



Use of Radio Jingle for Campaign against Illegal Street Trading in Port Harcourt Metropolis

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ABSTRACT

The Rivers State Waste Management Agency (RIWAMA) utilized jingles as the only content tool in its radio campaign against Illegal street trading in Port Harcourt metropolis. This study seeks to assess the effectiveness of it in checking the illegal trade. Two theories were used to anchor the study; they are Development media and Advocacy media theories. To conduct the study, a survey design was used, comprising quantitative (questionnaire) and qualitative (interview) approaches from a population of 3,171,000 Port Harcourt metropolis residents, the study targets 400 street traders. Also 6 interviewees are selected to give depth to the analysis. A non-probability method of purposive and accidental techniques were used in the quantitative approach while the purposive also serves the qualitative approach. The findings of the study revealed that a majority of the traders are exposed to the jingles of Rhythm 93.7 & Radio Rivers 99.1 on daily basis, there is high awareness of the consequences of street trading among the traders; Also the majority of the responses from the interviews shows that the magnitude of compliance of street traders to the instructions of the jingles was low. It further finds out that listening to the radio campaigns against illegal street trading on the radio has made them to look for designated places to sell their wares. The jingle by its nature entertains and enlightens. The study reveals that entertainment, voice, drama, music and slogan are the potentials of its influence. It therefore, recommends that the campaigns should continue to expose the target audience much to jingles in order to prick their conscience of the illegality of the act. Also, other content tools should be combined with jingle to produce maximum impact and finally, jingles should be subjected to research to test their potency.

Key Words: jingles, campaign, illegal, street trading, Port Harcourt metropolis,

INTRODUCTION

Radio is one of the channels of mass media that offers great opportunities for effective communication to both heterogeneous and widely dispersed audiences, especially in developing countries where the required technology for information dissemination is lacking. Radio by its unique inherent configuration is endowed with propensity to influence opinion, modify behaviour and precipitate social change, their ability to file an account of the day's intelligence in a context that gives them meaning, accords radio the platform to perform functions that dovetail within the framework of information and education. It must be noted that the information provided by radio enables an individual make sense of the events around him. This inadvertently gives the individual a sense of direction in the daily race of human existence (Okon, 2013).

Given radio's nature; portability, cheap and ability to operate without electricity, many people prefer it to other media of communication. Hence, policy makers and government agencies have targeted radio to achieve their goals. For instance, the health organizations have used the radio to realize the campaign against the spread of HIV/AIDS, exclusive breastfeeding, polio/malaria and the spread of coronavirus in Nigeria and others countries.

Anigbo (2021) asserts that radio has the propensity to sensitize, educate, inform and influence the attitude and behaviour of the people to a better one. Radio stations have used jingles for environmental education and communication in Nigeria for decades though not much has been done to study the impact of such use. Information received from radio jingles has over time influenced the attitude and behaviour of listeners.

In spite of the use of radio jingles to curtail illegal street trading in Port Harcourt, they have persisted. This brings to question, how have the jingles been used? What time are they exposed to traders? What radio stations are these persons exposed to? What kind of message is produced to change their attitude and behaviour and so on. Rhythm and Radio Rivers are private and government owned radio stations operating in Rivers State. They have over time engaged in the campaign against illegal street trading. The target of the radio jingles of these stations is to change the attitude and behaviour of those involved in the illegal street trading in Port Harcourt. To this end, the study is to assess the effectiveness of radio jingles of Rhythm and Radio Rivers II campaigns against illegal street trading in Port Harcourt metropolis.

Radio: A Thematic Analysis

The message or information presented in the media particularly, the radio goes beyond providing information per se, because most of the time, individuals use information to form opinions in the material time. This shared information could be ideas, messages, opinions, feelings and experience about how health issues from our environment could be prevented from spreading. The result of the mediated view of the world is that the information priority of the media strongly influences the priority of the public especially the rural dwellers (McCombs, 2014).

Ukaegbu (2019) however argue that communication is everywhere and no one can avoid communication if life must be meaningful and spent well. It is through communication that culture, norms values and environmental information are shared. This environmental information are often communicated through the newspapers, radio, television, internet, opinion leaders and town criers. Okim-Alobi and Okpara (2017) hold the view that media provide a formidable platform through which environmental information can be made available to the general public. In their view, the media are critical players in educating the general public about the issues.

Radio is the dominant medium and main source of information in Nigeria. It is considered the most obvious and effective means of mass communication in Nigeria because of the immediacy of its impact. Akoh & Jagun (2012) argue that radio provides an outlet for information to consumers and sellers while allowing consumers to respond and constitute to advise that was issued by the providers. Studies on the effectiveness of using mass media such as radio for public enlightenment and engagement reviewed that radio campaigns are effective. Although, Marshall cited in Tarnaha (2021) has found that radio campaigns could not cause significant behaviour change in the subject but it only increase awareness and recalls among the audience. The lack of behaviour change in radio campaigns is attributed to lack of focus on the broader social system rather than the individual outcomes.

The four environmental jingles, by rhythm 93.7 and radio Rivers 11 fm title were, indiscriminate trading in Port Harcourt and dangers of street trading in Port Harcourt. They are 14 and 15 second male-voice monologue with effects, condemns street trading, describing it as dirty and they cause accident and death. Some of the radio jingles used English language and others used 'broken' Pidgin English language.

Radio can be effective means of delivering health messages. Akpo (2015), explains that radio is one of the channel of mass media comprise technological or mechanical devices utilized by a source with the intent of reaching diversified and heterogeneous audience with the same message simultaneously. Okura and Omenugha (2012) indicate that radio is used to disseminate health information to the people in order to influence their decision in adopting recommended health practices.

Radio can also be used to create interactive activities among large number of audiences in difference language and place. It influences the social, cultural, spiritual, political and religious aspects of society, as well as personal thought, feeling and acting. This means that radio feeds citizens of the society with the latest information and create the need for change of behaviour and attitudes of the people especially the children. Okon (2013), radio is an institution of the state which inform the society, notify them, enable an individual to participate on public matters and inspect the management on behalf of public.

Radio and Awareness Campaigns

The mass media of communication are powerful societal tools that influence human communication and behavior. Social scientists have researched extensively on the powerful influence of the mass media relating to behavioural change, agenda-setting, and status conferral. Ndolo (2015) sees the mass media as one of the institutions in society that produces knowledge. He also asserts that the mass media performs correlation functions by way of explaining and interpreting events, providing information for local and international consumption, transferring cultural heritage by communicating norms and values. They also entertainment and mobilized members of the public by way of promoting national interest and certain behavior during national.

Effectiveness of Radio

Among the mass media channels of communication, radio is particularly singled out to be the most effective in achieving developmental goals/objectives. This underscores by several studies in Nigeria, such as Myers (2018). Myers for instance have credence to radio as one of the medium of mass communication that is most appropriate for rural development and emancipation. Radio messages apart from breaking the barrier of illiteracy, reaching all people without discrimination and demand less intellectual exertion from the listeners than print media. Radio messages are immediate and have multiplying effect. A single radio message may be received simultaneously by millions of people and a single radio set can serve a group of people. Radio does not discriminate in reaching the general public irrespective of their educational level and economic status. Radio is the most effectively cheap and assessable to any rural people. Mboho (2019) opines that radio is faster and more grassroots oriented. It is capable of playing a very crucial role in achieving environmental development through diffusion of appropriate innovation identifies as relevant to the promotion of feedback on people's reaction to government's programmes and acknowledge of feedback by government; marketing of social services and facilitating conducive market environments for development purposes.

Effectiveness of Radio Jingles

According to Taylor (2010) it is needless to say that the effectiveness of all radio jingles is made possible with the help of appropriate language. Thus, the efficacy of radio jingles depends on the use of "popular" languages and expressions that aid message comprehension and recall among targeted audiences.

Importance of Radio Jingles in the Campaign

Taylor (2010) asserts that since the evolution of Radio, Jingles have been proved as one of the most effective and catchy media options for brand awareness campaigns. Radio Jingles are a short and crisp audio formatted advertising media option that creates a lasting impact on your listeners. It promotes the brand by indicating its key points by using advertising slogans. The ideal length of Jingle should vary between 10-30 seconds to create an impact on

The ideal factors to make your jingles stay on your listener's mind

A Radio Jingle can go in many different ways, but the main objective of jingles is to be recognizable and memorable so that it sticks. According to Nwuda (2020) the following are the few ideal factors which a Jingle should have:

- i. **Catchiness**- A Radio jingle should be catchy enough to leave a mark on the listener's head in a sort of way that they can't get it out of their head.
- ii. **Easy to remember**- "Simplicity is the key", your jingle should be easy to comprehend then only your listeners will be able to remember your brand.
- iii. **Short and Crisp**- A Radio Jingle should be able to convey your message in 10-30 secs.
- iv. **Strong and clear message**- A Radio jingle should be clear and succinct enough to convey your purpose.

Concept of media campaigns

Sage (2018) over the past few decades, media campaigns have been used in an attempt to affect various health behaviours in mass populations. Such campaigns have most notably been aimed at tobacco use and heart-disease prevention, but have also addressed alcohol and illicit drug use, cancer screening and prevention, sex-related behaviours, child survival, etc. Typical campaigns have placed messages in media that reach large audiences, most frequently via television or radio, but also outdoor media, such as billboards and posters, and print media, such as magazines and newspapers. Exposure to such messages is generally passive, resulting from an incidental effect of routine use of media. Some campaigns incorporate new technologies (eg, the internet, mobile phones and personal digital assistants), but recipients have so far generally been required to actively choose to seek information, for example by clicking on a web link, and discussion of these methods is not included in this Review.

Media campaigns can be of short duration or may extend over long periods. They may stand alone or be linked to other organised programme components, such as clinical or institutional outreach and easy access to newly available or existing products or services, or may complement policy changes. Multiple methods of dissemination might be used if health campaigns are part of broader social marketing programmes.

Media campaigns, an offshoot of public communication campaign; may involve a conventional mix of brochures, posters, advertisements, and commercials or a different array of communication methods for the purpose of achieving certain objectives. Public communication campaign as defined by Rice and Atkin is a purposive attempt to inform or influence behaviours in large audience within a specified period of time, using an organized set of communication activities and featuring an array of mediated messages in multiple channels generally to produce non-commercial benefits to individuals and society. Mediated messages here imply that the messages pass through the channels of communication.

Strategic Approaches

i. Prevention

In seeking to influence behaviour and attitude, media campaigns maybe tilted towards promoting positive behaviours (like being a law abiding citizen, sanctity of human lives, avoiding indecent dressing among others) to avoid chaos. Atkin and Rice (2013) noted that traditionally, prevention campaigns fear appeals to focus attention on negative consequences of a detrimental practice rather promoting the desirability of a positive alternative.

ii. Message content

Content of media messages can generally be informative, educative or persuasive. Awareness messages simply inform the audience what to do and how it should be done. Awareness messages give cues and answers to what, who, where and how questions while persuasive messages covers the 'why' aspect. Persuasive messages advocates and give answers to why this is a preferable or acceptable action and attitude. Media campaigns based anchored on persuasion come along with incentives to attract the audience change their attitudes and behaviours.

The messages may also be regarded as offensive, sometimes boring, full of deceit, lies, misleading and a counter to their own understanding. Therefore, the impact of the media campaign on the extreme members might take a longer period to become effective, even though it is aimed at the members of the public including potential recruits, who are 'pleased' with the actions of the group members.

Radio Rivers II 99.1 FM

Radio Rivers 99.1fm is also known as Radio Rivers 11. It is the first state owned fm radio station in Rivers State and the second FM radio station launch in Nigeria. It is run by Rivers State Broadcasting Corporation (RSBC) and operates on 99.1 Megahertz. The station signs up on air on Saturday 2nd May, 1981. It is located along Degema Street in the heart of the Old Port Harcourt township commonly referred to as Town. The station's transmitter is based in the Port Harcourt neighbourhood of Elelenwo from where it transmits to all parts of the city and beyond.

Rhythm 93.7FM

Rhythm 93.7Fm is a commercial radio station located at the Old GRA neighbourhood of Port Harcourt, Rivers State. The station broadcasts an urban contemporary radio format, playing a variety of music, genres including R&B, hip-hop, with occasional electronic dance, music and reggae, it is owned and operated by Silver Bird communications under the Silver Bird Group company and is one of the most popular private radio stations in the south of Nigeria. It started in 2002 but came up on air on the 10th of November that same year in Port Harcourt.

Statement of the Problem

The task of informing and educating the public on the activities of illegal street trading with a view to returning Port Harcourt to original garden city status lies in their use. This undesirable situation like indiscriminate dumping of waste or poor garbage disposal on roads and drainages and high level of waste in every part of Port Harcourt necessitated the campaign by RIWAMA, especially using the radio, particularly, Rhythm, 93.7 and Radio Rivers 11, fm 99.1, to engage in campaigns against illegal.

Basically the social, psychological and physical problems associated with street trading includes: indiscriminate dumping of wastes along the roads, loss of money to criminals, truancy, hunger, increase in early teenage pregnancy, high rate of Sexually Transmitted Diseases (STDs) among traders, high illiteracy of traders, exposure to hazards of weather, fatigue, high potential for accidents, exposure to kidnappers, rape and recruitment into drugs by drug barons etc.

In spite of the use of radio jingles and its catchy entertaining language and paralanguage to curtail illegal street trading and the health hazards associated with the activities of the traders, it have persisted, they have not taken the illegal street traders off the streets.

However, these radio campaigns could be said to have not succeeded since the illegal street traders are yet to comply effectively or change their attitude and behavior to high extent. There has been argument whether exposure to radio jingles change attitude and behaviour. Some scholars believe that the level of target audience exposure to radio jingles determine their change of attitude and behaviour but others believe that exposure to radio jingles have little or no influence on listeners change of attitude. Studies have scantily been done on street trading. Even when done on street trading, emphasis has not been specifically on jingles. On this backdrop this study seeks to assess the use of jingle for campaign against Illegal Street trading in Port Harcourt metropolis.

Aim and Objectives of the Study

The aim of this study is to appraise the use of the jingles in the campaign on illegal street trading in Port Harcourt metropolis. The objectives of this study are to:

- i) Ascertain the extent to which street traders are exposed to jingles in the campaign against illegal street trading in Port Harcourt.
- ii) Examine the level of awareness attained by the traders on the consequences of illegal street trading from the jingles.
- iii) Determine the influence of Radio Jingles on traders indulging in illegal street trading in Port Harcourt Metropolis.

Research Questions

These pertinent research questions were formulated to guide the study.

- i) How are illegal street traders exposed to the jingles of the campaigns on illegal street trading?
- ii) What is the level of awareness of the traders on the consequences of illegal street trading from the jingles they are exposed to?
- iii) What is the degree of effectiveness of the jingles in influencing the traders?

METHODOLOGY

The study adopted the survey research design. The justification for the use of survey is as a result of the need to elicit responses from respondents and discussants on the subject matter (street trading). This provides the researcher the opportunity to use both the qualitative (in-depth interview) and quantitative (questionnaire) to undertake this study and ensure that the data generated were verified with these research approaches. Due to the dearth of data of the target population of this study i.e all street traders, the accessible population was used. The accessible population is the existing population for which a sample of the target population is drawn from. The accessible population is the residents of Port Harcourt metropolis. The population of this study therefore comprised the total number of Port Harcourt residents, (Obio/Akpor and Port Harcourt City) Local Government Areas. Port Harcourt metropolis has a total of 3, 171 000 at annual growth rate of 5. % in 2021 according to 2006 National Population Census (NPC) projection in 2022. In determining the sample size for this study, Taro Yamene (2017) sample size was adopted. Therefore, a sample of 400 respondents was drawn from the population of Port Harcourt. Purposive and Accidental sampling technique were adopted for the quantitative approach of the study. Some roads and streets where illegal street trading are common were identified within Port Harcourt City and Obio/Akpor Local Government Areas of Rivers State and

the researcher accidentally selected respondents from the illegal street traders. The purposive technique was used to draw from persons who are illegal street traders found in places where they are common. The researcher administered 400 copies of the questionnaire to them. For the qualitative approach, the study also adopted purposive sampling technique to select the six (6) interviewees. The questionnaire and interview guide served as the instruments for data collection. The questionnaire was used in generating quantitative data while the interview guide generated qualitative data for the study. Data from the survey were presented and analyzed with simple frequency distribution tables, percentages and weighted mean score. Also data from in-depth interview were presented thematically and analyzed using Explanation Building Technique (EBT).

RESULTS

Objective one: Ascertain the extent of the trader's exposure to jingles in the campaign against illegal street trading

Table 1: Percentage analysis of the responses on street traders listenership to radio jingles on illegal street trading in Port Harcourt.

Option	Frequency	Percentage
Listened	381	100
Not listen	0	0
Total	381	100

The analysis indicates that the respondents listened to the jingles in the campaign against illegal street trading.

Percentage analysis of the responses on frequency of the traders listenership to jingles on the campaigns against illegal street trading in Port Harcourt.

Option	Frequency	Percentage
Daily	351	92
Weekly	29	7
Bi-weekly	2	1
Uncertain	0	0
Total	381	100

Shows that the extent Port Harcourt traders are exposed to jingles in the campaigns against illegal street trading is daily and therefore of very high extent.

Objective 2: Examine the level of awareness attained by the traders on the consequences of illegal street trading from the jingles?

Table 2: Mean Analysis of the Level of awareness of traders on the consequences of street trading from their exposure to the jingles of the campaign.

Statement	SA	A	D	SD	TOTAL	WM S	RMK	Level of awareness
It keeps the streets of Port Harcourt Dirty	143	101	89	48	1071 /381	2.8	Agreed	High
It causes traffic Jam	161	107	69	44	1093/381	2.9	Agreed	High
It makes children to drop out of school	98	131	121	30	1090/381	2.9	Agreed	High
It breeds criminality	113	151	102	15	1162/381	3.1	Strongly agreed	Very High
Grand total						2.9	Agreed	High

Table 2 shows that the level of awareness of traders on consequences of street trading from their exposure to the jingles of the campaign is high. It also indicates that the traders see street trading as helping keep the streets of Port Harcourt dirty, causing traffic jam, making children drop out of school and breeding criminality in the streets. Breeding criminality in the streets is said to be the main consequences in the opinion of the street traders.

Objective 3: Determine the degree of Effectiveness of the jingles in influencing the trader's against indulging in illegal street trading in Port Harcourt.

Table 3 Mean Analysis of the Responses on the degree of effectiveness of the jingles in influencing the traders against indulging in illegal street trading

Statement	SA	A	D	SD	TOTAL	WMS	RMK	Degree of effectiveness
Jingle sensitizes you on the consequences of illegal street trading.	87	98	65	131	903/381	2.4	Disagreed	Low
Listening to the Jingles restrain me from engaging in illegal Street trading in Port Harcourt	39	77	101	167	756/381	2.0	Disagreed	Low
I feel jingles may be effective in influencing my attitude and behaviour	107	161	69	44	1093/381	2.9	Agreed	High
Grand total						2.4	Disagreed	Low

Table 3 shows that the degree of effectiveness of the jingles in influencing the traders on the campaign against illegal street trading. The degree of effectiveness is low generally.

Qualitative Data

How are the illegal street traders exposed to the jingles in the campaign?

The illegal street traders interviewed said that they had heard the jingles. They said they listened to the jingle on daily basis. One said it could have been exposed to the jingle up to four times daily. This shows that street traders in Port Harcourt are adequately exposed to radio jingles on illegal street trading at a very high level.

To what level do the jingles help in influencing illegal street traders to desist from the act?

The street traders admitted that the jingles inundated them with the consequences of engaging in illegal street trading and the need to desist from it. They said there is the moral suasion to stop the habit because of the consequences.

Some of them said they had stopped the business, while some said even though they understand the need to stop it but could not do so because there was no alternative. They, therefore, all agreed that the jingles created awareness but could not influence them and as such the effectiveness is of low magnitude. One said, "The jingle did not change my attitude and behavior towards illegal street trading in Port Harcourt".

The implication of this is that the degree of effectiveness of the jingle in influencing the traders against illegal street trading is low because interviewees believe that street traders have no other option.

What is the degree of effectiveness of the jingle in influencing the street traders?

The interviewees said the jingle only created the consciousness that street trading is wrong but it did not influence them to desist from the act. So, in their opinion the degree of effectiveness of jingle in influencing them to the act is encouraging.

Discussion of Findings

Research Question One: What is the level of exposure of the traders to the jingles in the campaign against illegal street trading in Port Harcourt?

The study investigated radio jingles on the campaigns against Illegal Street Trading in Port Harcourt metropolis and found that street traders in Port Harcourt listened to the jingles in the campaigns against illegal street trading and that the extent Port Harcourt traders are exposed to jingles is very high. This is because, out of 381 responses, 381 representing 100% agreed that they listened to radio jingles on street trading. Again, 351 (92%) of the respondents listened to the jingles on daily basis, 29 (7%) listened weekly, 2 listened bi-weekly while none was uncertain. The interview conducted affirmed that the interviewees supported the aforementioned data and stated they were well exposed to the jingles even more than four times daily.

The finding related to the finding of Ojih (2019). Ojih (2019) had found that the residents of Ekiti were exposed to broadcast media jingles transmitted on Lassa fever. Stanley (2020) also found out that majority of respondents are aware of radio jingles and the jingles are highly persuasive and informative, penetrative and far reaching. Okoye & Asemah (2020) found out that residents of Ekiti and Ondo States were highly familiar with some of the messages like washing of hands under running water but still did not understand the gravity of the message being passed around. It further shows that the understanding of Lassa Fever message was very low.

Nsiong and Eme (2011) found out that lack of exposure to media results in Juvenile Street trading and develops maladjusted patterns of behaviour which in turn may impair their academic, moral, social, physical and psychological growth and development thus affecting their future negatively. Also, the findings of Abubakar (2018) indicated that the public in Yobe State were aware of sensitizing campaigns by the media on solid waste management practices. The study further found out that they have knowledge and that their attitude of illegal dumping of waste or poor garbage disposal on roads, city

square, football field into drainage house hold compound, market areas, had changed positively as a result of media sensitization campaign. Meremiku (2014) found out that people who are exposed to radio messages on the benefit of utilizing anti-malaria drugs are likely to modify their health behaviour based on the media content than those not exposed.

This does not agree with the finding of other scholars. For example, the findings of Okedi and Osere (2020) revealed that the level of exposure to radio campaign for easy understanding of rights of girl child in Rivers state was low and radio campaigns has a positive influence on the respondents.

Research Question Two: To what level of awareness has the traders on the consequences of illegal street trading from the jingle they are exposed to?

Table 2 shows that level of awareness of traders on the consequences of street trading from the jingle is high. The reason being that in the jingle the message contains effects of street trading such as keeping the streets dirty, causing traffic Jam, making children drop out of school and helping to breed criminals among the roaming youths.

Also from the interview conducted the interviewees were of the opinion that the jingles created awareness to a high level. The outcome of this study is in consonance to Abe (2012) who found out that street trading has dilemma such as constituting nuisance to traffic and its congestion. Earlier, a study conducted by Taiwo and Akinyode (2017) showed environmental degradation, traffic congestion, overcrowding within business and many more are the implications of street trading of which the campaign raised the consciousness among the residents on the need to eradicate the practice. By discouraging street trading and emphasizing on the consequences, it is in line with pursuit of cultural and informational autonomy of development media theory. The outcome of this study generates support for change in community norms for which media advocacy theory exemplifies.

Research Question Three: What is the degree of effectiveness of the jingles in influencing the Street Traders?

A cursory examination of the data from the study of the aforementioned research question showed that the grand total of the weighted mean score was 2.6 and therefore the degree of effectiveness of the jingle in influencing the street traders is high. Also examining it in details showed that the degree of effectiveness of the jingle was in the sensitization on consequences of illegal street trading which was high and the influence on attitude and behavior which was as well high. In this discussion, the interviewees views were of assistance as they indicate that the effectiveness of the jingles were encouraging. Of the ten primary predictor variables, traders behaviour, six variables (marital status, occupation, radio jingle exposure, behaviour influence, factors resonated with traders behaviour. And this made a unique statistical significant contribution to the model. Trader relocation to designated place to sell their wares made a unique statistical significant contribution to the model [$\beta = .487$, $t(368) = 11.93$, $p < .005$]; This agrees with responses from the in-depth interview, where majority of the respondents agreed that the degree of effectiveness of the jingle in influencing the traders against illegal street trading is high.

The finding is related to the findings of other studies, for example, Gever & Ezeah (2020) found that the media, particularly, radio is used to educate the general public about health pandemics well ahead of time before there is a confirmed case within their locality. Radio is the dominant medium and main source of information in Nigeria. Radio is an effective means of delivering health and environmental messages to the audience for change of attitude. It is considered the most obvious and effective means of mass communication in Nigeria because of the immediacy of its impact. The media in Nigerian especially the radio stations, have shown encouraging attitude towards the Nigerians. That why Tarnaha (2021) established that radio provides an outlet for information to consumers and sellers while allowing consumers to respond and constitute to advise that was issued by the providers. Radio jingle influences the social, cultural, spiritual, political and religious aspects of society, as well as personal thought, feeling and acting. This means that radio feeds citizens of the society with the latest information and create the need for change of behaviour and attitudes of the people especially the children.

The finding however, contradicts the findings of other scholars. Tarnaha (2021) for instance had found that radio campaigns could not cause significant behaviour change in the subject but it only increase awareness and recalls among the audience. The lack of behaviour change in radio campaigns is attributed to lack of focus on the broader social system rather than the individual outcomes. The role of the mass media in addressing health and environmental issues particularly in view of its potential for wide audience reach and cost-effectiveness in reaching large audiences is positive.

Conclusion

The Use of Radio Jingle for Campaign against Illegal Street Trading in Port Harcourt Metropolis cannot be overemphasised. However, the study concludes that the nature of radio jingles from the study was such that the target audience came across the message in the radio stations on daily basis. The consequences of street trading were well sounded in their ears. However, the jingle rarely influenced the traders to or not engage in street trading. It might be because the jingle by its nature rarely takes much information and as such enlightens rather than educates the audience. In spite of many traders coming across the jingle, only few traders admitted that they intended to disengage from the practice as a result of the impact of the jingles on them against street trading in Port Harcourt.

Nonetheless, the reasons the jingle was catchy were because of the music played, the drama displayed, the slogan chorused and the entertainment value of the message. In summary, the jingle as one of the content tools has little or no impact in stopping illegal street trading but only raised the consciousness of its illegality.

Recommendations

- i. Trader should continue to expose themselves to radio jingles on the campaign against street trading to know the consequences of actions and avoid them.
- ii. Port Harcourt traders should maintain the culture of attitude change to improve the market environment of Port Harcourt to global best practices.
- iii. Traders in Port Harcourt should remain in the Government designated places to sell their wares.
- iv. Port Harcourt traders should listen to talents in radio jingles as information about street traders and their consequences are generated from them.

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