



Assessment of Radio Jingle for Creating Awareness against Illegal Street Trading in Rivers State

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ABSTRACT

The Rivers State Waste Management Agency 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, awareness campaign, illegal, street trading, Port Harcourt metropolis,

INTRODUCTION

In a radio campaign, there are content packages such as news, commentaries and analyses, documentaries, jingles, public announcements and many more. Of concern in this study is the jingle. The jingle is a short catchy message either accompanied with songs, music, drama or slogans that easily registers in the psyche of the listeners. How it is packaged, when it is exposed and the frequency to listeners determine the impact. Because of its brevity and message package, it is easy to memorize and therefore influential. Where its potency is not effective, there is a need to examine the constraints.

Consequently, the government of Rivers State over the years had used Rhythm, 93.7FM and Radio Rivers II FM to engage in radio campaigns and advocacy in some of its programmes including to ensure that every street trader should be off the streets. Some of these campaigns are advocacy (Ojih, 2019). They include, live radio campaigns, where a broadcaster on show campaign to the audience; the sponsorships campaign which is usually in between another programme and campaign spot where a target audience is spotted and reached based on the time the audience is free to listen. These advocacies are communicated to the public through the radio jingles. The jingles last from seconds to a minute.

The Rivers State Waste Management Agency (RIWAMA) engaged in a campaign to get rid of illegal Street trading. It launched in two radio stations to persuade the traders to get off the streets. In 2003, Governor Odili, Former Executive Governor of Rivers State used radio jingles to declare free education to all Rivers State indigenes with a view to eliminating all street traders from the roads. This campaign gained relative obedience as many of the street traders returned to school but came back to trade on the streets after few months. In 2007, however, Governor Rotimi Amaechi also used radio jingles to advocate for free education. The campaign directed the Timariv to arrest any body found as a street trader during school hours in Port Harcourt. In 2019, the Governor of Rivers State, Chief Ezeibunwo Nyesom Wike, also came up with a policy to eliminate street trading and directed RIWAMA to arrest and prosecute anybody found in the streets trading on specific areas in Port Harcourt. The advent of radio and television gave rise to a new form of advertising known as Jingles which was first aired on radio in Nigeria in the year 1955 to advertise a product or service. A well crafted jingle has the power to get stuck in the listener's head and might influence individual's thought long after they have forgotten. Jingles are short, catchy songs that may contain drama that are used mostly for advertising, especially in radio campaign Nwala (2021).

The radio jingles on illegal street trading are aimed at changing the attitude and behaviour of Port Harcourt street traders. The jingles against illegal street trading, are aired on Rhythm, 93.7, Radio Rivers II 99.1 Fm among others. They are aimed at encouraging the residents to avoid street trading and warn that individuals that are caught in the act will be arrested pointing out the consequences to society. The jingles are sometimes aired as much as like three to four times daily in the radio station. Rhythm airs it before its news and the idea is to get the affected residents' attention and to show how important the elimination of illegal street trading in Port Harcourt is to both the government and residents and the health hazards associated with the activities of the contraveners.

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 as 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).

Nwala (2021) 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.

The media in Nigerian especially the radio stations, have shown encouraging attitude (Balogun, 2013). This is particularly evident in the territories where Pidgin has creolized. Interestingly, it has been noticed that almost all the radio stations in the country run at least three or more programs with jingles. Majority of advertisements are done Pidgin English. A radio jingle presented in English language may be less effective as the targeted consumers or audiences, who are from different ethnic groups in Rivers state with different languages and therefore they may not collectively understand or interpret the message being shared.

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 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. Adern, Orhan and Enderham (2013), radio is kan 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.

Uses of Radio for Effectiveness 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 entertained and mobilized members of the public by way of promoting national interest and certain behavior during national.

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 (2018) 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.

Although, some of the radio campaigns have failed to achieve the purpose for which they designed to. For instance, Nkwuda and Okafor (2020) established that the level of effectiveness of mass media messages on exclusive breast feeding among nursing mother in Abakiliki is very low. Culture, belief, attitude,

illiteracy and language we found to be the challenges of mass media in the campaign of the practice of exclusive breast feeding among mothers in Abakiliki. Nwala (2021) attributes the effectiveness of the development programmes to the media, following their culture campaigns methods. The media reports on enlightenment programmes are not comprehensive. The ineffectiveness of the media according to Wilson, Onwubere & Jibrin (2020) raises the questions of audience and the role or media value to the people.

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.

The very crucial purpose that Jingle serves is to attract customers by sticking to a listener’s memory in a very clever and memorable manner.

Le, (2010) asserts that most often the term “radio jingles” can be used to collectively describe all elements of radio station branding or identification. Accurately the term in the context of radio used to describe only those station branding elements which are musical, or sung. Song jingles are the most common form of radio station branding otherwise known as imaging. A radio jingle therefore is created in a studio by session singers and includes a musical representation of the radio station name and frequency. Radio stations will sub contract to specialist radio jingle producers who will create the musical sound and melody, along with the recording the session singers. The elements, termed a *donut*, will then be dispatched to the radio station in various time variations to be edited by local radio producers before being broadcast in between songs, or into and out of commercial breaks. Alternatively, jingles can be made in-house by production staff. Although the importance of radio jingle to family planning is often acknowledged, there has been relatively little evaluation of radio jingle program in Nigeria.

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.

Atkin and Rice (2013) explained that Mass Media campaigns simply put are verbal or non-verbal communication drafted in form of spot announcements, jingles or short messages that reach members of public through the channels of communication. The channels can be radio, television, social media, newspapers, magazines, leaflets, billboards and even books. Southwell and Yzer (2017) noted that contemporary media campaigns have featured advertisements, public service announcements, and, more recently, Internet-based tools and other interactive digital applications. Wakefield et al. noted that the great promise of mass media campaigns lies in their ability to disseminate well defined behaviourally focused messages to large audiences repeatedly, over time, in an incidental manner, and at a low cost per head.

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 Akin 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.

Media campaigns for behavioural and attitudinal change

Kotler (2018) in situations like that of Illegal Street Trading, media messages are driven by an agenda-persuasion. Persuasion is a form of communication that takes place on a daily basis within our society. It is a term that is used when one is attempting to get another to change their mind set or action in one form or another. Persuasive communication is any message that is intended to shape, reinforce, or change the responses of another or others. Such responses are modified by symbolic transactions (messages) which are sometimes, but not always, linked with coercive force (indirectly coercive) and which appeal to the reason and emotions of the target

Mass media campaign is a critical tool in behaviour and attitudinal change. Early in the history of media studies, it was believed messages conveyed by media had tremendous power to influence people's attitude and behaviour. This power has remained up to this moment, even though not all audience receive the messages at a time. Media campaigns may also involve the use of propaganda that is manipulation of information to influence public opinion which may result to change in behaviour and attitude. However, war itself implies the use of propaganda to defeat the common enemy. Propaganda according to Baran and Davis (2016) refers to the no-holds-barred use of communication to propagate specific beliefs and expectations. The ultimate goal of propaganda is to change the way people act and also persuade or scare others into adopting their beliefs, whether it's political, religious or philosophical.

The outcomes of behavioural and attitudinal change vary in proportion to such factors as the dose of information, qualitative potency of messages and the proper integration of mass media. For media campaigns to attain a strong impact on behavioural and attitudinal change, exposure of audience to such messages is critical. Audience must also have access to the media by which the message passed through.

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, hiphop, with occasional electronic dance, music and reggae, it is owned and gibbeted by Silver Bird communications under the silver bird lump company and is one of the most popular private radio stations in the south of Nigeria. It stated in 2002 but came up on air on the 10th of November that same year in Port Harcourt.

Function of Radio

In a setting of mostly illiterate, poor and rural communities of most Third World countries, radio broadcasting is the most effective medium of mass communication as it transcends geographical, linguistic and other traditional barriers. It is a very effective medium of reaching the masses, mostly the grassroots. The print media has limited audience as it is restricted to the educated who live mostly in urban areas. Television also has limited audience compared to radio. Television sets are expensive and most Nigerians consider it a luxury.

Radio broadcasting, therefore, remains the most effective mass communication medium available, mainly due to the low cost of radio sets and the fact that radio programming in Nigeria today is increasingly accommodating the local languages of the respective audiences of the numerous stations spread across the country. Other factors which make radio more effective than other media include its portability, availability in most homes (indeed there are more than one radio sets in most homes in Nigeria), its instantaneous effect, its mass outreach, its sensitivity to the peculiar socio-cultural and religious character of its audiences, the simplicity of the technical process of operating a radio set, and the fact that radio can be operated without the epileptic power supply system in the country. Radio broadcasting is an effective tool of mass mobilization and the socialization of a people culturally, politically and economically. It is a potent factor in the enhancement and acceleration of development. Radio also readily, easily and effectively lends itself to the oral culture of African communities Owuamalam (2017).

The Role of Radio in Awareness Creation

It is pertinent to/ characterize the nature of mass media, radio in particular as an aid to understanding what roles they are or may be playing in social contexts. The mass media in Nigeria are urban based. Radio remains the only widely accessible channel of communication that offers immediate contact with the rural populace. Ciboh, (2017) assert that communication media are the different technological process that facilitate communication between and are in them idle of the sender and the receiver of that message. The same media message might mean different thing to different people. Therefore, there is need to bridge the gap between the knowledgeable persons and illiterates as Ciboh, (2017) illustrates that only a study, 'media campaign to promote awareness on environmental pollution which found that people learned very few facts highlighted in the campaign here was an unintended effect'. The function of media has long time gone beyond that of educating, informing, entertaining and transmitting culture as traditionally ascribed to them. They are also now used to create awareness, stimulate interest and raise expectations as well as enlighten people on how to effectively manage their environment for national development.

These are the conventional social functions the media renders to the public, but which is equally applicable in broader sense in national development pursuit. The role of media in national development lies in their capacity and capability to teach, manipulate, sensitize and mobilize people through information dissemination. The media also chart a course for the public in line with the agenda setting theory, thereby creating in the minds of the people, issues that should be viewed as priority including developmental programme and policies. Instances of this role being presently played by media in

Nigeria is the general millennium goal pursuit towards the year 2015, as proposed by the United Nations and incorporated as national policy by governments of member countries around the world.

Anders, (2010) posit that media are central public arena through which we become aware of environmental issues and the way in which they are addressed, contested and perhaps, resolved. He argues that environmental issues or problems do not simply emerge and announce themselves as issues requiring a social/political response in the form of legislation, research or a change in public practices and social arrangements. Problems and issues of various kinds only become recognized as such as problems or issues through talk, communication, discourse which define or constructs them as problems or issues for public and political concern.

Krishna (2013) agrees with this argument as he says "mass media can play a vital role in creating people's awareness about environment and communication of natural resources. It can serve this purpose by means of multichannel regional and network service comprising programmes such as talks, interviews, plays and documentaries etc.

Radio Advocacy campaigns

Media advocacy is an umbrella term that describes a method, approach and series of tools used to change policies and practices from reform institutions, altar power relations, change attitude and behaviour and give project or programme to broader impact. Many elements required for good advocacy communication are the same as those that should be used in all communication work. Communication for advocacy is not the same as newsletters, fund rising materials or general information about ones' employment (Diri & Ezeji, 2019).

Diri and Ezeji (2019) argue that advocacy communication is the tight focus on influencing specific audience and using specific message in order to deliver changes in policy or practice. Successful advocacy communication requires objectives, knowledge of the intended audience, language appropriate for that audience and content that is short, specific to the point with the intent to solve a problem. Advocacy means any action geared towards changing the policies, positions or programme of an institution or a group of people. The first step is to identify a problem in a community. One needs to understand all aspects of the problem and find ways to help understand the issues clearly and come up with a solution to the problem.

Mass media in Nigeria particularly, Rivers State engage in the communication of how citizens will change their behaviour. These communication processes are often done through radio campaigns and advocacy programmes. The programmes help to champion preventive action against conditions affecting the public welfare. In development process, advocacy is concerned with producing information and knowledge for decision makers within the environment where the development is required to facilitate their ability to make informed decisions regarding the project or innovation. It is not enough to just air these campaigns, it must be properly planned to meet the aim for its production. It entails properly researching the people who the development communication is targeted at, to ensure that the appropriate channel is used, the appropriate language and the message itself packaged to suit the people. This will in turn encourage their appreciating the development process and their participation in it.

The campaigns often times are not holistic, in that they are urbanized which removes the rural people from the picture. (Mboho, 2019) noted that communication with rural people is a complex process, involving a combination of traditional and modern mass media. Unlike in the urban communities where the modern mass media are used to disseminate messages of development communication, one cannot ignore the radio jingles as means of communication. This is owing to the lack of the basic infrastructural amenities like electricity and good road network which often hinder the spread of other modern mass media.

Impact of Radio campaigns

The radio is said to influence positive or negative reactions of those who are exposed to them especially, those with tax arrears in previous years, while the payments of newly-delinquent taxpayers do not change dramatically. This is the reason Mathias (2013) indicated that media reports dealing with traders' problems have the potential to affect the trust of citizens in government authorities. It further confirmed that the approach to electronic media had a positive effect on the intent of traders to pay their taxes. Information passed through electronic media about the markets system's accountability, service orientation, and government credibility had a positive and important effect on government confidence that contributed to tax enforcement. Sas (2017) reports that use of electronic media to view traders behaviour and education would enhance compliance by applying dynamic comprehensive approaches. And approach to electronic media allows the traders to have a single view of the revenue authority or any agency, increase auditor productivity and enhance performance management and behaviour Sas, (2017).

Radio has been seen as a powerful means of disseminating information on all subject matters to the mass media audience. The powerful influence of the radio over the years has been attributed to the ability of radio waves to traverse national boundaries. Other factors that give radio an advantage over other forms of the media include its portability, ability to translate messages in local languages and dialects, affordability, and alternative

Concept of Street Trading

Aiyehuro (2019) defines street trading as system of trading whereby the trader carries his wares or goods and display them along the road or street. refers to situation which an individual carries his or her goods -by means of transportation such as wheel barrow, bicycle or trolley in search of customers. This is usually accompanied by at least one form of advertisement - shouting the name of the item on sale, using bell or special mannerism to attract the attention or interest of the public. It is a trading activity characterized by movement across Streets in residential areas in which the aims at selling is to attract interested buyer. Ezenwa, (2011) opines that a street trader is a person between the ages of 15 and above sells goods and renders services on the commercial road or street.

Street Trading and Prevention Campaigns

Street trading and prevention campaign are often sponsored by the government. For Okeya and Akinwede (2020) the type of street trading information is provided using different kinds of media especially radio to disseminate them to the people on how to live healthy. It is the onus of the media to warn people and also encourage them to take practical steps towards prevention of street trading. Every campaign in the media is purposeful, they are provided to inform, persuade or motivate behaviour change in a large audience within a given time period. Human development agency in their briefing of 2014, identified four effective roles of campaigns using mass media for the prevention of street trading:

- i. They are used for the mobilization and supporting local agencies and professionals who have direct access to individuals within the target population.
- ii. They bring together partnership of public, voluntary and private sector bodies and professional organizations.
- iii. They inform and educate the public but also school agenda for public debate about the health topic thereby modifying the climate of opinion surrounding it.
- iv. They encourage local and national policy changes so as to create a supportive environment within people are more able to change their behaviour.

According to Okaye and Akinwede (2020) campaigns must be purposive because the outcome may be extremely diverse ranging from individual level of cognitive effects to societal or structural change.

The importance of mass media in the development process as a matter of fact is not new; The centre for international mass assistance. Ciboh (2017) recognizes the crucial role of the mass media, especially radio in the awareness and enlightenment of the public. It argues that mass media mostly radio performs important role in the development process. These include provision of access to a wide variety of people especially traders, determine the people's needs for development information and programming for needs; supports horizontal and vertical flows of information and programming for these needs; supports horizontal and vertical flows of information and programming for these needs; support cultural communication and raising the people's awareness and adoption of new method that promote development.

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 an **Assessment of Radio Jingle for Creating Awareness against Illegal Street Trading in Rivers State**. The objectives of this study are to:

1. Examine the constraints of radio jingles in the campaign against illegal street trading.
2. Determine the extent the traders comply to the message in the jingle against illegal street trading in Port Harcourt.
3. Identify the factors that affect the effectiveness of the jingles in influencing the street traders.

Research Questions

These pertinent research questions were formulated to guide the study.

1. What are the constraints of radio jingles in the campaign against illegal street trading in Port Harcourt metropolis?
2. How do the traders comply to the jingle message in the campaign against illegal street trading?

3. What are the factors that affect the effectiveness of the jingles in influencing the target audience?

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 1: Examine the constraints of using radio jingles in the campaign against illegal street trading in Port Harcourt.

Table 1: Mean Analysis of the Constraints of radio jingle in the campaign against illegal street trading.

Statement	SA	A	D	SD	TOTAL	WMS	RMK
The Nature of jingle is such that the content is not detailed in information for better understanding	151	113	102	15	162/381	3.1	Agreed
Its time limitation on a slot makes it good at enlightenment and not education	131	98	121	30	1090/381	2.9	Agreed
The voicing is usually fast and noisy	107	161	69	44	1093/381	2.9	Agreed
Its entertainment value may distract the goal	143	103	99	31	1130/381	3.1	Agreed

Table 1 indicates that jingles are constrained in the campaign against Illegal Street trading in terms of the content not containing detailed information that can create better understanding of the message. The nature of the jingle produced as a slot makes the information scanty such that it could only enlighten the public and may not educate them since education is about in-depth information. In order to place the information within the time limit of the slot, the presenter tends to be fast which makes the jingles a bit unclear to the ear and affects comprehension of the message. Because the campaigners want to attract the attention of the public, they make the jingles so entertaining that could distract the essence of the meaning.

Objective 2: Determine the extent the traders comply with the message in the jingle against Illegal Street trading in Port Harcourt.

Table 2 extent of Compliance to the message in the jingle against illegal street trading

Statement	SA	A	D	SD	TOTAL	WMS	RMK	Rate of Compliance
Since listening to the jingle, I don't sell along the streets	41	81	91	168	757/381	2.0	Disagreed	Very low
Since listening to the jingle, I don't display my wares on the street	37	76	121	147	765/381	2.0	Disagreed	Very low
Since listening to the jingles I look for designated place to sell my wares	21	139	124	97	846/381	2.2	Disagreed	Low

Since listening to the jingles, it has reduced my zeal in street trading	101	123	71	77	1019/ 381	2.7	Agreed	High
Grand total					2.2		Disagreed	Low

Table 2 shows that the extent of compliance to the message in the jingle against illegal street trading by the traders is low since the aggregate WMS is 2.2. The aspect of compliance to the message in the jingle is on its ability to reduce the zeal of traders in illegal street trading. The aforementioned statements were agreed by the street traders since the weighted mean scores were within 2.5 and above.

Objective 3: Identify the factors that affect the effectiveness of the jingles in influencing the target audience.

Table 4 Factors that affect the effectiveness of the jingles in influencing the target audience

Statement	SA	A	D	SD	TOTAL L	WMS	RMK
Entertainment influences the effectiveness of the jingles in influencing the target audience	89	143	101	48	1071/ 81	2.8	Agreed
Voice influences the effectiveness of the jingles in influencing the target audience	112	151	105	13	1124/ 381	3.0	Agreed
Drama influences the effectiveness of the Jingles in influencing the target audience	143	103	99	31	1130/ 381	3.0	Agreed
Music influences the effectiveness of the Jingles in influencing the target audience	151	113	102	15	1162/ 381	3.1	Agreed
Talents influences the effectiveness of the Jingles in influencing the target audience	51	79	148	103	840/ 381	2.2	Disagreed
Slogan influences the effectiveness of the Jingles in influencing the target audience	131	98	121	30	1090/ 381	2.9	Agreed

Table 3 indicates that music, voice, drama, slogan and entertainment are the major factors that affect the effectiveness of the jingles in influencing the target audience except talent.

What are the constraints of the radio jingle in the campaign against illegal street trading in Port Harcourt?

The interviewees were of the opinion that voicing of the jingles is too fast to educate them on the consequences of street trading. The jingles according to them, do not last long for the information to sink in the psyche. Besides, they said too much packaging could distort meaning.

How do the traders comply with the jingle message in the Campaign against illegal street trading?

The interviewees are of the view that in as much as jingles create awareness, the compliance to it is little because the traders do not have other sources of earning income. Some of them expressed that they could stop illegal street trading if they could be provided shops with little or no cost.

What are the factors that affect the effectiveness of the jingle in influencing the street traders?

Some of the interviewees said the songs, some said drama and some said slogans. Generally, they were able to identify music, drama, slogan and general entertainment as factors that help create awareness, register recall and influence the traders.

Discussion of Findings

Research Question one: What are the constraints of Radio Jingles in the campaign against illegal street trading in Port Harcourt?

Table 4.1.5 indicates the constraints of radio jingles vis-à-vis other contents strategies of a campaign are that jingles do not take much information, it is good at enlightenment and not education, the voicing is usually fast and noisy; while the entertainment value may distract the goal. Also, the interview acknowledged that the constraints of radio jingle are that the voicing is so fast that the information does not sync. The interviewees said that too much packaging of jingles could distort the meaning. Wilson, Diri and Ezeji (2019) acknowledge that radio jingles are usually short and crisp, having an ideal length between 10-30 seconds thereby agreeing with the study that jingles do not take much information and as such can enlighten but may not educate.

Because of its brief music with songs targeted on the audience for a change of attitude and behavior it is a weapon of advocacy theory which is a strategic way of changing attitude and behaviour of people.

Research Question two: How do the traders comply to the jingle message in the campaign against illegal street trading?

The study further found that listening to the radio campaigns against illegal street trading on the radio has made traders to look for designated place to sell their wares. This is because, the responses from the respondents on; 'since listening to the jingles, looked for designated place to sell my wares' were found above 2.5 and was accepted. Also majority of the responses from the interview shows that the magnitude of compliance of street traders to the instructions of the jingles against illegal street trading is encouraging.

The finding is similar to the findings of other scholars. For instance, the study of Okeya & Akinwade (2020) revealed that there was a significant influence of health promotional messages on the prevention of Lassa fever infection. It also discovered that radio is the most preferred channel for the Lassa fever media campaign. 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. Nwuda (2020) note that the media are critical players in environmental education. Also, Sege (2018) found that radio jingle is very effective in capturing people's attention and in bringing about a positive change in the behaviour of people.

The finding contradicts the findings of Le (2010), who found that the mass media intervention alone was not effective in reaching the targeted audience with the hand washing message. In contrast, they discovered that the community intervention, which combined the mass media campaign with more intense training and promotional activities, delivered at the district level, proved to be more effective in reaching the targeted audience with the hand washing promotion message; significantly increasing the proportion of mothers and caregivers that reported receiving it.

The finding agrees with the Media Advocacy theory used in the study. Myers (2018) argues Advocacy involves raising awareness on issues and concerns to produce change, organization of information into arguments to convince a specific group of people to take action for a specific goal, generation and utilization of reliable information to help leaders, policy-makers and decision makers to adopt responsible and relevant policies and programmes and purposive efforts to change specific policies or practices on behalf of, or with a specific group.' The amount of information the public has about an issue is dependent on the quality of information available to them. Media Advocacy which is a theory in development communication has to do with the use of news making agencies to promote public debate as well as generate support and changes of some norms in the society.

Research question three: What are the factors that affect the effectiveness of the jingles in influencing the target audience?

The findings of the study also show that music, drama, slogan and entertainment are the major factors that affect the effectiveness of the jingles in influencing the target audience. This is because, The music, drama, slogan, and entertainment from the radio jingles against illegal street trading influence the effectiveness of the jingles in influencing the target audience. This was supported by the interview where the interviewees agreed that the factors affect the effectiveness of the jingles. Occupation, age, music, drama, entertainment, voices accounted for a statistically significant 97% of variability in the influence of traders. The standardized beta values (β) of the significant predictors show that traders had an impact on the exposure to the radio jingles. This means that respondents who were exposed to music, voices, drama, entertainment and slogan of the radio jingles on illegal street trading were influenced and hence, the change of behaviour.

Similar to finding of Taylor (2010), they found that NTA programmes on coronavirus awareness has impact on the respondents. The jingles presented on NTA programmes were effectively used to change the attitude of people in Nigeria against the use of covid-19 control measures. Nboho (2019) also established that HIV/AIDS radio programmes packaged in pidgin English, local language of dramatized enhance farmers' interest, listenership and positive change in behaviour. It further found that farmers' level of education, gender and ownership of radio set were found to positively improve their level of satisfaction with HIV/AIDS radio programmes.

The finding agrees with development media theory used in the study. The theory portend that the developing countries should highlight efforts at national development speed transformation of society, economic and social equality, mobilize the people for economic, social and political development and improvements in living standards. The development media theory was intended to recognize the fact that, societies undergoing a transition from underdevelopment and colonialism to independence and better material conditions often lack the infrastructure, the money, traditions, the professional skills and even the audiences needed to sustain media institutions comparable to the western nations.

Conclusion

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 randy 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

1. Trader should continue to expose themselves to radio jingles on the campaign against street trading to know the consequences of actions and avoid them.
2. Port Harcourt traders should maintain the culture of attitude change to improve the market environment of Port Harcourt to global best practices.
3. Traders in Port Harcourt should remain in the Government designated places to sell their wares.
4. 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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