International Journal of Research Publication and Reviews

Roles of Mass Media in Community Development Programmes in Akuku-Toru Local Government Area of Rivers State

Kobani, Doreen Ph.D[1], Johnbull, Ibimina[2]

Department of Adult Education and Community Development, Faculty of Education, Rivers State University, Nkpolu-Oroworukwo, Port Harcourt, Rivers State.
[1]doreenkobani@gmail.com
[2]ibiminajohnbull26@gmail.com

ABSTRACT

This study examined the roles of mass media in Community development Programmes in Akuku-Toru Local Government Area of Rivers State. The Study adopted the analytical descriptive survey design and four objectives, research questions and two hypotheses were empirically formulated for the Study. To this end, a total of 261 (two hundred and sixty one) copies of questionnaire were design and distributed to respondents out of which 250 (two hundred and fifty) copies were duly completed, returned and considered usable. The data collected through the questionnaire were analyzed with arithmetic mean and standard deviation, while the hypotheses were tested with z-test, a careful analysis of the data and testing of the hypotheses revealed a significant relationship between mass media and community development programme in Akuku-Toru Local Government Area of Rivers State. To this end, the researcher recommended amongst others that: Government and other development partners should take advantage of the use of television to advertise development programmes to be carried out in communities and mobilize indigenes within and outside the community for development purposes. Development partners and stakeholders interested in carrying out health programmes in communities should adopt several posters and other print materials as these will give community members a clearer mental picture of before and after effects of adopting particular health related programme. Local Government Authorities in partnership with other development partners and stakeholders should initiate a programme that would provide mini radio sets for poor households who may not be able to afford this in rural areas, this way they can have access to information related to development issues that concern them and other relevant information. Community Development Committees (CDCs) of various rural communities in Rivers State and beyond should take advantage of the internet through various social media platforms to reach indigenes of their communities outside the community and in diaspora to contribute their quota towards development of their communities by means of distance education.

Keywords: Mass media, Community development, Community Development Programmes, Community Development Committees (CDCs), Media Technology.

Introduction

Community development is a way of strengthening civil society by coming together to take collective actions of communities and their perspective in the development of social-economic and environmental policy. It seeks the empowerment of local communities taken to mean both geographical communities; communities organizing around specific themes or policy initiatives. The idea behind community development stems from the need for a people-centred approach to development. That is, the people for which development is meant should be actively involved in the process of development of themselves and their Communities. It is in line with this that the concept of Community development was defined in the 1948 Cambridge Summer Conference as a movement

designed to promote better living with the active participation and if possible, on the initiative of the Community but if this initiative is not forth coming spontaneously, by the use of techniques for arousing and stimulating it in order to ensure its active and enthusiastic response to the movement (Kobani and Alozie, 2019).

The core principles of Community development, therefore, are felt need, self-help and participation. Felt-need implies that Development programmes should be designed to meet a people's most pressing need as determined by them. Similarly, self-help emphasizes the need for people to take their own initiatives and commit their own resources whether human or material towards improving themselves and their communities. This process empowers Community members to solve their problems consistently as they arise rather than depend solely on external assistance which enfeebles them. Participation also stresses the need for community members to be actively involved in the entire community development process. That is, from the need's identification, planning, resource mobilization, execution, monitoring and evaluation stages of the programme. This ensures sustainability of Development programmes and efforts.

Akuku-Toru Local Government Area of Rivers State which is one of the oil producing Local Government Areas in the Niger Delta. The people here are used to the idea of Government and multinational oil companies carrying out development projects for them rather than engaging in collective self-help projects, and as such, getting community members to participate in their development process is not as easy as it is presented on paper. Thus, there is need for an effective mobilization strategy to get community members to come out and commit themselves and their resources towards their own development. Mass media is one of these strategies available for effective mobilization of people and information dissemination for Community development.

What is known today as Mass media has resulted from a series of' innovative technological inventions which have been developed over centuries. The media in today's world has been described as a combination of content, comprising a scientific and artistic ensemble of music, film, Television, radio video, publications, advertisement and electronic games (Abdulahi, 2012). All these have followed technologically innovative changes over a long period of time. Media technology has attained some level of expansion which has motivated dynamic applicability of media over its content, platforms and devices. These developments have provided some dimensions of influence over various industries and institutions. The proliferation of media technologies and devices in modern days has been highly instrumental in the rapid development of global industries and human institutions. The same techniques are being applied to promote community development

in most nations of the world (Adamu, 2010).

Every member of the society is directly or indirectly influenced by the activities rendered by Information & Communication Technology (ICT). The availability and use of Information & Communication Technology has proven very helpful especially in teaching and learning. Based on this, Information, Communication, Technology is believed to be the fulcrum upon which the educational parlance is hinged on, but not restricted to adults in adult learning centres but also those in the rural areas, and should be made available to fill the gap. Information and Communication Technology (ICT) is very key to institutions and learners that wish to improve on the standard of such institutions and learners and at the same time, counting its other many achievements because of useful information, Communication, Technology employed (Kobani and Wami, 2021).

In spite of the potential capabilities of advances in media and communication technology, development agencies in Nigeria still rely on costly, time consuming, and inefficient strategies for community need assessment, training and education, fund-raising, awareness and advocacy, publicity, monitoring and evaluation for their projects. A new approach, primarily rooted in the use of media is imperative at this time as an alternative to the conservative procedures that have been handicapped, resulted in development projects. The old approach made potential beneficiaries more crippled with impoverishment and marginalized communities more marginalized. If only Development Practitioners will tap into the pull of Media technology through community media network systems, development enterprise will hopefully take a new turn in Nigeria. Some of these Mass media tools include: Television, Radio, Computers, Phones and print media. Radio is the technology of using radio waves to carry information, such as sound and images and print media transmits information via physical objects such as books, comics, magazines, and newspaper etc, while; Television is a telecommunication medium used in transmitting moving images in monochrome (black and white), or in colour and in two or three dimensions and sound. It is also a mass medium of advertising, entertainment and news. It is against this background that this study examined the roles of mass media in Community Development Programmes in Akuku-Toru Local Government Area of Rivers State.

Community Development Programmes

Statement of the Problem

The success of any Community development effort is determined to a large extent by the level of

participation of Community members in the process and the efficiency of information dissemination process adopted. Unfortunately, Akuku-Toru Local Government Area like most other Local Government Areas in Rivers State have experienced relatively low participation of people in development programmes. People are also not aware of Government Developmental Agenda for their Communities. Sometimes, development Programmes are carried out without recourse to Community members' contributions and input. This has led to several abandoned projects, projects are sited without due consultation with community members which is one of the many pitfalls in Community development process. Projects in disuse are littered all around Communities in the Local Government Area and State at large as well as a lot of unsustainability of projects.

In a bid to deal with this challenge, successive governments and development agencies use Community leaders and other strategies to reach the people. However, it has been revealed that these leaders only try to protect their own selfish interests. There is therefore, the need for a change in approach. An approach that reaches Community members individually seem to be more effective and this approach is the use of Mass media. Similarly, efforts have been made in the past and present to mobilize Community members for Community development in the study area using traditional media but this has not made any significant impact as there is still wide spread indolence, lethargy and apathy among Community members when it comes to participation in Community development. This Study, therefore, explores the role Mass media can play in promoting effective Community development Programmes in Akuku-Toru Local Government Area of Rivers State.

Purpose of the Study

The Purpose of this Study was to examine the roles of Mass media in Community development Programmes in Akuku-Toru Local Government Area of Rivers State. The Objectives of the Study were to:

1. Determine the role of television in promoting basic literacy programmes in Akuku-Toru Local Government Area of River State.
2. Find out the role of print media in promoting vocational training programmes in Akuku-Toru Local Government Area of Rivers State.
3. Ascertain the role of radio in promoting health programmes in Akuku-Toru Local Government Area of River State.
4. Determine the role of computers in promoting Distance education Programmes in Akuku-Toru Local Government Area of Rivers State.

Research Questions

The following questions guided the Study.

1.   What is the role of television in promoting basic literacy programmes in Akuku-Toru Local Government Area of Rivers State?
2.   What is the role of print media in promoting vocational training programmes in Akuku-Toru Local Government Area of Rivers State?
3.   What is the role of radio in promoting health programmes in Akuku-Toru Local Government Area of Rivers State?
4.   What is the role of computers in promoting Distance education programmes in Akuku-Toru Local Government Area of Rivers State?

Hypotheses

Ho$_1$:   There is a significant difference in the mean ratings of leaders and members of Community-Based Organizations on the roles of television promoting basic literacy programmes in Akuku-Toru Local Government Area of Rivers State.

Ho$_2$:   There is a significant difference in the mean ratings of leaders and members of Community-Based Organizations on the roles of radio in promoting health programmes in Akuku-Toru Local Government Area of Rivers State.

Review of Literature

Mass Media

Media is the plural form of the word "Medium" and can take a plural or singular verb, depending on the sense intended. Mass media is nothing but a system by which one can communicate or supply information in order to reflect the true picture or event of the society. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, direct mail, telephone, fax, and internet.

Amirize (2004) noted that mass media refers to the various means of imparting information and influencing the ideas of a wide and large audience, collectively or individually. In professional or technical usage, mass media refers to the total fields of mass communication, especially, newspapers, journals, radio and television, for the purpose of informing, educating, entertaining and shaping opinion and awareness of a wider public. As the concept of Media is vast, so for the sake of simplicity and to design our present study we shall consider the Print (Newspapers) and Electronic Media (Television). In general, electronics media refers to that type of media where electronics or electromechanical energy are used to access the content. Again, print media implies to that type of media where content (Texts/Images) are accessed by using a master form or template. Moreover, there are some media correspondence people who are doing a good job in publishing/telecasting some vital issues related to the rural development at the national level.

Yusuf (2013) defined "Mass communication as any form of communication transmitted through a medium (channel) that simultaneously reaches a large number of people. Mass media are the channels that carry Mass communication." explosive changes at the global level from the last century, either of an economic nature or at the information level have created the proper field for Mass media to develop, the emergence of internet and implicitly the massive changes at the level of the society or the individual. The complexity of the changes, the attitude and compartmental changes of the individuals, the change of the values and even of the current practices, hamper the development of the society. In this, the responsibility for education and formation does not prove itself sufficient not even for the part that comes from the family or that part that comes from the school. It is completed by the influences out-of-the-school medium, the individual information and his social integration being ultimately made in the educogene medium, the psychosocial factors being the essential condition for the unitary completion of this process.

The involvements of the individuals in the modifications that take place imply a change in the traditional education and the shift to a permanent education which can integrate the formal, informal and non-formal education. Mass media (media as communication) represents the totality of mass information (radio, television, press, internet etc.).

Community Development
Development is the process of improving the living conditions of a society. Improvement is linked to economic and material progress as well as spiritual and psychological growth. While some Theorists perceive development as primarily the increase in production and distribution of capital, there is an increasing consensus to embrace development as a change in human conditions. Traditionally, communication efforts have tended to fulfill three main roles in development: to inform and persuade people to adopt certain behaviours and practices that are deemed beneficial to them; to enhance the image and credibility that is, development organizations involved in the efforts; and last, to enable Community consultation on specific initiatives (Fairchild, 2001).

Howley (2005) said the focus in more recent years has shifted to providing a forum or platform for dialogue, debate, and participation for all sectors of society, especially those that have been under-represented. Communication is the complex process of creation, transmission, maintenance and transformation of information ideas, using a mix of interpersonal and mediated channels which are sustained political, economic and social structures. Development communication is the use of communication to stimulate debate and involve people in decision-making and actions to bring about

change. It is also the use of communication channels and messages to help people acquire the new knowledge and skills needed to perform in society and to be able to work with people from different sectors in the development process. Development communication is defined as the purposive use of interpersonal, participatory and mediated channels to buttress positive change among individuals and societies at the micro (communities), macro (nations) and meson (large regions) levels.

While Ifeduba (2012) emphasized that Mass media have a key role in development and might be used for development purposes in areas such as education, family planning, nutrition, hygiene, agricultural and industrial production, and rural and urban life, in contrast to other modernization Theorists, Rogers continuously updated his framework. His revised "diffusion of innovation" theory integrates the use of different communication. Channels and the relevance of human agency in the process of development: "Mass media channels are more effective in creating knowledge of innovations, whereas interpersonal channels are more effective in forming and changing attitudes toward a new idea, and thus in influencing the decision to adopt or reject a new idea". By selecting appropriate communication channels and addressing local opinion leaders, Ifeduba (2012) theory, therefore, considers the relevance of human agency and grassroots organizations to improve the process of diffusion of innovations.

Moreover, Kasoma (2002) reveals that there is a kind of leeway in which the concepts of participation and access are applied by community media which is sometimes contrary to the postulates of participatory theories and 'Another Development' theory. This is evidenced in the operations of lzwi Newspaper and Siyaya FM which resemble the old modernization paradigm which adopted the top-down approach to communication, making their role in the development project not very remarkable. The problem is aggravated by the nature of donor funded projects of which Cato Manor Development Project is. The study also reveals that since ownership of the two media does not rest in the hands of the people but a development agency, people's access and participation are defined in terms of how the agency sees appropriate.

Television and Information Dissemination for Community Development

Television as a mass medium has a huge appeal to common persons. For such reason, television is used in a planned manner to motivate people to participate in developmental programmes. Features, documentaries or development campaigns should be such that it creates interest in the mind of viewers, contents should be contemporary to attract people of all ages and should be capable of influencing viewers to take part in the developmental programmes.

Wilbur Schramm in his book Mass Media and National Development discussed the role Mass media

play in development communication while Lerner and others saw all of the media outputs as having modernizing effect. For Schramm, it was their content that was the key to their use in development. Schramm has put a lot of importance on feed back for successful communication for development, because a proper feedback helps implementation to findings whether or not the Community is meeting their purpose or aim. According to him, it should never be a one way traffic. Modern communication technologies, according to him, would be of great use to meet the demand by multiplying the messages and reaching each and every worker associated with developmental work.

Print Media and Community Development

Print media as a medium of Development Communication: The power of the press arises from its ability of appearing to the minds of the people and being capable of moving their hearts. However, it has been noticed that the press has not met the interest in developmental communication. In order to correct the imbalances noticed in the media coverage of Rural Development Programmes and to ensure that these programmes are portrayed in proper perspective, several steps are taken to sensitize the media about issues relating to rural development.

The Ministry on a regular basis interacts with the Press mainly through the Press Information Bureau (PIB). Review press conferences, press tours and workshops are organized through NB, with the financial assistance from the Ministry, so as to sensitize press persons about Rural Development Programme. For the purpose of creating awareness in respect of rural development programmes among the general public and opinion makers and for disseminating information about new initiatives, the Ministry issues advertise at regular intervals in national and regional press to enable people in rural areas to access information on Rural Development Programmes.

Radio and Community Development

Radio as a means of development communication: Radio from its very inception plays an important role in development communication; this is mainly due to its advantage of reaching to a large number of people from different sections of the society. Universities and other educational institutes' especially agricultural universities, through their extension networks and international organizations under the UN umbrella carried the development communication experiment. Community radio is another important medium which is growing in importance especially in rural India. NGOs and educational institutions are given license to set up a local community radio station to broadcast information and messages on developmental aspects. Participation of local community is encouraged. As community radio provides a platform to villagers to broadcast local issues, it has the potential to get positive action.

Radio Rural Forum: All Radio has been the forerunner in the process of implementing communication strategy adopted by the government. The Radio Rural Forum experiment of 1956,

covered 156 villages. It contained a 30-minutes duration programme two days a week on different issues like, agriculture and varied subjects that could promote rural development. Efforts are being constantly made using the radio for social change. Apart from radio rural forum, other continuous efforts are being made to bring in development, as in the case of project taken up to promote adult literacy in the 1980s. More recently, International Federation of Women Lawyers (FIDA) has helped broadcast programmes on women and legal rights etc.

Community Development Programmes

Adult Basic Literacy Education

This is organized by Government, religious bodies or individual proprietors of private schools to eradicate illiteracy and to assist the disadvantaged groups to acquire skills to make them employable and to help them perform their social roles effectively. Adult basic education is rudimentary or fundamental for it enables its recipient to understand higher, concepts in education. It involves the skills of reading, writing and computing figures (i.e. numeracy). A person is literate when he has acquired the essential knowledge and skills which enable him to engage in all those activities in which literacy is required for effective functioning in his group or community. The skills may vary from almost none to the equivalent of senior secondary school or university training depending on the extent to which reading, writing and computation of numbers can play a pan in community life (Kobani and Alozie, 2016).

Non-Formal Education

Non-formal education connotes "alternative to schooling hence the term "out of school education" which is perceived as any non- school learning where both the source and the learner have conscious intent to promote learning. The rubric of non-formal according to Okedara (1981) cited in Ihejirika (2007) covers training outside the formal education system and ranges from individualized apprenticeships to nationwide literacy. It may be vocational such as the craft training centres in Nigeria, designed to provide employment opportunities for young school leavers and for other unemployed persons or the girls' vocational skills and prepare young women for marriage and business. Non-formal education, apart from skills training, can be political and social education, such as those carried on in citizenship and leadership centres.

According to Imhabekhai (2009) the desire and ability to read, write and materials in the vocation will motivate the learners for participation. In fact, the utility of the skills brings about and progress in the vocation or occupation and fosters permanent literacy. Another aspect of functional literacy

education is socio-cultural functional literacy which deals with literacy in the context of socio-cultural matters, as family-life, nutrition, sanitation, marriage, religion, and civics. Here, literacy skill is geared towards social matters. However, the two aspects of functional literacy education have to be integrated (literacy, vocational cultural and social skills) in order to sustain the interest of the participants fully.

In essence, there are varieties of adult education that are non-formal in outlook. Some of those not discussed include civic education, women education, prison education, health and agricultural extension education retirement and pre-retirement education, population education, nomadic education, cooperative education, education gerontology, prison education, environmental education, peace education, vocational education, leisure education and a host of others.

Distance Education

Distance education involves the use of multi-media for educating a large group of people who be domiciled in different places. The teachers and learners are spatially separated although occasional tutorials or teacher-students contacts may be arranged to complement self-instructional materials. Learners in this aspect of NFE upgrade their and skills by using learning packages, which may be delivered through 'TV' and Radio or received through posts, texts and emails in the form of printed materials, libraries and reading rooms may be established for the convenience of learners. Distance education presently makes use of new information technologies (NICTS) such as computer, e-mail, teleconferencing and the World Wide Web (www). Distance education programmes in Nigeria include the National Teachers' Institute, Kaduna and The National Open University of Nigeria (NOUN).

Methodology

This study adopted the analytical descriptive survey design, as data are obtained from leaders and members of' various Community-Based Organizations in Akuku-Toru Local Government Area of Rivers State. Hence, the study adopts the analytical descriptive survey design, and the Researcher felt that this design is appropriate for a Study of this nature. The Study is carried out in Akuku-Toru Local Government Area of Rivers State. The Population of the Study was four hundred and seventy-three (473). A sample size of 250 was gotten through the random sampling technique. Both primary and secondary sources of data were used in this study. In analyzing the data for this Study, the arithmetic mean and standard deviation method of analyses was used, while the hypotheses was

tested with the Z-test at 0.05 level of significance.

Data Analysis

This section presents the analysis of data and results of the findings gathered from the research questions posed. The presentation is made in tables according to each research questions posed.

Research Question 1: What is the role of television in promoting basic literacy programme in Akuku-Toru Local Government Area of Rivers State?

Mean and standard deviation on the role of television in promoting basic literacy programme in Akuku-Toru Local Government Area of Rivers State.

Table 4.1 Mean Analyses on Roles of Television in Promoting Basic Literacy Programme. (N=250)

/N	Statement	Members N=210			Leaders N=40		
		Mean	S. D	Remark	Mean	S. D	Remark
1	Television is used to pass information to Community members to mobilize them for basic literacy programmes.	2.76	0.62	Agree	2.78	0.59	Agree
2	Television is used to inform community members of the existence of adult basic literacy centres in communities.	3.02	0.63	Agree	3.00	0.64	Agree
3	Television is used to advertise basic literacy programmes and mobilize support for the programme.	2.81	0.56	Agree	2.67	0.55	Agree
4	Television can be used to source for grants from external agencies for literacy programmes.	2.99	0.58	Agree	2.96	0.59	Agree
5	Television can be used to draw the attention of the government and other development agencies to communities' needs for basic literacy.	2.85	0.61	Agree	2.76	0.60	Agree
	Grand Mean	**2.89**	**0.61**	**Agree**	**2.83**	**0.59**	**Agree**

Source: **Field Survey, 2022**

The analyzed data in table 4.1 above on research question one, revealed that the mean scores of leaders and members of community-based organizations in item 1 are 2.76 and 2.78 while the standard deviation are 0.62 and 0.59. Item 2 have mean scores of 3.02 and 3.00 with standard deviation of 0.63 and 0.64 for leaders and members. Item 3 have mean scores of 2.81 and 2.67 andstandard deviation of 0.56 and 0.55 for leaders and members. Item 4 has mean scores of 2.99 and

2.96 with standard deviation of 0.58 and 0.56 forleaders and members. Item 5 had mean scores of 2.85 and 2.76 and standard deviation of 0.61 and 0.60 for leaders and members respectively. With grand mean scores of 2.89 and 2.83 for members and leaders respectively, the answer to research question one is that the role of television in promoting basic literacy programmes in Akuku-Toru Local Government Area of Rivers Stateinclude passing information to community members to mobilize them for basic literacy programmes, advertising basic literacy programmes, sourcing for grant from external bodies and drawing attention of government to community's need for literacy.

Research Question 2: What is the role of print media in Akuku-Toru Local Government Area of Rivers State?

Table 4.2: Mean Analyses on Roles of Print Media in Promoting Vocational Training Programmes. (N=250)

S/N	Items	Members N=210			Leaders N=40		
		Mean	**S. D**	**Remark**	**Mean**	**S. D**	**Remark**
6	Communities' need for vocational training programmes can be presented in newspapers to attract the needed attention.	2.95	0.62	Agree	2.86	0.59	Agree
7	Newspaper publication can be made to solicit support from well-meaning individuals and organizations to organize vocational training programmes in communities.	3.12	0.63	Agree	3.04	0.56	Agree
8	Flyers can be used to advertise vocational training programmes to seek for participation of community members.	2.87	0.53	Agree	3.00	0.51	Agree
9	Billboards with relevant pictures and write ups can be used to create awareness on vocational training programmes in a community.	2.91	0.58	Agree	3.06	0.54	Agree
10	During vocational training programmes, magazines containing pictures and vital information can be used to pass on information to community members.	2.66	0.71	Agree	2.60	0.67	Agree
11	Handbills containing the before and after conditions of beneficiaries of vocational training programmes can be presented to participants.	2.77	0.69	Agree	2.63	0.65	Agree
	Grand Mean	**2.88**	**0.63**	**Agree**	**2.87**	**0.59**	**Agree**

Source: **Field Survey, 2022**

Table 4.2 above on research question two shows the mean responses of leaders and members of community-based organizations on the roles of print media in promoting vocational training programmes in Akuku-Toru Local Government Area of Rivers State. The table revealed that the mean scores for leaders and members in all the items in the table are above the criterion mean of 2.50. This implies that majority of the respondents agreed with the items in the table. With grand mean scores of 2.88 and 2.87 respectively, the answer to research question two is that the role of print media in promoting vocational training programmes include publishing communities' need for vocational training programmes on newpapers to draw attention, soliciting support for vocational training programmes through newspaper adverts, advertising vocational training programmes through flyers, creating awareness on vocational training programmes on billboards and the use of handbills to advertise benefit of programmes.

Research Question 3: What are the roles of radio in promoting health programmes in Akuku-Toru

Local Government Area of Rivers State?

Table 4.3 Roles of Radio in Promoting Health Programmes

S/N	Items	Members N=210			Leaders N=40		
		Mean	**S.D**	**Remark**	**Mean**	**S.D**	**Remark**
12	Radio jingles are used to mobilize indigenes within and outside a community for health education purposes.	2.90	0.62	Agree	2.98	0.59	Agree
13	Information on health issues are spread to community members in local languages through the radio.	3.22	0.63	Agree	3.04	0.79	Agree
14	Community members are informed of government's policies on health that affect them through the radio.	2.97	0.53	Agree	3.12	0.51	Agree
15	Radio is used to mobilize women for family support programmes in your community.	2.91	0.58	Agree	3.06	0.54	Agree
16	Community members are mobilized for cleanup activities through the radio.	2.78	0.75	Agree	2.89	0.71	Agree
	Grand Mean	**2.96**	**0.62**	**Agree**	**3.02**	**0.63**	**Agree**

Source: **Field Survey, 2022**

Table 4.3 above on research question three shows the mean scores of leaders and members of Community-Based Organizations on the roles of radio in health development programmes in Akuku-Toru Local Government Area of Rivers State. The analyses in the table shows that the mean scores for leaders and members in all the items in the table are above the criterion mean of 2.50. This

implies that majority of the respondents agreed with the items in the table. With grand means of 2.96 and 3.02 for leaders and members of community based organizations respectively, the answer to research question three is that the roles of radio in promoting health programmes in Akuku-Toru Local Government Area of Rivers State include: use of jingles to mobilize indigenes within and outside a Community for health education purpose, spreading information on health programmes in local languages, informing Community people of Government policies on health, mobilization women for family support programmes and environmental clean-ups.

Tests of Hypotheses

Hypothesis 1: There is a significant difference in the mean ratings of leaders and members of community-based organizations on the roles of television promoting basic literacy programmes in Akuku-Toru Local Government Area of Rivers State.

Table 4.5: Z-Test Statistics on Hypothesis One Showing no Significant Difference in the Mean Ratings Leaders and Members on the Roles of Television in Promoting Basic Literacy Programme

Respondents	N	$\overline{X}$	S. D	α	DF	Z-Cal	Z-Crit.	Decision
Leaders	40	2.83	0.59	0.05	248	0.32	1.96	Accepted
Members	210	2.89	0.61					

Source: **Field Survey, 2022**

Table 4.5 above shows that the calculated z-value of 0.32 is less than the z-table value of 1.96 at 0.05 significance level and 248 degree of freedom. Since the calculated value is less than the table value, the null hypotheses was accepted suggesting that there is no significant difference in the mean ratings of leaders and members of Community-Based Organizations on the roles of television promoting basic literacy programmes in Akuku-Toru Local Government Area of Rivers State.

Ho$_2$: There is a significant difference in the mean ratings of leaders and members of Community-Based Organizations on the roles of radio in promoting health programmes in Akuku-Toru Local Government Area of Rivers State.

Table 4.6: Z-Test Statistics on Hypothesis One Showing no Significant Difference in the Mean Ratings Leaders and Members on the Roles of Radio in Promoting Health Programmes

Respondents	N	$\overline{X}$	S.D	A	DF	Z-cal	Z-crit.	Decision
Leaders	40	2.87	0.59	0.05	248	0.27	1.96	Accepted
Members	210	2.88	0.63					

Source: **Field Survey, 2022**

Table 4.6 above shows that the calculated z-value of 0.27 is less than the z-tabulated value of 1.96 at

0.05 significance level and 248 degree of freedom. Since the calculated value is less than the table value, the null hypothesis was accepted suggesting that there is no significant difference between the mean ratings of leaders and members of Community-Based Organizations on the roles of radio in promoting health programmes in Akuku-Toru Local Government Area of Rivers State.

Discussion of the Findings

The result of the findings in research question one revealed that the roles of television in promoting basic literacy programmes in Akuku-Toru Local Government Area of Rivers State include passing information to Community members to mobilize them for basic literacy programmes, advertising basic literacy programmes, sourcing for grants from external bodies and drawing attention of Government to Community's need for literacy. The corresponding hypothesis one revealed that there is no significant difference in the mean ratings of leaders and members of Community-Based Organizations on the roles of television promoting basic literacy programmes in Akuku-Toru Local Government Area of Rivers State.

The result of the findings in research question two revealed that the roles of print media in promoting vocational training programmes include publishing communities' need for vocational training programmes on newpapers to draw attention, soliciting support for vocational training programmes through newspaper adverts, advertising vocational training programmes through flyers, creating awareness on vocational training programmes on billboards and the use of handbills to advertise benefits of programmes. The corresponding hypothesis two revealed that there is no significant difference between the mean ratings of leaders and members of Community-Based Organizations on the roles of radio in promoting health programmes in Akuku-Toru Local Government Area of Rivers State.

The findings of the study in research question three revealed that the roles of radio in promoting health programmes in Akuku-Toru Local Government Area of Rivers State include, use of jingles to mobilize indigenes within and outside a community for health education purpose, spreading information on health programmes in local languages, informing Community people of Government policies on health, mobilization of women for family support programmes and environmental clean-ups. This finding is supported by the findings of Yusuf (2012) which revealed that the use of community radio is cost effective, generally providing three types of information: generic (on health, education, government programs, local news, and forthcoming events); dynamic (on market prices, school examination results, and weather forecasts), and timely (favorable conditions for planting or

harvesting, along with impending disaster warnings).

The findings of the study in research question four shows that younger people in communities can be equipped with computer skills to enable them set up their own businesses, computers through the internet help in reaching Community members in diaspora, help them print appeal letters to development agencies for support of distance education and Community members can be provided with computers to set up business places. This finding is in line with the findings of Davison (1999) which revealed that on the part of the Individuals – farmers, micro-business women, students - living in rural areas typically report that at least one third of their calls (e.g. from a public or shared phone) concern business matters that would have required them to travel to deliver a message, secure an answer, to a problem, etc. This shows the usefulness of electronics such as phones and computers in Community development.

Conclusion and Recommendations

Conclusion

Based on the findings of the study, it was concluded that Mass media such as television, radio, print media and computers play a significant role in Community development programmes. These roles include mobilizing community members within and outside the Community for development programmes, seeking for support from donor agencies, creating awareness on these programmes on billboards and the use of handbills to advertise benefits of programmes. The Community development programmes that are promoted by Mass media in the study area are basic literacy, vocational training, health programmes and Distance education programmes.

Recommendations

Based on the findings of the study it was recommended that:
1. Government and other development partners and stakeholders should take advantage of the use of television to advertise development programmes to be carried out in communities and mobilize indigenes within and outside the community for development purposes and those involved in distant learning.

2. Development partners interested in carrying out health programmes in communities should adopt several posters and other print materials as these will give community members a clearer mental picture of before and after effect of adopting a particular health related programme.

3. Local Government Authorities in partnership with other development partners and stakeholders should initiate a programme that would provide mini radio sets for poor households who may not be able to afford this in rural areas. This way, they can have access

to information development issues that concern them and other relevant information

4.   Community Development Committees (CDCs) of various rural communities in Rivers State and beyond should take advantage of the internet through various social media platforms to reach indigenes of their communities outside the community and in diaspora through social media and correspondence to contribute their quota towards development of their communities.

References

Abdulahi, M. D. (2012). *Mass Media and Conflicts in Northern Nigeria*. Accessed from www.imin-ng.org/download. Retrieved 3rd May, 2021.

Adamu, S. (2010). *The Press and Nigerian Unity.* In A. Mahadi. Nigeria: The State of the Nation and the way forward. Kaduna: Arewa House.

Amirize, B. (2004). *An Introduction to Educational Journalism.* Owerri: Springfield Publishers Ltd.

Davison, R., Hams, R., Vogel, D.R. and De Vreede, G, J. (1999). Information technology in developing countries: Closing the digital divide, *Journal of Global Information Technology Management,* 2(3): 1-4.

Fairchild, C. (2001). *Community Radio and Public Culture.* Cresskill: Hampton Press.

Howley, K. (2005). *Community Media, People, and Communication Technologies*. Chicago: Cambridge University Press.

Ifeduba, E. (2012). Community Media and Mediated Communities: Case for Renegotiation of Boundaries. Unpublished Masters Thesis presented to the Department of Mass Communication, Redeemer's University, Mowe, Ogun State, Nigeria.

Ihejirika, J.C. (2007). *Fundamentals of Adult Education and Community Development.* Uyo: Abigab Associates Ltd.

Imbhabekhai, D. (2009). Working as a learning coach team in Action Learning. *New Directions for Adult & Continuing Education,* (87): 43-52.

Kasoma, F (2002). *Community Radio, Its Management and Organization in Zambia*. Ndola: Mission Press.

Kobani, D. and Alozie, K. (2016). *Adult Education: Principles and Practice.* Owerri: Beauty Koncepts.

Kobani, D. (2018). *Adult Education: Methods and Materials.* Port Harcourt: University of Port Harcourt Press.

Kobani, D. and Alozie, K. (2019). *Essentials of Community Development in Nigeria. 2nd Edition.* Owerri: Beauty Koncepts.

Kobani, D. and Wami, K.C. (2021). Information and Communication Technology Tools for effective performance of Adult learners in Port Harcourt Metropolis, Rivers State, *International Journal of Advance Research and Innovative Ideas in Education*, 7(3): 2831-2841.

Yusuf, B. (2013). *Media Coverage of Ethics and Religious Conflicts in some parts of Northern Nigeria, in Dika, A. (Eds.). Mass Media and National Development.* Kano: Mubin Publishers.