a distribution of respondents according to occupational distribution. It indicates that 42 respondents (27.5%) are farmers, 61 respondents (39.9%) are traders, 23 respondents (5%) are civil servants and 21 respondents (13.7%) are students, while 6 respondents (3.9%) of the total population are unemployed.

Question 4: Income level per month.

Response	Frequency	Percentage
Below ₦5, 000	41	26.8%
₦5, 000 – ₦10, 000	53	34.6%
₦10, 000 – ₦15, 000	26	17%
₦15, 000 – ₦20, 000	23	15%
₦20, 000 and above	10	6.6%
Total	153	100%

Table 4 represents respondent's income level per month. It indicates that 41 respondents (26.8%) have a monthly income below ₦5, 000. 53 respondents (34.6%) have their monthly income ranging between ₦5, 000 and ₦10, 000. 26 respondents (17%) have their monthly income between ₦10, 000 and ₦15, 000. 23 respondents (15%) of the total population are placed between ₦15, 000 and ₦20, 000 monthly income, while 10 respondents (6.6%)of the total population have a monthly income level of ₦20, 000 and above.

Question 5: Age.

Response	Frequency	Percentage
21 – 30	74	48.4%
31 – 40	49	30%
41 – 50	30	19.6%
51 – 60	-	-
60 and above	-	-
Total	153	100%

Table 5 represents respondents according to their age. It indicates that 74 respondents (48.4%) fall between the age of 21 – 30, 49 respondents (30%) fall between the ages of 31 – 40, 30 respondents (19.6%) falls between the ages of 41 – 50, while no respondents fall between the ages of 51 – 60 and 60 and above.

Question 6: Do you have a radio set?

Response	Frequency	Percentage
Yes	134	87.6%
No	19	12.4%
Total	153	100%

Table 6 presents the number of respondents that own a radio set. It indicates that 134 respondents (87.6%) of the total population own a radio set, while 19 respondents (12.4%) do not own a radio set.

Question 7: Do you listen to ESBS Radio?

Response	Frequency	Percentage
Yes	119	77.8%
No	34	22.2%
Total	153	100%

Table 7 presents the number of respondents that listen to ESBS Radio and the number that do not. It indicates that 119 respondents (77.8%) listen to ESBS Radio, while 34 respondents (22.2%) do not listen to ESBS Radio.

Question 8: how do you rate the reception of the ESBS Radio?

Response	Frequency	Percentage
Very good	32	26.9%
Good	11	9.2%
Average	57	47.9%
Poor	16	8.4%
Very poor	9	7.6%
Total	119	100%

Table 8 presents the reception quality of the ESBS Radio as received by respondents exposed to it. It indicates that 32 respondents (26.9%) of the total 119 respondents that are exposed to ESBS Radio perceive its reception as very good. 11 respondents (9.2%) of the ESBS Radio listenership perceive the reception as good. 57 respondents (47.9%) of the ESBS listenership perceive the reception of the ESBS programmes as average. 10 respondents (8.4%) of the ESBS Radio listenership perceive the Radio's programmes as poor; while 9 respondents (7.6%) of the ESBS Radio listenership perceives the Radio's programmes reception as very poor.

Question 9: Do you like ESBS Radio programmes?

Table 9 presents the respondents likeness or otherwise for ESBS Radio. It indicates that 63

Response	Frequency	Percentage
Yes	63	52.9%
No	56	47.1%
Total	119	100%

Table 9 presents respondents opinion whether they like ESBS Radio or otherwise. 63 Respondents (52.9%) of the ESBS Radio listenership affirm their likeness for the radio, while 56 respondents (47.1%) of the ESBS radio listenership do not like this radio.

Question 10: would you say Agbani dwellers are exposed to ESBS Radio programmes?

Response	Frequency	Percentage
Yes	86	56.2%
No	67	43.8%
Total	153	100%

Table 10 presents the respondents response on the exposure of Agbani dwellers to ESBS Radio programmes. It indicates that 86 respondents (56.2%) affirms that Agbani dwellers are exposed to ESBS Radio programmes, while 67 respondents (43.8%) disagrees the Agbani dwellers are not exposed to ESBS radio programmes.

Question 11: Do you agree that ESBS Radio programmes are effective in the economic empowerment of Agbani community?

Response	Frequency	Percentage
Strongly agree	39	25.5%
Agree	57	37.2%
Undecided	19	12.4%
Disagree	31	20.3%
Strongly disagree	7	4.6%
Total	153	100%

Table 11 presents respondents opinion on the effectiveness of the ESBS Radio as concerns the economic empowerment of the Agbani community. It indicates that 39 respondents

(25.5%) strongly agrees to the effectiveness of ESBS Radio, 57 respondents (37.2%) agrees to the effectiveness of ESBS Radio, 19 respondents (12.3%) are undecided, 31 respondents (20.3%) disagrees to the effectiveness of ESBS Radio, while 7 respondents (4.6%) strongly disagrees to the effectiveness of ESBS Radio as concerns the economic empowerment of Agbani community.

Question 12: Do you sit and discuss issues on ESBS Radio station with others in your locality?

Response	Frequency	Percentage
Yes	74	62.2%
No	45	37.8%
Total	119	100%

Table 12 presents respondents response on the question whether they sit and discuss issues on ESBS Radio station with others in their locality. 74 respondents (62.2%) agreed that they sit and discuss issues on ESBS Radio with others in their locality, while 45 respondents (37.8%) do not.

Question 13: Do you agree that ESBS Radio is popular among Agbani dwellers?

Response	Frequency	Percentage
Strongly agree	29	18.9%
Agree	25	16.3%
Undecided	30	19.6%
Disagree	53	34.6%
Strongly disagree	31	20.3%
Total	153	100%

Table 13 presents respondents opinion on the popularity of ESBS Radio in Agbani community. It indicates that 29 respondents (18.9%) strongly agrees that the ESBS Radio is popular among the Agbani dwellers, 25 respondents (16.3%) agree that the ESBS Radio is popular among them, 30 respondents (19.6%) are undecided, 53 respondents (34.6%) disagrees that the ESBS Radio is popular among them, while 31 respondents (20.3%) strongly disagree that the ESBS Radio is popular among the Agbani dwellers.

Question 14: How do you assess the involvement of Agbani community to the ESBS Radio?

Response	Frequency	Percentage
Very good	17	11.1%
Good	21	13.7%
Average	21	13.7%
Poor	38	24.8%
Very poor	56	36.6%
Total	153	100%

Table 14 presents respondents assessment of their community's involvement in the ESBS Radio's programmes. It indicates that 17 respondents (11.1%) believe their community's involvement in the Radio's programmes is very good. 21 respondents (13.7%) articulate that the community's involvement is good. 21 respondents (13.7%) assess the community's involvement as average. 38 respondents (24.8%) assess that the community's involvement is poor, while 56 respondents (36.6%) assess the community's involvement as very poor.

Question 15: Do you believe in the programmes aired on ESBS Radio?

Response	Frequency	Percentage
Yes	61	39.9%
No	92	60.1%
Total	153	100%

Table 15 presents respondents opinion on the believability of ESBS Radio in suggesting ideas in the community. It indicates that 61 respondents (39.9%) affirms that the radio is useful in finding or suggesting ideas in the community, while 92 respondents (60.1%) negate the Radio's usefulness in finding or suggesting ideas in the community.

Question 16: Do you agree that ESBS Radio programme provides you with information for economic self-reliance and sustenance?

Response	Frequency	Percentage
Strongly agree	17	14.3%
Agree	30	25.2%
Undecided	18	15.1%
Disagree	32	27%
Strongly disagree	22	18.5%
Total	119	100%

Table 16 presents respondents opinions on whether the ESBS Radio provides them with enough information for economic self-reliance and sustenance. It indicates that 17

respondents (14.3%) of the Radio’s listenership strongly agreed that the Radio gives them the necessary information for economic self – reliance and sustenance, 30 respondents (25.2%) of the radio’s listenership agrees that the radio provides them with enough information for economic self-reliance and sustenance. 18 respondents (15.1%) of the radio’s listenership are undecided, 32 respondents (27%) of the radio’s listenership disagrees that the radio provides them with enough information for economic self-reliance and sustenance, while 22 respondents (18.5%) of the radio’s listenership strongly disagrees the radio provides them with enough information for economic self-reliance and sustenance.

Question 17: what economic empowerment activity have you learnt from the ESBS Radio?

Response	Frequency	Percentage
Trade or handiwork	30	25.2%
Better skills in what you do	38	31.9%
How to manage your finances	21	17.6%
How to make good investment	11	9.2%
How to train others	19	16%
Total	119	100%

Table 18 presents the respondents response on the type of economic activity they have learnt from the ESBS Radio. It indicates that 30 respondents (25.2%) of the radio’s listenership have acquired knowledge in trade or handiwork. 38 respondents (31.9%) of the radio’s listenership agreed to have acquired better skills in what they do. 21 respondents (17.6%) of the radio’s listenership have acquired skills on how to manage their finances. 11 respondents (9.2%) of the radio’s listenership agreed to have acquires knowledge on how to make good

investment, while 19 respondents (6%) of the radio’s listenership agreed to have acquired knowledge on how to train others.

Question 18: Do you agree that ESBS Radio play any significant role in the economic empowerment of Agbani community?

Response	Frequency	Percentage
Strongly agreed	23	19.3%
Agreed	31	26%
Undecided	14	11.8%
Disagreed	38	31.9%
Strongly disagreed	13	10.9%
Total	119	100%

Table 18 presents respondents opinion whether ESBS Radio plays significant role in the economic empowerment of Agbani community. 23 respondents (19.3%) of the radio’s listenership strongly agree that the radio plays significant role in the economic empowerment of the Agbani community. 31 respondents (26%) of the radio’s listenership agrees, 14 respondents (11.8%) of the radio’s listenership are undecided. 38 respondents (31.9%) of the radio’s listenership disagree, while 13 respondents (10.9%) of the total population strongly disagree.

Question 19: How would you describe development in Agbani?

Response	Frequency	Percentage
Very good	-	-
Good	15	12.6%
Average	49	41.2%
Poor	46	38.6%
Very poor	9	7.6%
Total	119	100%

Table 19 presents respondents' assessment of development in Agbani community. It indicates that none of the respondents assess development in Agbani as very good. 15 respondents (12.6%) assess development in Agbani as good, 49 respondents (41.2%) assess development in Agbani as average. 46 respondents (38.6%) assess development in Agbani community as poor, while 9 respondents (7.6%) assess it as very poor.

Question 20: what specific economic needs are addressed in ESBS Radio Programmes?

Response	Frequency	Percentage
Creation of wealth	22	18.5%
Provision of job opportunities	12	8%
Reduction of poverty	30	19.6%
Provision of ready market for creative products and farm produce	34	22.2%
Education on economic trends and policies	21	13.7%
Total	119	100%

Table 20 presents respondents' response on the economic needs addressed in ESBS Radio Programmes. It indicates that 22 respondents (18.5%) stated the creation of wealth is usually

discussed on this radio, 12 respondents (8%) stated that provision of job opportunities is usually discussed on ESBS Radio, 30 respondents (19.6%) suggested the issue of reduction of poverty, 34 respondents (22.2%) suggested provision of ready market for creative products and farm produce, while 21 respondents (13.7%) gave their opinion that the issue of education on economic trends and policies.

4.3 Testing of Hypothesis

An alternative hypothesis was formulated by the researcher was tested using the chi – square and data already analyzed.

Hypothesis 1

H1: ESBS Radio programmes are effective in the economic empowerment of Agbani community. Using table 11

Response	O	E	O-E	O-E ²	(O-E) ²
Strongly agree	39	30.6	8.4	70.56	2.30
Agree	57	30.6	26.4	696.96	22.8
Undecided	19	30.6	-11.6	134.56	4.4
Disagree	31	30.6	0.4	0.16	0.005
Strongly disagree	7	30.6	-23.6	556.96	18.20
Total	153				47.7

$$X^2 = 47.7$$

$$P = 4$$

Df = 0.05

X²U = 9.488

Decision rule

The calculated chi-square value (47.7) is greater than the table value (9.488), we accept the statistical hypothesis (H1) which states that “ESBS Radio programmes are effective in the economic empowerment of Agbani community” and we reject the null hypothesis (H0) that says that “ESBS Radio programmes are not effective in the economic empowerment of Agbani community”. Therefore, the acceptance of alternative hypothesis (H1) received statistical support after testing.

4.4 Discussion of Findings

In this section, data collected from survey on “influence of ESBS Radio on the economic empowerment of Agbani community” would be discussed. The data was contained in 153 fully completed question retrieved from the respondents. Responses on the research questions would be discussed.

Research Question 1: To what extent are the Agbani dwellers exposed to ESBS Radio.

The aim of this question was to determine the extent to which Agbani dwellers are exposed to ESBS radio.

The data on table 6,7,8,9 and 10 were used to answer the research question. The data on table 6 showed that 134 respondents (87.6%) were owners of radio sets, while 19 respondents (12.4%) were not. The data on table 7 indicated that 119 respondents (77.8%) listen to ESBS radio while 34 respondents (22.2%) do not. Table 8 showed that 32 respondents (26.9%) viewed the reception of ESBS radio as very good, 11 respondents (9.2%) viewed the

reception as good, 57 respondents (47.9%) viewed the reception as average, 16 respondents (8.4%) viewed the reception as very poor. Table 9 showed 63 respondents (52.9%) likes ESBS Radio programmes while 56 respondents (47.1%) do not like ESBS Radio programmes. Data on table 10 showed that 86 respondents (56.2%) affirms that Agbani dwellers are exposed to ESBS Radio programmes, while 67 respondents (43.8%) were not exposed to ESBS radio programmes.

From the above findings, it is obvious that Agbani dwellers are exposed to ESBS Radio programmes.

Research Question 2: what is the believability rate of ESBS Radio economic empowerment programmes by Agbani dwellers?

The aim of this research question was to find out the rate at which Agbano dwellers believe in the programmes aired on ESBS Radio.

The data contained on table 11, 12, 13, 14 and 15 answered this research question. Table 11 indicated that 39 respondents (25.5%) strongly agrees to the effectiveness of ESBS Radio programmes, 57 respondents (37.2%) agrees. 19 respondents (12.4%) are undecided. 31 respondents (20.3%) disagrees to the effectiveness of ESBS Radio programmes on the economic empowerment of Agbani community, while 7 respondents (4.6%) strongly disagree. Table 12 showed that 93 respondents (60.8%) discuss issues on ESBS Radio with others in their locality, while 60 respondents (39.2%) do not discuss issues on ESBS Radio with others in their locality. The data on table 13 showed that 29 respondents (18.9%) strongly agrees that the ESBS Radio is popular among Agbani dwellers, 25 respondents (16.3%) agrees, 30 respondents (19.6%) are undecided, 53 respondents (34.6%) disagrees, while 31 respondents (20.3%) strongly disagrees. Table 14 showed that 17 respondents (11.1%) believe that their community's involvement in the ESBS Radio's programmes is

very good, 21 respondents (13.7%) views their community's involvement as good, 21 respondents (13.7%) views it as average, while 38 respondents (28.8%) views the community's involvement in ESBS Radio's programmes as poor and 56 respondents (36.6%) viewed it as very poor. Table 15 showed that 61 respondents (39.9%) believe in the programmes aired on the ESBS Radio while 92 respondents do not believe.

From the above findings, it is easy to say that the believability rate of ESBS rRadio by Agbani dwellers is quite low. It shows that majority of Agbani residents do not totally trust or pay close attention to the ESBS Radio.

Research question 3: To what extent can ESBS Radio help to improve economic empowerment?

The data contained on table 16, 17, 18, 19 and 20 answered this research question. The data on table 16 showed that 17 respondents (14.3%) strongly agree that the radio gives them the necessary information for economic self reliance and sustenance, 30 respondents (25.2%) agreed that the ESBS Radio gives them enough information for economic self reliance and sustenance, 18 respondents (15.1%) are undecided, 32 respondents (27%) disagree that the ESBS radio provides them with enough information for economic self reliance and sustenance, while 22 respondents (18.5%) strongly disagrees. Table 17 showed that 30 respondents (25.2%) have acquired skills in trade and handiwork, 38 respondents (31.9%) agreed to have acquired better skills in what they do, 21 respondents (17.6%) have acquired knowledge on how to manage their finances, while 11 respondents (9.2%) have acquired knowledge on how to make good investment and 19 respondents (16%) have acquired skills on how to train others. Data on table 18 showed that 23 respondents (19.3%) strongly agree that ESBS Radio programmes play significant role in the economic empowerment of Agbani community, 31 respondents (26%) agreed that the radio play significant role in the

empowerment of the community, 14 respondents (11.8%) are undecided, while 38 respondents (31.9%) disagree and 13 respondents (10.9%) strongly disagree. Table 19 showed that no respondent assess development in Agbani community as very good, 15 respondents (12.6%) assess development in Agbani community as good, 49 respondents (41.2%) assess development in Agbani community as average, while 46 respondents (38.6%) assess development in Agbani community as poor and 9 respondents (7.6%) assess development in Agbani community as very poor. Data on table 20 showed that 22 respondents (18.5%) suggested that issues on creation of wealth are specifically discussed on ESBS Radio, 12 respondents (8%) stated that issues on provision of job opportunities are usually discussed on this radio station, 30 respondents (19.6%) stated that issues on reduction of poverty are usually discussed, 30 respondents (22.2%) stated that issues on provision of ready market for creative products and farm produce are usually discussed, while 21 respondents (13.7%) stated that issues on education on economic trends and policies are usually discussed.

From the findings above, it is pertinent to say that ESBS Radio play significant role in the economic empowerment of Agbani community. Although its significance it not far reached.

Hypothesis Testing

Hypothesis H1: ESBS Radio programmes are effective in the economic empowerment of Agbani community.

This hypothesis was formulated by the researcher as an assumption of the research or study to find out if ESBS radio programmes are effective in the economic empowerment of Agbani community. The Chi-square formula was used to statistically test this statement.

Using table 11 in the questionnaire and chi-square formula, the hypothesis showed that the calculated value (47.7) is greater than the table value (9.488), therefore, the alternative

hypothesis which states that ESBS Radio programmes are effective in the economic empowerment of Agbani community, is accepted by the researcher. From data obtained and analyzed, it is pertinent to note that ESBS Radio programmes are effective in the economic empowerment of Agbani community.

CHAPTER 5

SUMMARY CONCLUSION AND RECOMMENDATION

5.1.Introduction

The main aim of this study was to determine the influence of ESBS Radio on rural economic empowerment of Agbani community. Survey research design was adopted using questionnaire for gathering data. Based on the data collected, analyzed and discussed will be focused on the summary of findings, conclusion and recommendations.

5.2.Summary

The findings among others showed that;

1. The dwellers of Agbani community are not exposed to the Enugu state Broadcasting service Radio.
2. Most Agbani community residents do not believe in the Enugu State Broadcasting service Programmes.
3. Enugu State broadcasting service radio does not have a far reaching impact on the economic empowerment of Agbani community.

5.3.Conclusion.

Enugu State Broadcasting Service (ESBS) Radio has made some effort to impact on the economic empowerment of Agbani community. Although these efforts have not gone far in improving the economic standard of the residents of Agbani community, some residents can be said to have had their economic standards positively impacted on by the ESBS radio. These ESBS Radio programmes have tremendously improved their economic standards.

5.4.Recommendation

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

1. The government should also put in place relay transmitters mainly in areas where reception is received below average to help boost and strengthen the programme signals in all receiving communities.
2. The programme producer should also adopt better measures for programme assessment and monitoring; through direct contact with programmes listeners by attending community meetings, festivals, ordinations, campaigns, ceremonies which serve face-to-face avenues to figure out the listener's disposition to the Radio's programmes.

5.5.Suggestions for Further Studies

Further studies should be carried out on the impact of the electronic media on the development of rural areas.

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Appendix A

Department of Mass Communication
Faculty of MGT and Social Sci.
Caritas University
P. M. B 01784
Amorji – Nike, Enugu.
Enugu State.
16th May 2013.

Dear Respondent

I am a final year student of the above named institution and department currently carrying out a research on the topic “Influence of Enugu State Broadcasting Service (ESBS) on Rural Economic Empowerment of Agbani Community”.

Kindly assist me by filling in the questions below. All information you give will be confidential and treated as such. It will be used strictly for academic purpose. Thanks for your anticipated co-operation.

Yours faithfully

Vaaswem Sonia

Appendix B

Instructions: Please tick against the options that correctly express your opinion.

1. Sex a, Male b, Female
2. Marital a, Single b, Married
3. Occupation a, Farmer b, trader
- c, Civil Servant d, Student
- e, Unemployed
4. Income level per month
- a, Below N 5,000
- b, 5,000 - 10,000
- c, 10,000 – 15,000
- d, 15,000 – 20,000
- e, 20,000 and above
5. Age a, 21-30 b, 31 -40
- c, 41- 50 d, 51 - 60
- e, 60 and above

6. Do you have a radio set?

a, Yes b, No

7. Do you listen to ESBS Radio?

A, Yes b, No

8. How would you rate the reception of the ESBS Radio?

a, Very good b, Good
c, Average d, Poor
e, Very poor

9. Do you like ESBS Radio programmes?

a, Yes b, No

10. Would you say Agbani dwellers are exposed to ESBS Radio programmes?

a, Yes b, No

11. Do you agree that ESBS Radio programmes are effective in the economic empowerment of Agbani community?

a, Strongly agree b, Agree
c, Undecided d, Disagree

e, Strongly disagree

12. Do you sit and discuss issues on ESBS Radio station with others in your locality?

a, Yes b, No

13. Do you agree that ESBS Radio programmes are popular among Agbani Dwellers?

a, Strongly agree b, Agree

c, Undecided b, Disagree

e, Strongly Disagree

14. How would you assess the involvement of your community in the ESBS Radio programmes?

a, Very Good b, Good

c, Average d, Poor

e, Very poor

15. Do you believe in the programmes being aired on ESBS Radio?

a, Yes b, No

16. Do you agree that ESBS Radio programmes provides you with enough information for economic self – reliance and sustenance?

a, Strongly agree b, Agree

c, Undecided b, Disagree

e, Strongly Disagree

17. How would you describe development in Agbani?

- a, Very Good b, Good
c, Average d, Poor
e, Very poor

18 What economic empowerment activity have you learnt?

- a, A trade or handwork
b, Better skills in what you do
c, How to train others
d, How to manage your finances
e, How to make good investments

19. Do you agree that ESBS Radio programmes play any significant role in the economic empowerment of Agbani community?

- a, Strongly Agree
b, Agree
c, Undecided
d, Disagree e, Strongly disagree

