FACULTY OF BUSINESS ADMINISTRATION
IMO STATE UNIVERSITY
NIGERIA
JOURNAL OF AFRICAN CONTEMPORARY RESEARCH

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Bola (2005) in a comparative study compared African cultures. Also in a similar study (Adamu, 2010) consolidated Bola's findings. In addition, past research (Akpa, Adeboye, and Ogu, 2003) proved that African Culture is heterogeneous.

Books

Gando, J.S.D., and Owani, S.K. (2007). Cultural *Characteristics:* A critical analysis in retrospect. Lagos, Academy Press.

Article or chapter in an edited book

Benue, S.A. (2004). Appraisal of Organizational Effectiveness, In J.D. Anyanwu A.B. Bola (Eds.), Aspects *of Organizational Performance* (PP. 201-220). Owerri, Imo, Universal.

Periodicals

Sambo, M.S. (2005). *Judges and rulings.* Law Bulletin, 96, 350-368.

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RADIO AND RURAL DEVELOPMENT PROGRAMMES IN IMO STATE: A STUDY OF OZISA 96.1FM RADIO STATION, OWERRI

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ABSTRACT
This study examines the influence radio and rural development programmes have on the residents of Imo State. Three objectives and three research questions were used. The study was anchored on Development Media theory. The survey research method was applied. The population of the study was 4,186,633 and with a sample size of 384 using Krejcie and Morgan's (1970) sample size determination table. Furthermore, the study employed questionnaire and interview schedule as instruments for data collection. The study adopted the multi stage sampling techniques. The data generated through the questionnaire were categorised and represented in frequency tables, which were thereafter analysed using weighted mean score. It was discovered among other things that Imo state residents were fully exposed to Ozisa 96.1 FM development programmes. The level of exposure of Imo State residents on developmental programmeon Ozisa 96.1 FM was at a very high level. The study concludes that radio plays a key role in rural developmental programmes, not just in Imo State but in other parts of the world. Finally, the study recommends that the residents of Imo State should continue to expose themselves to Ozisa 96.1 FM developmental programmes, residents of Imo State should always expose themselves to developmental programmes to be knowledgeable about happenings in Imo State, Ozisa 96.1FM radio station should develop and maintain existing developmental programmes to keep the people abreast of happenings around their environment and equally to keep government on their toes, in delivering good governance to the people.
Keywords: Radio, Rural Development Programmes, Imo State: Ozisa 96.1FM Radio Station, Owerri.

Introduction

No nation can develop without communicating the right information to its citizens. Communication is key to the existence of man; it is one of the factors responsible for partial quietude that exist in the society. No society can develop to a reasonable extent without adequately transmitting the right message to its citizens. That is why the media are seen as a vehicle through which information are disseminated to people in the society. However, mass communication is at the pinnacle of the communication pyramid; it is a society-wide

communication process in which an individual or institution uses technology to send messages to a large, mixed audience, most of whose members are not known to senders. Stories about crime on the radio air waves, political campaigns on television and scholarly articles are all forms of mass communication (Crider, 2012 p.9). Nevertheless, the information disseminated by the media must be seen as the accurate accounts of the happenings around the society, which is why a lot is put into gathering news materials and packaging them in a way that it represents the true nature of event. Traditionally, the mass media are namely; newspapers, radio and television, but with the advent of the new media there is a shift from the old ways of gathering and disseminating information (Wokoro, 2022).

Radio as a mass medium, is a very important player in the communication industry because it educates, entertain and transmit cultural norms from one generation to another. It has one of the most penetrating rates as far as the media is concern. It can be argued that some of the value of the content that a radio station offers comes from the talent, or announcer, that delivers it. A local announcer has the opportunity to create a local emotional connection to the community that the station serves. Radio has lost many of its announcers because of consolidation (Crider, 2012).

According to Ume-Nwagbo (1995, p. 15), radio is an electronic device. It is a system of sending sound over a distance by transmitting electrical signals. The radio transmits sound signals into the air at a particular frequency. The radio is said to be a blind theatre that has visual impact. The visual nature of the picture is in the pasteurization of the audio experience in the mental realm. It simply means that words can

be used to paint pictures on the minds of the audience as a product of interpretations and meanings. Amadi-Grant (2019) asserts that radio as a medium of communication is portable, radio messages are transient in nature, radio is audio in nature, the operations of a radio station is complex and complicated, the content of a radio message is handled and treated publicly and the relationship between the sender and the receiver is said to be impersonal.

Radio listeners are further said to exhibit actions based on the impact derived from audio presentations as radio has the potential to motivate listeners to take action, modify behaviour and undertake activities. Sweeney and Parlato (1982) established theories of communication which held that human interaction is necessary at some point in getting individuals to adopt innovation. However, radio can create initial awareness about innovations but does not have the capacity to motivate people to adapt such innovations. No doubt since its invention in Nigeria Broadcasting (most especially radio) has had great impact in Nigeria society.

It is asserted that information aids and facilitates development at all levels. Information is now accepted as an important factor in the sustained development of any society because it reduces uncertainty, and enhances awareness of possible actions to take to solve problems. Lack of information is argued to act as a barrier to economic development because of the importance of information provision in "capacity building" and "empowering communities" (Apata and Ogunrewo, 2015).

The media's involvement in shaping public perceptions of government and government policies have been proved several times, in the sense that they disseminate messages that promote societal progress and cohesion. However, in recent

times, these roles have been expanded to include national development and mass mobilization of citizens for development efforts. The mass media have a crucial role to play in engendering development among the populace.

Nigeria in general and Imo State in particular broadcast an array of programmes on a daily basis. Could it be that most of the programmes that occupy the air waves are not making the desired impact? Also, since what people hear influence their attitude, manner and even determine the extent to which such programmes enjoy audience support, one begins to wonder if the objectives of the outlined media programmes by the stations, influence the participation of rural dwellers towards developmental programmes even though not all communities have benefitted from government developmental programmes. However, it has been observed that rural dwellers in the three senatorial zones of Imo State do not own programmes and projects sited in their domain by way of participation, may be because they were not consulted in the conception, planning and execution of those programme and projects or the people are not concerned with anything that has to do with the government, for instance, Umuguma market project was abandoned because, Umuguma community needed school and the government sited a market, however, when the government realized the people needed school they reversed the project to school. Based on this premise, the concern of this study is to investigate the extent to which *Ozisa 96.1*FM has enlightened rural dwellers towards participating in developmental programmes in Imo State.

Objectives of the Study

The objectives of the study are to:

1. Determine whether Imo State residents are exposed to the development programmes of Ozisa 96.1 FM.
2. Find out the level of exposure of Imo State residents to the development programmes of Ozisa 96.1FM.
3. Examine whether the Ozisa 96.1 FM rural development programmes have influenced the participation of Imo State residents on rural development.

Research Questions

The following research questions were used to guide the study and they are:

1. Are residents of Imo State exposed to the development programmes on Ozisa 96.1FM?
2. What is the level of exposure of residents of Imo State on the developmental programmes on Ozisa 96.1FM?
3. How has Ozisa 96.1 FM rural development programmes influenced participation of Imo state residents on rural development.

Literature Review.
Development Practice

Recognizing development as a political activity means foregrounding power dimensions more clearly in our analyses. We do not intend to dismiss or trivialize interventions by acknowledging their political nature. Instead, articulating structural conditions and informal dynamics may help to illuminate the process through which social change may be enacted. Focusing on process, some advocate promoting the ability of communities to participate in the design, implementation, and evaluation of interventions (Jacobson & Servaes, 2005). Focusing on structure, others conceptualize power as the ability to shape the contexts

within which interventions are conceived and engaged (Wilkins, 2000).

This argument positions power in the work of development organizations, corporations, governments, social movements, and other agencies. When development institutions decide to "partner" with corporations, for example, this establishes a structure of public-private coordination, leading to the commercialization of public programs. This also establishes a structure through which certain issues are addressed while others are neglected, particular frames of communities and issues are highlighted while are others marginalized, and selected values such as consumerism are advocated while others are ignored (Jacobson & Servaes, 2005).

Currently these power dynamics require attention to global conditions, particularly those of the global market. Having moved away from formal political control through colonial empires, we are now faced with a global economic empire, imposing marketing principles over political and civil domains. Sustainable development, for example, created as a resistant discourse against corporate practices damaging to the environment, evolved into a justification for corporate control over considerable resources (Waters & Wilkins, in press). Integrating environmental concerns within an economic framework places these issues under the logic of the global marketplace (McMichael, 2015). The poor are blamed as acting irrationally, for example, in contrast to the more "rational" acts of corporate actors, portrayed as willing and able to manage the environment (Escobar, 2010).

Within the context of a growing capitalist influence in the global economic structure, development intervention for the public good has become increasingly supported through private funds. Although there has been an undercurrent within dominant development discourse historically that accepts unquestioningly the merits of free-market capitalism, there has been a growing emphasis on working with the private rather than the public sector in development programs (McMichael, 2015; Wilkins, 2000). Connecting public programs with the commercial sector tends to be justified as a cost-effective strategy by proponents, particularly when public funds for programs are decreasing. Dominant discourse describes this alignment as a necessary part of the social change process.

There are a number of concerns, however, that need to be raised about the evolving commercialization of development interventions. First, this practice focuses on short-term goals at the expense of long-term interests; second, individuals are valued in terms of their ability to consume rather than their human rights. Third, social change is posited at an individual level, neglecting social and structural constraints; and fourth, national policy makers are encouraged to privilege economic over social and political interests. Moreover, the commercialization of public domains precipitates a materialist climate, inducing the practice of bribery as a more normative experience, particularly among administrators living on limited government salaries. The impact of corruption on development communication practice remains to be documented and theorized more fully (Jacobson & Servaes, 2005).

Development Communication

Kutufam (2011) describes development communication as a special area within the field of mass communication, focusing on the use of mass communication tools for socio-economic development in developing countries. In order to understand

the role of development communication in the development process, there is the need for a systematic understanding of development and communication as two processes that are inseparable by their nature when defined in relationship to their environment and others within the environment.

Development programs focus attention on the socio-economic development of the recipient community, and so most literature on development communication has focused on the socio-economic impact of these programmes on the recipients. Development communication serves as a common platform between funding agencies or implementers of development programs and program recipients, by creating an avenue for dialogue and the exchange of ideas. In the participatory model of development communication, the transmission of information is not a vertical process of information flow from the knowledgeable to the less knowledgeable; instead, it is a horizontal process of information exchange and interaction (Morris, 2003).

This model posits that; the purpose of development is to empower people so they have greater control and power over decisions that affect them. Thus, empowerment is achieved through information exchange and interaction between development agencies and recipients of development programs (Morris, 2003). In every social interaction, the forces of power come into play and the direction or the use of power determines the success of such an interaction. Development communication is culturally contextual, people oriented, empowering, and egalitarian.

In a similar manner, for awareness on government development projects to reach as much of the populace as possible, there is a need to recognize the fact that initial awareness messages need to be re - transmitted, discussed, and re-discussed among audience members in order for it to have a lasting effect. Awareness does not stop at only that which comes from the media but instead, how it is turned into a subject-matter for public discourse for it to have a resonant and lasting effect.

Opara (2007), citing Daramola (2003) observes that the media have an intricate relationship with the economy. Without the media, which maintain a constant flow of information, vital for economic progress, economic and social life of the people as well national development will suffer. Through TV programming, the government is informed about the level of acceptance or otherwise of its policies and programmes by the populace.

Onabajo (2000) observes that searchlight on African Independent Television (AIT) was conceptualized as a programme that enlightens and entertains the audience. The programme shares human interest problems and also balances them by bringing serious societal problems. Also, government default is criticized in a humorous way. The philosophy of the programme is to provide a form of heart-to-heart forum of presentation that will inform, educate, and enlighten its audience. Also, the programme draws attention to serious operational lapses of corporate and public organizations, government agencies and parastatals.

Writing on the role of television programming in national development; a case study of news line, NTA network service, Opara (2007) opines that TV programming plays significant roles in accelerating comprehensive national development. Findings of the study revealed that; television remains the most versatile and most effective media of communication and it

exerts enormous influence on the people. Also, majority of the respondents hold the view that TV programmes, particularly News line, have been contributing to the cultural and socio-economic development of the country. The study further revealed that government functionaries and agencies hold News line in very high esteem, as a programme that binds the people and the government together in mutual interest of responsible citizenship and good governance.

Using the diffusion model, Servaes and Malikhao (2004, p.7), writing a background paper on Communication and Sustainable Development, they note that:

> Although development strategies in developing countries diverge widely, the usual pattern for broadcasting and the press has been predominantly the same: Informing the population about projects, illustrating the advantages of these projects, and recommending that they be supported. A typical example of such a strategy is situated in the area of family planning, where communication means like posters, pamphlets, radio, and television attempt to persuade the public to accept birth control methods. Similar strategies are used on campaigns regarding health and nutrition, agricultural projects, education, and so on.

According to the study of Mukherjee (2007), communication is viewed as a participatory process, for achieving development for the people and by the people themselves. In this context, participation is understood as developing the human, organizational and management capacities of the people to address the issues, as they arise, in order to sustain the process of change and development. The study revealed that development

communication is more often a linear process in both government and non-government organizations. It is more pronounced in the government programmes because of the attitude of the people working and their pattern of working. Voluntary organisations working in the area though have better mechanisms for promoting two way communication but in actual field situation despite their best efforts, it sometimes becomes a one way process.

The mass media appear to be more effective in disseminating new information than in (directly) changing behaviour or attitudes. They appear to have little persuasive effect without reinforcement by interpersonal communication in an informal group context. While the mass media may not directly 'cause' social change, the ideas presented through mass communication often become both nor malised and become the topics and ideas discussed inter-personally (Leal and Borner, 2005).

Writing on Radio and the Internet: Mixing media to bridge the Divide, Girard (2003, p.7), writes that:

> Low production and distribution costs have made it possible for radio to interpret the world from local perspectives, and to respond to local needs for information. More than any other mass communication medium, radio speaks in the language and with the accent of its community. Its programming reflects local interests and it can make important contributions to both the heritage and the development of the cultures, economies and communities that surround it.

Information and Communication Technologies (ICTs) were recognized worldwide as agents of development and

they had made some strides in Nigeria. These ICTs brought about radio of which the environment was such that it could not deliver significant dividends for development. No scholar disputes the fact that the media has enormous impact on any society. The only disparity of thinking is on whether the media-induced changes are good or bad for the community. It is also a question of how long it takes for media products to cause change in the lifestyles of people. Therefore, the need to be aware of the happenings around us and embrace change brought about development communication. In the opinion of Okunna (2002, p. 293) development communication, implies communicating development message. Quoting Edeani, she further defined development communication as the use of all forms of communication in reporting, publicizing and promotion of development at all levels of a society. In an attempt to give a vivid definition of the concept, Okunna cited Quebral (2001) who viewed it as the art and science of human communication applied to the speedy transformation of a country and the mass of its people.

Asadu (2009) demonstrates that development communication can also be called communication for development, development journalism or communication for social change. He further explained, that it simply means applying communication principles to development objectives of a society. It is a multi-communication approach aimed at informing, empowering, educating and mobilizing or motivating the people to better lives in a sustainable way. At the community level, this type of development exposes experts and local technologies in the village. Frazer and Restrepo-Estrada as cited in Asadu (2009) defined communication for development as the use of communication processes, techniques and media to help

people towards consensus, to help people plan actions for change and sustainable development, to help people acquire the knowledge and skills they need, to improve their condition and that of society and to improve the effectiveness of institutions.

In development communication, the people are the drivers of their own development. It as well recognizes and respects the culture, attitude, intelligence and traditional wisdom of the people. Therefore, development that does not occur with the consent or involvement of the beneficiaries, does not mean true development. Because people will not feel committed to the project. By 2003, there were 113 radio broadcasting stations in Nigeria, among these were 83 government-controlled and 30 commercial stations. All the existing radio stations were located in the urban areas which were either administrative capitals or commercial locations. Therefore, the programmes of radio, catered for the tastes of the population in these areas for instance government agencies, elites, etc. (Ume-Nwagbo, 2011, p. 15).

And this makes development communication process unsuccessful when compared with that of other countries; in terms of the level of development in those countries. According to Ekwelie as quoted by Okunna (2002, p. 293) a remarkable feature of development communication is that it is only concerned with peoples' welfare as defined by them. The broadcasting environment as defined in policy, legislation and regulation was also unfavourable. For example, the existing National Mass Communication Policy is also unfavourable.

Theoretical Framework
Agenda Setting Theory
This theory was propounded by Maxwell McCombs and Donald Shaw in 1972,

but was first worked on by an American Journalist Walter Lippman in 1922. Agbo (2003 p. 21) states that agenda setting theory has the power to determine what we are thinking about by pre-determining what issues are regarded as important in the society. Ngoa (2012, p. 22) writes that agenda setting theory hinges on the media capability to structure issues in peoples' mind; in other words, people take as important issues the media consider to be so. Kuncizik (1988) in Agbo (2003, p. 32) says that the opportunity for agenda-setting by the mass media becomes enhanced when the value structure of a society is in a state of flux.

Thus, the Agenda Setting Theory would be applied in this study. The unique core assumptions of the theory render it useful in the realms of public opinion research. The theory postulates that though the media does not totally reflect reality, it filters and shapes what is presented to the audience to help the rational being in his thinking process (McQuail, 2010; Weaver, 2007). Also, the issues in the media are presented in order of importance to help the audience decipher what is important to think about (McCombs and Reynolds, 2002).

However, the overall outlook of the study, especially in the findings shall help in the understanding of the concept of the Need for Orientation (NFO). The Need for Orientation is the most conspicuous unforeseen condition for agenda setting impacts. It gives a mental clarification to why individuals participate in data chasing and why some people are susceptible to agenda-setting impacts and others are not motivated. Matthes (2008) explained NFO in relationship to development and noted that it provides important insight into specific development attributes that serve as orienting cues to individuals understanding of mass media messages. It is known that NFO properties define how much information is consumed in a message by individuals in needs. It can be deduced that the more the impediments to the need for a message or information, the less influence such a message will have and, consequently the carrying programme.

Empirical Review

Some of the related studies carried out on the concept under study will be reviewed in this section.

A study by Ubini and Oji (2019) titled "Influence of Melody FM Nigeria go Better, A Pidgin English Radio Programme in Creating Development Awareness in Warri, Nigeria". The study investigates how radio has been used as a carrier of development information to create awareness on development issues among people of Warri, Nigeria. The study builds on what researchers have recognized as the strength of radio in spurring peoples' interest and participation in development matters. The study adopts the cross-sectional research method to sample the views of 240 respondents drawn from Warri population. The graduated data derived from a Likert scale were statistically analysed using percentages. The findings reaffirmed the rationalized position of scholars on the use of radio in the direction of development. The sustainability of the programme and the quest for future capable hands to continue to run the programme however remains a worry to the people and are recommended for action.

Princess (2010) assessed "Rural Enlightenment and Socio-economic Development Programmes of Government Radio Broadcasting Stations in Kaduna State", aimed at identifying the rural enlightenment and socio-economic development programmes, sectors involved, their aims, as

well as the level of benefit and satisfaction derived from the programmes by the rural populace in Kaduna state. A survey method was adopted in undertaking the study and stratified random sampling technique was used in the selection of the sample size for the study. Five research questions were formulated for the study involving the staff of four government radio stations and the listeners (audience) from six selected local government areas of Kaduna State. Answers were sought on available types of information on rural enlightenment and socio-economic development programmes of government radio broadcasting stations which include: Our Health, Let Them Live, Agric Panorama, Animal Husbandry, Inside Politics, Politics Today, Entrepreneurship, *Gar Wuriga Waina*, Sports Arena, Mid-week Sports, Pace Setters, *Al*"*adum Mu*, among others. From a sample population of three hundred and twenty-three (323) copies of the questionnaire were distributed, two hundred and ninety-three (293) were returned. Data was analysed, using frequency tables, percentage count, pie charts, bar charts, and histograms.

The researcher assessed the message content, language used in presenting the development programmes on health, agriculture, politics, sports, cultural activities and economic empowerment programmes. Efforts were made to ascertain whether listeners benefit from the programmes or not, the level of benefits and level of satisfaction derived from these development programmes by the rural dwellers that constitute the bulk of the state population. The study discovered that the rural enlightenment and government socio-economic development programmes aired by the radio stations including; Supreme FM 96.1 of Federal Radio Corporation of Nigeria (FRCN), Kaduna; Kaduna State Media Corporation (KSMC), Kaduna; Queen FM 94.1, Zaria; and Rockside FM, Kafanchan, played appreciable roles in effectively disseminating information to the rural dwellers of Kaduna state. The study found out that the management of government radio houses and audience were positive about the potential of enlightenment on government socio-economic development programmes, while some respondents took for granted the information they got from the programme. The study also discovered the challenges faced by government radio broadcasting stations such as inadequate modern equipment, inadequate funds, lack of ICT facilities, and clashes in time schedule for the programmes by different stations, security of their equipment and government interference.

Seidu (2011) carried out a research on "The Contribution of Simli Radio to the Livelihood Improvement of the People in the Tolon-Kumbungu District of the Northern Region of Ghana". A multi-stage sampling technique was used to select 12 communities for the study. Data were gathered on the use of broadcasting as an educational tool, the promotion of traditional culture, communication and information sharing, entertainment and income promotion. The study established that Simli Radio has worked to improve awareness and knowledge of solutions to community development problems ranging from culture, rural development, education, hygiene and sanitation, agriculture to local governance. The station has been an appropriate medium that has facilitated an interface between duty bearers and rights holders. It has promoted small and medium enterprise development by creating market opportunities for Small and Medium Enterprise (SME) operators and consequently improved sales and incomes. It is recommended that regular feedback from the listening public is essential in identifying listeners' preferences and the taste of various listeners segments (youth, women, men, aged, etc.) and to avoid politics and religion.

Ridwan (2014) examined the Role of Radio in Diffusing Agricultural Innovations among Peasant Fish Farmers in Lagos Metropolis. Using in-depth interview, the study found that peasant fish farmers are not aware of agricultural innovations on radio. They however acknowledged that they received commercials on agricultural products and technologies through radio, but in most cases, the commercials are not useful because the technologies advertised are often unaffordable. The respondents also believe that agricultural innovations are not available in radio programmes and the few programmes on agriculture are not useful because they do not address their problems. The findings oppose the basic tenets of the study's theoretical framework: agenda setting theory, development media theory, diffusion of innovations theory and value – expectancy theory. One of the major implications of the findings is that the ongoing food crisis in Nigeria may continue, until there is a synergy of major stakeholders, including the media institution, to address the problems.

Jubril (2012) reviewed the "Proposed Privatisation of the Nigerian Broadcast Media, Notably Radio and Television. In doing this, the paper is divided into three components. In the first part, a considerable effort is made to examine the historical and political economic backgrounds of privatisation in general and as it relates to the broadcast media in Nigeria in particular. The second part identifies and critically discusses crucial issues, *viz.* the national interest, the need for quality programming, diversity in ownership and the preservation and promotion of our diverse cultures which, we argue strongly, must be acknowledged and resolved in as much as any meaningful effort to privatise the broadcast media in the country is concerned. In the third part, the paper considers as a challenge the necessity to resolve those issues aforementioned and concludes by recommending a policy option to guide the work of the newly formed National Broadcasting Commission (NBC) in resolving these knotty issues. This policy would facilitate the smooth take off of private broadcasting in the country and at the same time ensure that our national interest, the need for qualitative programmes, diversity in ownership, and the protection and development of our numerous cultures are not compromised.

Methodology

This study adopted the survey design with the questionnaire and interview as the instruments for data collection. The survey method is appropriate for analyzing, interpreting and reporting. Survey research method becomes highly useful in the field of social behavioural sciences and indeed most appropriate for this study. According to Ohaja (2003), whenever the source of primary data for a study would be the views of members of the public or any particular group, a survey would be required. However, the study used qualitative and quantitative approaches in conducting the study.

According to National Population Commission (NPC) census of 2006, the Imo State population stood at 3,934,809 which was projected to 2023 using 2.5% growth rate for 16 years, the population is 4,186,633. A population according to Asika et al. (2012), is made up of all conceivable subjects or observation relating to a particular phenomenon of interest of the researcher.

Since the population of the study is 4,186,633 which is too large, therefore, the Krejcie and Morgan (1970) sample size determination table was used to arrive at a sample size of 384. The data generated through the questionnaire were categorised and represented in frequency tables, which were thereafter analysed, using weighted mean score. The analysis of data were centred on three (3) research questions for this study.

Results and Discussions
Data Presentation

This chapter presents, analyzes and interprets data gathered from the field. The data collected were presented using the tables below. Data employed the used of mean and criterion mean. Any mean below the criterion mean was rejected, while mean from 2.5 and above was accepted. The mean score was computed using the formula thus: $\frac{\sum Fx}{\sum F}$, the

criterion mean was calculated as follow: criterion mean = 4 + 3 + 2 + 1 = 10/4 = 2.5 while the interview schedule contained 4 questions for the Journalists of Ozisa radio station of the Ozisa radio station.

Research Question 1: Are residents of Imo State exposed to the development of programmes on Ozisa 96.1FM?

Table 1: Mean ($\overline{x}$) Analysis of exposure of residents to Ozisa 96.1FM

S/N	Items	SA 4	A 3	D 2	SD 1	Total	Mean ($\overline{x}$)	Remark
1	I am very much exposed to Ozisa 96.1FM development programmes.	136 554	179 537	32 64	29 29	376 1184	3.1	Accepted
2	I am not a fan of the Ozisa 96.1FM, so I seldom listen to the radio station.	13 52	10 30	193 386	160 160	376 628	1.6	Rejected
3	I am a fan of the radio station Ozisa 96.1FM, so I am exposed to the station	76 304	130 390	106 212	64 64	376 970	2.5	Accepted
4	I have never been exposed to the Ozisa 96.FM station	53 212	63 189	129 258	131 131	376 1090	2.1	Accepted
	Grand Mean						**2.57**	

Source: Survey Data, 2023

Table 1 above is an indication of the fact that residents of Imo State that participated in this study are very much exposed to Ozisa 96.1FM development programmes, and are very much fit to answer questions relevant to the study.

Research Question 2: What is the level of exposure of residents of Imo State on the developmental programmes on Ozisa 96.1FM?

Table 2: Mean ($\overline{x}$) Analysis of Level of Exposure

S/N	Items	SA 4	A 3	D 2	SD 1	Total	Mean ($\overline{x}$)	Remark
1	I am exposed to Ozisa 96.1 FM at a very high level	83 332	122 366	131 262	40 40	376 970	2.5	Accepted
2	My level of exposure to Ozisa 96.1 FM is high	100 400	104 312	112 224	60 60	376 996	2.6	Accepted
3	My exposure level to Ozisa 96.1 FM is low	78 312	80 240	95 190	123 123	376 865	2.3	Rejected
4	My exposure level to Ozisa 96.1 FM is very low	87 348	55 220	134 268	100 100	376 936	2.4	Rejected
	Grand Mean						**2.50**	

Source: Survey Data, 2023

In the light of the above table, it is obvious that respondents that participated in the study where significantly exposed to Ozisa 96.1FM development programme with a mean score of 2.5 and 2.6 respectively.

Research Question 3: Has Ozisa 96.1 FM rural development programmes influenced the participation of Imo state residents on rural development?

Table 3: Mean ($\overline{x}$) Analysis of Ozisa 96.1 Developmental Programme Influence on Imo State Residents

S/N	Items	SA 4	A 3	D 2	SD 1	Total	Mean ($\overline{x}$)	Remark
1	Ozisa 96.1 FM rural development programmes has influence me to pay my tax regularly	131 524	129 387	63 126	53 53	376 1090	2.8	Accepted
2	Ozisa 96.1 FM rural development programmes has made me have a change of main on health-related campaigns	172 688	68 204	29 58	100 100	376 1050	2.7	Accepted
3	I now see any government project going on in my environment as my own because of my exposure to Ozisa 96.1 FM.	11 44	12 36	190 380	163 163	376 623	1.6	Rejected
4	I help in protecting ongoing projects in my area because of my exposure to Ozisa 96.1FM.	51 204	60 180	131 262	134 134	376 780	2.0	Rejected
5	I helped in formulating and execution of projects in my area, that to Ozisa 96.1 FM	- -	- -	258 516	118 118	376 634	1.6	Rejected
6	I am not interested in anything Ozisa 96.1 FM has to offer because it changes nothing.	- -	- -	240 480	136 136	376 618	1.6	Rejected
	Grand Mean						**2.17**	

Table 3 shows a positive response on respondents' attitude towards developmental projects in Imo State. Majority of respondents agreed Ozisa radio development programmes influence tax payment, change their mind on health-related campaign with a mean criterion of 2.8 and 2.7 respectively.

Discussions of Findings
Research Question 1: Are residents of Imo State exposed to the development of programmes on Ozisa 96.1FM?

Table 1 above is an indication of the fact residents of Imo State that participated in this study are very much exposed to Ozisa

96.1FM development programmes, and are very much fit to answer questions relevant to the study. The exposure gives credence to the popularity of the programmes. This also goes to show that the signal of the broadcasting station is strong and ensure reception at the receiving end. Poor signal reception would affect every other thing about a programme to distort or deprive it from achieving its intended goal. Mtega (2018) actually wrapped it up by stating that accessibility of radio and television signals contribute in the propagation of information needed for agricultural knowledge and

eventual acquisition of such agricultural knowledge.

This is in agreement with Arens et al. (2008) asserts that "until the advent of internet, radio broadcast has the height level of penetration in history. As both news and entertainment medium. Nwabueze (2005) agreed that radio has the capacity to teach, manipulate, sensitize and mobilize the people through information dissemination. Onyilo (2011) agrees with the finding of this study. He sees radio as the channel which majority of the people turn to for every day's information. Individuals and members of every society respond to social realities around them, these social realities come in various messages through the media especially the radio. According to Govemder (2010), these messages are strategies, aimed at changing the attitudes and behaviour of individuals to respond to situation.

Research Question 2: What is the level of exposure of residents of Imo State on the developmental programmes on Ozisa 96.1FM?

In the light of the above table 2, it is obvious that respondents that participated in the study where significantly exposed to Ozisa 96.1FM development programme with a mean score of 2.5 and 2.6 respectively. This is very important as having knowledge of a programme provides the recipient of a piece of information to know what the programme is about and be able to contribute meaningfully to instigated action. This is in line with Seidu, Andani and Abdul-Malik (2011) finding that Simli Radio helped the people of Savelugu-Nanton and Tolon-Kumbungu areas of Ghana to improve their livelihood.

The level of participation in the programmes were also found to be very good. This is against the run of events where

the feedback is very slow in the traditional media. However, participation in the programmes were not only based on direct participation in the programmes. The programmes crew members constantly engaged the people in interviews, investigations and also in bringing the people on through vox pops. The case of radio Gaaki in Ghana comes handy here. The programme initiates and ensures its success through community participation to effect development (Faisal and Alhassan, 2018). For Choudhury (2011), the people participating are directly in the development programme such as the family welfare programme in India propagated through the radio.

Research Question 3: Has Ozisa 96.1 FM rural development programmes influenced the participation of Imo state residents on rural development.

Table 3 shows a positive response on respondents' attitude towards developmental projects in Imo State. Majority of the respondents agreed Ozisa radio development programmes influence tax payment, change their mind on health-related campaign with a mean criterion of 2.8 and 2.7 respectively. The Participatory Development Communication theory pontificates people's involvement in decision-making about issues impacting their lives - a process capable of addressing specific needs and priorities relevant to people and at the same time assisting in their empowerment. Promoting the sustainable and systematic use of communication in the development process helps to ensure people's participation at all levels.

The concept of participatory development according to Okunna (1995, p. 618) dates back to the 1930s. For him, Participatory Development Communication works on the premise that participation is

central to any effective use of communication in the development process, since "it is through participation that sustainable social changes can be achieved". Participatory development itself is the involvement of beneficiary communities in taking decisions that affect their lives. Participation requires that beneficiaries express their views and take suggestions and requests that can be integrated into development policies, programmes and projects (Okunna, 1995).

The lack of grassroots participation in development communication is blamed for the failure of most development projects. It was therefore imperative for participatory theorists to redefine development communication. One such definition is that communication is "the systematic utilization of communication channels and techniques to increase people's participation in development and to inform, motivate, and train rural populations mainly at the grassroots" (Waisbord, 2000, p. 17), hence participatory development is used in this study.

Findings of the study:

1. Imo state residents were fully exposed to Ozisa 96.1 FM development programmes.
2. The level of exposure of Imo State residents on developmental programme Ozisa 96.1 FM was very high level, that way they were able to answer research questions.
3. Ozisa 96.1FM radio development programmes has influence resident of Imo State in tax payment and health related issues.

Conclusion

This study investigated the influence of developmental programmes aired by Ozisa 96.1fm in mobilising rural participation, Agenda Setting theory. Relevant studies were reviewed; the study adopted the survey research design with a projected population of 4,186,633 and a sample size of 384.

From the foregoing the study concluded that radio plays a key role in rural developmental programmes, not just in Imo State but all over the world. From the data through the use of questionnaire and interview schedule, it is evident that rural development programmes on radio are in consonant to the development of rural areas.

Recommendation

The study recommends that:

1. The residents of Imo State should continue to expose themselves to Ozisa 96.1 FM developmental programmes.
2. Residents of Imo State should always expose themselves to developmental programmes to be knowledgeable about happenings in their environment.
3. Those influential developmental programmes Ozisa 96.1FM should be sustained more especially health related campaign that encourages participation.

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