

**Influence of Gravity 88.1FM Radio Programmes on Community Development in
Igboho Town, Oyo State**

Ayooluwa Olabisi OBANISOLA

LCU/PG/003129

**Being a MSc. Viva Presentation to the Department of Mass Communication and Media
Technology, Faculty of Communication and Information Science, Lead City University,
Ibadan, Oyo State, Nigeria**

**In partial Fulfillment of the Requirements for the Award of Master's Degree in Mass
Communication and Media Technology,**

2024

Certification

This is to certify that this study was conducted under my supervision OBANISOLA, Ayooluwa Olabisi with the matric number LCU/PG/003129 for the award of Master of Science Degree (MSC) in Mass Communication and Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria.

Dr. Waheed Bayonle Busari

Supervisor

Date

Dr. Yemi Oginni

Head of Department

Date

Dedication

This research work is dedicated to God Almighty, the giver of life and to my supportive parents.

Lead City University Ibadan DO NOT COPY

Acknowledgment

My gratitude extended to Lead City University, Ibadan, a citadel of academic excellence, for the privilege given to me to undergo my postgraduate studies. I am grateful also to the University Professors and lecturers for always lending a listening ear, guiding me, and offering assistance where needed. I am also thankful to the Postgraduate College Compliance Team for the diligent work done to make this work perfect. I am grateful to God Almighty for creating, nourishing, sustaining, and keeping me alive to complete this thesis. I am forever indebted to Him. May His name be exalted forever, Amen.

To my supervisor, Dr. Waheed Bayonle Busari, thank you so much for your patience and tutoring, I appreciate the Head of Department, Dr. Yemi Kunle Oginni, and Dr. Bukola Irele for their kind pieces of advice and tips in the course of this research and for taking time to read through this thesis. I will always remain grateful to them for making this possible. I sincerely appreciate the Dean of the Faculty, Prof. Adeboyega Abioye, for his kind pieces of advice and professorial input during the period of my coursework. This gave me the confidence to keep pushing forward.

I am also thankful to Prof. Lambert Ihebuzor, for his kind words and support. Although they were not my supervisors, they were always willing to read my work, make corrections, and engage in academic discussions to offer a clear point of view for my understanding. I am certain that this thesis would not have reached its current state without their valuable contributions and I am extremely grateful. I extend my heartfelt thanks to Dr. Anthony Amedu for his amazing support, for always being available, and for being kind and patient even when I ask the same questions over and over, I owe you and I am very

grateful. I thank Dr. Babafemi Jacobs and Dr. Abidemi Akintade for their unwavering love and constant words of encouragement.

Most importantly, I appreciate my beloved parents, Rev. and Mrs. Obanisola for their unwavering support. Through their hard work and sacrifices, I received my basic education, and their unwavering support, both spiritual and physical has been invaluable. I pray you will live long enough to reap the fruits of your labour over my education.

Last, but certainly not least, I am grateful to my analyst for the outstanding work, and to all the respondents of this study, your valuable time and mobile data spent on filling out the research questionnaire allowed me to make original contributions through this thesis. I am indebted to you for your support. Although the above-mentioned institutions and persons played vital roles in the completion of this research work, I take full responsibility for any errors that may be found in the work.

Abstract

Igboho, a town in Nigeria, began receiving broadcasts from Gravity 88.1FM in 2021, and has since seen notable social, economic, and cultural growth. However, there is limited research on how radio programs influence community development in the area. This study explores the role of media relations in community development in Igboho. The objectives were to (i) identify community development programs aired on Gravity 88.1FM, (ii) assess residents' perceptions of these programs, and (iii) examine their impact on community development. The study is grounded in Agenda-setting Theory and Direct Effects Theory. A quantitative research approach was used, employing a survey design with random sampling. Data was collected from 383 respondents via questionnaires. The findings reveal that Gravity 88.1FM broadcasts several community-oriented programs, including *Lagbegbewa*, *Gbagede Oro*, *Beyond the Headlines*, and *Ede Ayan*. These programs promote education, infrastructure development, economic activities, and raise awareness about sanitation and environmental issues. They also foster social cohesion, transparency, and accountability within the community. The study concluded that the radio station has a positive influence on Igboho's development, though it does not address broader national issues like poverty and unemployment. The study recommends the introduction of employment-focused programs on Gravity 88.1FM, alongside collaboration with other radio stations, to enhance government-citizen engagement and reduce unemployment and poverty in Igboho.

Keywords: Radio Programs, Gravity 88.1FM, Community Development.

Word Count: 250

Table of Content

Title Page	
Certification	i
Dedication	ii
Acknowledgement	iii
Abstract	v
Table of Content	vi
List of Tables	x
List of Figures	ix
Chapter One: Introduction	1
1.1 Background to the Study	1
1.2 Statement of the Problem	6
1.3 Aim and Objectives of the Study	7
1.4 Research Questions	7
1.5 Hypothesis	7
1.6 Significance of the Study	7

1.7 Scope of the Study	8
1.8 Limitations of Study	8
1.9 Operational Definition of Terms	10
Endnotes	
Chapter Two: Review of Related Literature	15
2.1. Conceptual Review	15
2.1.1 Community Development Initiative	15
2.1.2 Role of Community Developers	19
2.1.3 Understanding the Role of Mass Media	21
2.1.4. Radio as a Catalyst for Social Change	23
2.1.5 Role of Media in Community Development	25
2.1.6 Radio and Community Development	28
2.1.7. Social Media's Transformative Role in Community Development	31
2.1.8. The Influence of Radio Programmes on Global Community Development	34
2.1.9. Efficacy of Radio Programmes in Promoting Social Cohesion, Empowerment, and Sustainable Growth	42
2.1.10. Media Representation and Perception: Impact on Community Development	44
2.1.11. Challenges and Criticisms:	45
2.1.12. Challenges and Criticism of Community Radio Role in Community Development	48
2.1.13. Synopsis of Gravity 88.1FM Community Development Programmes	51
2.2 Theoretical Review and Framework	52
2.2.1 Agenda Setting	52

2. 2.2 Social Responsibility Theory	54
2.2.3. Direct Effects Theory	56
2.3 Review of Empirical Studies	57
2.4 Conceptual Framework	64
2.5 Summary of Gaps in Literature Reviewed	66
Endnotes	
Chapter Three Methodology	78
3.1. Research Design	78
3.2. Population of the Study	78
3.3. Sample and Sampling Techniques	79
3.4. Description of the Research Instrument	80
3.5 Reliability of the Research Instrument	80
3.6 Validity of the Research Instrument	80
3.7 Method of Data Analysis	81
3.8. Ethical Considerations	81
Chapter Four Results and Discussion of Findings	82
4.1. Data presentation	82
4.2. Demographic Information of the Respondents	83
4.3. Data analysis and Presentation of Research Questions	84
4.4. Presentation of Hypothesis	91
4.5. Discussion of findings	94
Endnotes	
Chapter Five Conclusion	105

5.1 Summary of Findings	105
5.2 Conclusion	108
5.3 Recommendations	108
5.4 Contribution to Knowledge	110
5.5. Recommendation for Further Studies Recommendation	112
Bibliography	114
Appendices	129
Bio-data	134
The University Compliance Certification	136

Lead City University Ibadan DO NOT COPY

List of Tables

Table 4.1	Personal Data Table	83
Table 4.2(a)	Community Development Programmes Aired on Gravity 88.1FM	84
Table 4.2(b)	Evaluate the perception of community development programmes aired on Gravity 88.1FM by the residents of Igboho town	86
Table 4.3:	Influence of Gravity FM 88.1 Radio Programmes on Community Development Efforts in Igboho Town	89
Table 4.4(a)	Model Summary of Gravity 88.1FM radio programmes influence on community development in Igboho Town	91
Table 4.4(b)	ANOVA for Gravity 88.1FM radio programmes influence on community development in Igboho Town	92
Table 4.4(c)	Coefficients of Multiple Regression Analysis for Gravity 88.1FM radio programmes influence on community development in Igboho Town	93

List of Figure

Fig. 2.1. Conceptual Model

64

Lead City University Ibadan DO NOT COPY

Chapter One

Introduction

1.1 Background to the Study

Community development is an essential aspect of societal progress that aims to enhance living standards, fortify social connections, and empower individuals within a given locality. This is why community development is defined as a process where community members take collective action on issues that are important to them¹. It is a process where community members come together to take collective action and generate solutions to common problems. It is intended to empower community members and create stronger and more connected communities. The earlier and most commonly held meaning of ‘community’ refers to people living in a place who have face-to-face contact with each other².

Community development is not one-off events to inform goals or strategies, but it is a continual and longtime project established with the aim to enhance community security, social welfare and developments³. One-off events, campaign to inform goals or strategies, formation of community advisory committees, or leadership training could be part of a community development strategy but, by themselves, they are not community development. It is to support communities, of place and identity, to use their own assets to improve the quality of community life⁴. It helps communities and public agencies to work together to improve services and the way in which decisions are made. It is fundamentally based on the values of human rights, social justice, equality and respect for diversity⁵. Community development recognizes that “some people, some groups and some communities” are neglected and oppressed by the way society structures are organized. It seeks to challenge this and ensure fairness for all citizens.

There are numerous overlapping approaches to community development of which some focus on the processes, and some on the outcomes. For instance, arts, culture, and development focuses on the role of arts and culture in community development and social transformation⁶, while community capacity building focus on helping communities strengthen the ability to set and achieve their own development goals⁷.

In some parts of the world, war, disease, famine, extreme poverty, and climate changes are threatening human life and social organisation at such a basic level that community development implementation is needed to emphasize helping people overcome those threats to stability and sustainability. During extreme events, such as the coronavirus pandemic in 2019, community development programmes focused on emergency relief for the affected people, those that lose their job, and overworked health care workers⁸. Some community and Non- governmental Organization (NGOs) provide sanitizers and other prevention materials to schools, church, mosque, and some other important places to avoid the spread of the diseases. Many of these community development interventions were carried out successfully with the help of the mass media⁹. The broadcast media and internet were used to create awareness of the disease, sensitize the masses on precautions, and coordinate the entire sustainable development plans including teaching school children on radio, television, and on the internet.

The significance of media in promoting community development has gained widespread recognition¹⁰. There are potential outcomes at both individual and community levels. Children and families directly involved in community development initiatives benefit from increases in skills, knowledge, empowerment and self-efficacy¹¹, and experience enhanced social inclusion and community connectedness¹². Through community development initiatives, community members become more empowered, such that they can increasingly recognize and challenge

conditions and structures which are negatively influencing their wellbeing¹³. At a community level, community development and empowerment initiatives can achieve long-term outcomes such as stronger and more cohesive communities, evidenced by changes in social capital, civic engagement, social cohesion and improved health¹⁴.

Community development in Nigeria encompasses various initiatives aimed at improving the well-being and quality of life within local communities. It involves social, economic, and environmental interventions that address community needs, promote empowerment, and foster sustainable development¹⁵. In Nigeria, communities face challenges such as poverty, inadequate infrastructure, unemployment, healthcare disparities, and social inequality. Effective community development efforts require active participation, collaboration, and engagement from various stakeholders, including government agencies, NGOs, community-based organizations, and the media¹⁶.

The mass media can be regarded as the tools of knowledge dissemination that used to convey information and mobilise the masses to participate in community development activities¹⁷. The media in Nigeria plays a vital role in community development by serving as a platform for information dissemination, public dialogue, and advocacy. Media organisations, through their various platforms, have the power to shape public opinion, raise awareness about community issues, mobilize resources, and influence policy decisions¹⁸. The primary objectives of mass media encompass upholding a favourable image for the organization or community¹⁹, disseminating its messages, and securing favourable media coverage²⁰. Establishing robust connections with the media can potentially enhance the visibility of a group or community, disseminate knowledge to a broader audience, and sway public perception. Media serves as a crucial tool for disseminating information, fostering discourse, and mobilising communities

towards achieving positive change²¹. For instance, media relations play a crucial role in examining the growth trajectory of the Igboho town.

Igboho is a thriving town in Orelope Local Government Area of Oyo State. Historically, Igboho was founded as the capital of the old Oyo Empire in the 16th century after the Oyo had been driven from their previous capital of Oyo-Ile by Nupe invaders. This indicates the community has been in existence for centuries, however, it lacks rapid development. Inadequate infrastructure, restricted access to healthcare and education, and socioeconomic gaps are just a few of the developmental issues that the residents of Igboho confront. In such settings, media activities may drive community development activities by increasing visibility, easing discussion, and bolstering responsibility. Conventional and contemporary media, such as newspapers, radio, television, social media, and online news sources, however possess the potential to influence the future aspirations of the Igboho town. They allow local residents, authorities, and groups to air their grievances, disseminate relevant data, and lobby for change. The influence of the media explains the network of relationships that exists in the Igboho town between media professionals, community members, and community leaders, as well as the media's coverage of local concerns.

The community radio station has several potential benefits for community growth. Commencing with media coverage, it is plausible that individuals' comprehension and inclination to tackle issues such as insufficient infrastructure, limited healthcare accessibility, and restricted educational opportunities may be heightened. Community members may express their frustrations, celebrate one another's achievements, and lobby for change via various media outlets. Also, the community radio stations make it easier for people to become involved in their communities²². Members of a community may have meaningful conversations, share their perspectives, and work together to solve problems by using a variety of media platforms²³. This

is supported because effective media relations can contribute significantly to community development by raising awareness, engaging the public, and facilitating constructive dialogue between various stakeholders²⁴. As a result, media relations can encourage community members to find common ground, build relationships, and work together for the greater good.

The existence as well as the organisation of every society, communication is a fundamental and vital process. It could be seen from the forgoing functions that mass media provide information and education, personal identity, entertainment and most importantly, integration and social interaction, by giving insight into the circumstances of others as well as helping the development of social empathy^{25,26}. The role of radio stations in rural community has grown in context of developmental communication changing with the proper use of communication media in shaping and channeling the minds of the rural communities in the use that help them, and it will go a long way in helping their condition²⁷. It is therefore important to investigate the role of community radio in communities even down to local government level to make the rural communities developed. The creation of forums for the exchange of information and for the holding of stakeholders, such as government officials and community leaders, responsible for their acts or inactions, media relations may also advance openness and accountability²⁸. The media has the potential to bring to light instances of mismanagement, corruption, or inefficiency, thereby exerting pressure on relevant stakeholders to improve their performance in meeting societal expectations²⁹.

Given this context, community radio has emerged as an essential resource in Nigeria. It is a type radio station owned and operated by the community itself, with a focus on non-profit initiatives. Broadcasting in the local language ensures accessibility to all listeners. The programming will

primarily address the community's specific needs and interests. Thus, community radio serves as a catalyst for change in rural areas, fostering development and empowerment

1.2 Statement of the Problem

The town of Igboho in Nigeria is undergoing significant social, economic, and cultural changes, which necessitate a robust understanding of the role played by radio in community development. Despite the town's rich history and cultural heritage, requires investigation into the influence of radio on community development in the area. The absence of a comprehensive understanding of this relationship could hinder the effective implementation of development initiatives and community engagement strategies. Thus, it is crucial to examine how radio stations and radio programmes aimed towards community development influence the social fabric, civic participation, and overall progress of Igboho, thereby providing valuable insights for stakeholders to enhance community development efforts. There is a dearth of research investigating the influence of radio programmes on community development in Igboho Town, despite the presence of both traditional and modern media outlets. There is a lack of comprehensive understanding regarding how these media platforms shape the community's development trajectory. This knowledge gap limits the ability of local authorities, community leaders, and development practitioners to harness the potential of radio programmes effectively. Therefore, exploring the influence of Gravity FM 88.1FM on community development in Igboho town is critical for identifying effective strategies and approaches that can leverage radio resources to foster community empowerment, social cohesion, and sustainable development in the area.

1.3 Aim and Objectives of the Study

The study aims to investigate how media relations influence community development in Igboho town. The specific objectives are:

- i. identify community development programmes aired on Gravity 88.1FM;
- ii. identify the perception of community development programmes aired on Gravity 88.1FM by the residents of Igboho town;
- iii. examine the influence of Gravity 88.1FM radio programmes on community development in Igboho Town;

1.4 Research Questions

The following research questions will guide this study:

- i. What are the community development programmes aired on Gravity 88.1FM?
- ii. What are the perception of community development programmes aired on Gravity 88.1FM by the residents of Igboho town?
- iii. What are influences of Gravity 88.1FM radioprogrammes on community development efforts in Igboho Town?

1.5 Hypothesis

There is no significant influence of Gravity 88.1FM radio programmes on community development in Igboho Town.

1.6 Significance of the Study

This research would be of great value to individuals who have a vested interest in the development of Igboho town. The findings of this study will aid community leaders, radio programmes developers and policymakers in gaining a deeper comprehension of how media can

be leveraged to foster sustainable community development. The research outcomes will contribute to the existing academic literature on media (Gravity 88.1FM radio station) and community development, particularly with regard to Igboho town. Additionally, it will offer practical recommendations for enhancing radio involvement in initiatives aimed at enhancing the community's wellbeing. Additionally, researchers and academics in the field of mass communication and community development can build upon this study to expand knowledge and contribute to existing literature.

1.7 Scope of the Study

This study determines to examine the influence of Gravity 88.1FM radio programmes on community development in Igboho community of Oyo state. The community is the headquarter of Orelope Local Government, the community consists of 102,508 residents as obtained from the 2006 National Census report. Gravity 88.1FM is the only broadcast media in the community, and the radio localized its programming to serve the interest of Igboho Town. Therefore, this study will be limited to Gravity FM 88.1FM programmes like *Lagbegbe wa, Ajaabale, Lori Papa, Ede Ayan, Gbagede Oro, Beyond the headlines etc* aired on Mondays from 5:00pm to 6:00pm influence on Igboho community development.

1.8 Limitations of Study

While this study provides valuable insights into the influence of radio programs on community development in Igboho, several limitations should be acknowledged.

Geographical Scope: The research was limited to Igboho town, and as such, the findings may not be generalizable to other towns or regions with different socio-economic or cultural contexts.

The influence of radio programs on community development could vary across different localities.

Focus on Only One Radio Station: The study concentrated solely on Gravity 88.1FM, which, while important, does not consider the broader media landscape in Igboho. The influence of other radio stations or media platforms, such as television or social media, was not explored, potentially limiting the scope of the findings.

Self-Reported Data: The study relied on self-reported data through surveys, which may be subject to biases such as social desirability bias or inaccurate recall. Respondents may have overestimated their engagement with the radio programs or misrepresented their perceptions.

Limited Focus on National Issues: Although the study addresses the positive influence of radio programs on local community development, it does not investigate the potential impact of such media on broader national issues like poverty and unemployment in Igboho, which were noted as limitations in the findings.

Time Constraints: The study was conducted within a limited timeframe, which may have restricted the ability to track long-term effects of radio programs on community development. A more extended period of observation might provide deeper insights into sustained changes.

These limitations suggest areas for future research to expand on the findings and provide a more comprehensive understanding of the role of radio in community development.

1.9 Operational Definition of Terms

To ensure clarity and mutual understanding, the following key terms are defined within the context of this study:

Community Development: refers to the process of upgrading the social, economic, cultural, and environmental well-being of Igboho town through collaborative efforts, participation, and sustainable initiatives.

Community Engagement: The active involvement and participation of the Igboho town members in decision-making processes, activities, and initiatives that influence the general development of their community.

Community Radio: is a short-range, not-for-profit radio station or channel that caters for the information needs of people living in a particular locality, in the languages and formats that are most adapted to the local context.

Community Radio Programmes: are radio broadcasts created by and for a specific local community. These programmes typically cover a wide range of topics relevant to the community's interests, concerns, and cultural identity ranging from local sport coverage, health programmes, human interest stories etc.

New Media: refers to digital platforms and technologies in the Igboho community, including social media platforms, online news outlets, blogs, and other online communication platforms.

Stakeholders: these are individuals or groups with an interest or investment in the development of the Igboho town, including community members, community leaders, media practitioners, policymakers, and relevant organizations

Sustainable Community Development: this is the approach to the Igboho town development that specialises in long-term solutions, balance, and the preservation of social, economic, and environmental resources for the well-being of current and future generations.

Traditional Media: refers to established forms of media in the Igboho town such as newspapers, radio, and television that have been in use before the advent of digital media.

Lead City University Ibadan DO NOT COPY

Endnotes

1. D. P. Akashraj and C. O. Pushpa, "Role of Social Media on Development," *Merit Research Journal* 2, no. 2 (February 2014): 15–18, https://www.researchgate.net/publication/261324153_Role_of_social_media_on_development.
2. Kalpana Goel, "Understanding Community and Community Development," in *Community Work: Theories, Experiences and Challenges*, 1–15 (South Australia: Niruta Publications, 2014), https://www.researchgate.net/publication/273134736_Understanding_Community_and_Community_Development_Defining_the_Concept_of_Community.
3. AIFS, "What Is Community Development?" (July 2023), <https://aifs.gov.au/resources/resource-sheets/what-community-development>.
4. Scottish Community Development Centre, "We Believe Communities Matter" (2019), <https://www.scdc.org.uk/who/what-is-community-development>.
5. Cindy Maguire and Ann Holt, *Arts and Culture in Global Development Practice: Expression, Identity and Empowerment* (New York, NY: Routledge, 2022).
6. UNDG, "The Shift in Paradigm to a Capacity Development Approach," United Nations Development Group, August, 2009 <https://web.archive.org/web/20140209130601/http://undg.org/docs/8948/Capacity-Development-UNDG-August-2009.pdf>.
7. Sue Kenny, "Covid-19 and Community Development," *Community Development Journal*, June 2020, <https://doi.org/10.1093/cdj/bsaa020>.
8. Hani Al-Dmour et al., "The Role of Mass Media Interventions on Promoting Public Health Knowledge and Behavioral Social Change against COVID-19 Pandemic in Jordan," *SAGE Open* 12, no. 1 (January 2022): 215824402210821, <https://doi.org/10.1177/21582440221082125>.
9. M. Vijay, "The Role of Mass Media in Community Development," *International Journal of Creative Research Thoughts* 10, no. 1 (2022): 2320–2882, <https://ijcrt.org/papers/IJCRT2201097.pdf>.
10. Renata Schiavo, "What Is True Community Engagement and Why It Matters (Now More than Ever)," *Journal of Communication in Healthcare* 14, no. 2 (April 2021): 91–92, <https://doi.org/10.1080/17538068.2021.1935569>.

11. Ijah, A. (2013). Radio as a tool for rural development in Nigeria: prospects and challenges. *An International Journal of Arts and Humanities Bahir Dar, Ethiopia*, 2 (1)2-
12. Hani Al-Dmour et al., "The Role of Mass Media Interventions on Promoting Public Health Knowledge and Behavioral Social Change against COVID-19 Pandemic in Jordan," *SAGE Open* 12, no. 1 (January 2022): 215824402210821, <https://doi.org/10.1177/21582440221082125>.
13. Sue Kenny, "Covid-19 and Community Development," *Community Development Journal*, June 2020, <https://doi.org/10.1093/cdj/bsaa020>.
14. Vijay, M. 2022. "The Role of Mass Media in Community Development." *International Journal of Creative Research Thoughts* 10, no. 1: 2320–2882. <https://ijcrt.org/papers/IJCRT2201097.pdf>.
15. Schiavo, Renata. 2021. "What Is True Community Engagement and Why It Matters (Now More than Ever)." *Journal of Communication in Healthcare* 14, no. 2 (April): 91–92. <https://doi.org/10.1080/17538068.2021.1935569>.
16. Akashraj, D P, and C O Pushpa. 2014. "Role of Social Media on Development." *Merit Research Journal* 2, no. 2 (February): 15–18. https://www.researchgate.net/publication/261324153_Role_of_social_media_on_development.
17. McCloskey, Jo Donna, Mary Anne McDonald, Jennifer Cook, Suzanne Heurtin-Roberts, Stephen Updegrave, Dana Sampson, Sheila Gutter, and Milton. 2011. "Community Engagement: Definitions and Organizing Concepts from the Literature." https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_Chapter_1_SHEF.pdf.
18. Aruma, E. O. 2018. "Roles of Communication in Community Development." *International Journal of Network and Communication Research (IJNCR)*. 2018. <https://ejournals.org/ijnrcr/vol-5-issue-1-april-2018/roles-of-communication-in-community-development/>.
20. Santos, Íris, Luís Miguel Carvalho, and Benedita Portugal Melo. 2022. "The Media's Role in Shaping the Public Opinion on Education: A Thematic and Frame Analysis of Externalisation to World Situations in the Portuguese Media." *Research in Comparative and International Education* 17, no. 1 (January): 29–50. <https://doi.org/10.1177/17454999211057753>.
21. Jered, M. 2021. "The Three Main Objectives of Media Relations." *Www.linkedin.com*. February 22, 2021. <https://www.linkedin.com/pulse/three-main-objectives-media-relations-jered-martin>.

22. UK Research and Innovation. 2021. “*Why Media Relations Is Important.*” Wwww.ukri.org. August 31, 2021. <https://www.ukri.org/councils/esrc/impact-toolkit-for-economic-and-social-sciences/how-to-do-media-relations/why-media-relations-is-important/>.
23. Gordon, Faith. 2018. “The Significance and Impact of the Media in Contemporary Society.” *Children, Young People and the Press in a Transitioning Society*, 17–46. https://doi.org/10.1057/978-1-137-60682-2_2.
24. Gordon, Faith. 2018. “The Significance and Impact of the Media in Contemporary Society.” *Children, Young People and the Press in a Transitioning Society*, 17–46. https://doi.org/10.1057/978-1-137-60682-2_2.
25. Aruma, E. O. 2018. “*Roles of Communication in Community Development.*” *International Journal of Network and Communication Research (IJNCR)*. 2018. <https://ejournals.org/ijnrcr/vol-5-issue-1-april-2018/roles-of-communication-in-community-development/>.
26. Gupta, Umang. 2021. “*Rural Development and Communication.*” *International Journal of Scientific Research in Science and Technology* 8, no. 1 (February): 179–87. <https://doi.org/10.32628/ijrst2118129>.
27. Dr. Mahbub, Hasan MSW. 2022. *Community Development Practice: From Canadian and Global Perspectives.* Ecampusontario.pressbooks.pub. Centennial College. <https://ecampusontario.pressbooks.pub/communitydevelopmentpractice/>.
28. Carey, Michael. 2020. “How Media Institutions Can Strengthen Communities by Empowering Individuals, Promoting Inclusive Dialog, and Seeking New Solutions to Problems. Local News and Community Resiliency in Appalachia.” https://static1.squarespace.com/static/5efcb64b1cf16e4c487b2f61/t/5f6bc2ba14e57d606b8b6391/1600897723157/carey_appalachia-news_cjl-sept2020.pdf.
29. Aruma, E. O. 2018. “*Roles of Communication in Community Development.*” *International Journal of Network and Communication Research (IJNCR)*. 2018. <https://ejournals.org/ijnrcr/vol-5-issue-1-april-2018/roles-of-communication-in-community-development/>.

Chapter Two

Literature Review

To provide empirical background and theoretical support to this study and also make this work comprehensive, the literature and theories will be reviewed under the following sub-headings:

2.1 Conceptual Review

2.2 Theoretical Review

2.3 Review of Empirical Literature

2.4 Conceptual Model

2.5 Summary of Gaps in Literature Reviewed

2.1. Conceptual Review

2.1.1 Community Development Initiative

The United Nations defines community development as "a process where community members come together to take collective action and generate solutions to common problems." It is a broad concept, applied to the practices of civic leaders, activists, involved citizens, and professionals to improve various aspects of communities, typically aiming to build stronger and more resilient local communities. Community development is also understood as a professional discipline¹, and is defined by the International Association for Community Development as "a practice-based profession and an academic discipline that promotes participative democracy, sustainable development, rights, economic opportunity, equality and social justice, through the

organisation, education and empowerment of people within their communities, whether these be of locality, identity or interest, in urban and rural settings"².

The term “community” in community development refers to people sharing the same interest, identities, heritage, or culture, and is not limited to a geographical area^{3,4}. Therefore, community development is a holistic approach and an organised effort initiated to assist a group of people in a community to lead a better lifestyle⁵. Community development is a process where people come together to take action on what's important to them⁶. As the term suggests, it is the combination of community with a development that aims to enhance people’s living standards in a community. In this, people must have faith that working together can make a difference in making the community development programme successful⁷.

Community development programmes are designed to support communities, of place and identity, to use their own assets to improve the quality of community life. It is also designed to help communities and public agencies to work together to improve services and the way in which decisions are made⁸. Community development involves the principles of sustainable development, human rights, participative democracy, and equality⁹. From the selection of issues to implementation and execution, the community members reason together and decide what steps are to be taken.

Community development initiatives are organised efforts aimed at improving the quality of life and well-being of residents within a specific geographic area or community¹⁰. These initiatives focus on fostering social, economic, and environmental progress, often involving collaboration among various stakeholders, including community members, local government, nonprofit organizations, and businesses. It seeks to address a wide range of local challenges and opportunities. Their objectives often include alleviating poverty and economic disparities,

enhancing access to education, healthcare, and social services, improving infrastructure and housing conditions, promoting social inclusion and cohesion, empowering communities to participate in decision-making, and sustaining natural resources and the environment¹¹.

Successful community development initiatives typically involve collaboration among diverse stakeholders¹². These stakeholders often include community members, local government agencies, nonprofit organizations, businesses, educational institutions, and philanthropic foundations. Effective partnerships and coordination are essential for leveraging resources and expertise. Central to community development initiatives is the active involvement of community members themselves. Empowering residents to identify their needs, priorities, and solutions is a fundamental principle¹³. Community participation ensures that initiatives are tailored to local contexts and that residents have a sense of ownership over the development process.

Furthermore, community development takes a holistic view, recognizing that social, economic, and environmental aspects are interconnected¹⁴. Initiatives often address multiple dimensions of community life, seeking to create well-rounded and sustainable improvements. It aims to build the capacity of communities to manage and sustain their own development. This includes providing education, training, and resources that empower residents to take an active role in shaping their future. Instead of focusing solely on deficits, community development often starts by identifying and leveraging existing assets within the community^{15,16}. This approach recognizes that communities have strengths and resources that can be harnessed for development.

Community development initiatives are highly context-specific. What works in one community may not apply to another due to differences in culture, history, and local challenges. Tailoring solutions to the unique context is essential for success. Meanwhile, monitoring and evaluation are crucial aspects of community development¹⁷. Measuring the influence of programmes and

projects helps stakeholders understand what is working, what needs adjustment, and where resources should be allocated for maximum benefit. However, community development initiatives can face challenges such as limited funding, political barriers, resistance to change, and disparities in resources and power. Addressing these challenges requires perseverance, adaptability, and a commitment to equity¹⁸. While community development is often associated with local efforts, it can also have a global dimension^{19,20}. Initiatives related to international development, sustainability, and transnational issues often involve collaboration between communities and organizations across borders.

One of the significant roles of community radio is in information dissemination. By broadcasting in local languages, it ensures that vital information on health, agriculture, education, and sanitation reaches even the most remote areas. Programs tailored to community needs can address pressing issues such as disease prevention, literacy promotion, and environmental conservation, empowering residents to make informed decisions.

Community radio also promotes civic participation. Interactive programs like talk shows and call-ins allow listeners to express opinions, engage with leaders, and contribute to decision-making processes. This participatory approach not only enhances governance but also fosters social cohesion by creating a sense of collective ownership.

Culturally, community radio is instrumental in preserving and promoting local heritage. It provides a platform for traditional music, storytelling, and cultural discussions, instilling pride and unity among residents. Economically, it supports development by broadcasting market trends, entrepreneurial tips, and job opportunities, empowering listeners with resources for growth.

Furthermore, during emergencies, community radio becomes a lifeline, disseminating timely information to mobilize resources and guide communities through crises.

In Nigeria, community radio stations like Gravity FM exemplify how localized programming can transform communities. By focusing on grassroots challenges and opportunities, they bridge the gap between policy and practice, driving sustainable development.

When community development initiative is successful, there is less crime, less disparity among citizens, more employment accessible, a more talented workforce, and fewer general difficulties that affect inhabitants. Community development does not always fix problems in cities; rather, it minimizes difficulties while increasing potential for growth. However, it is necessary to note that community enjoys developments due to the efforts of community developers. They are individuals, mostly members of the community, who form a union with the aim of facilitating development to their community. Everyone is a community developer²¹. This is because everyone living within a community will one way or the other have an influence in the community development. However, a community developer is an urban planner who is responsible for assessing housing needs and revitalization of projects within a society²². This definition sees community developer as an engineer that designs physical structures such as houses, roads, etc. in a community. However, community development is more than housing and good roads, it encompasses all human needs.

2.1.2 Role of Community Developers

In the interconnected society of today, community developers are the unsung heroes weaving the threads of progress and change. These dedicated individuals, often working behind the scenes, play a pivotal role in transforming communities into vibrant, thriving, and sustainable hubs of development. It's no exaggeration to say that communities enjoy advancements and

improvements because of the relentless efforts of community developers. At the heart of community development lies empowerment²³. Community developers empower individuals and groups to take charge of their destinies, providing them with the tools, knowledge, and opportunities needed to lead positive change. They act as facilitators, helping communities identify their strengths, weaknesses, and aspirations.

Workshops, training sessions, and collaborative initiatives, is another way for community developers to instill a sense of ownership and agency in community members²⁴. This empowerment is the driving force behind every community's journey towards development. They are master bridge builders. They connect communities with essential resources, whether it be funding, expertise, or partnerships with governmental and non-governmental organizations. They are adept at navigating bureaucratic mazes, securing grants, and forging alliances that benefit their communities. These bridges not only ensure that communities receive the necessary support but also enable them to tap into a wide network of knowledge and experience. By connecting the dots between aspirations and resources, community developers turn dreams into reality.

Another key tenet of community development is collaboration. Community developers excel in bringing together diverse stakeholders, including residents, local businesses, schools, and civic leaders. They create spaces for dialogue and cooperation, breaking down silos that might hinder progress. Through facilitated discussions and community forums, these developers encourage the exchange of ideas, the pooling of resources, and the collective decision-making that paves the way for sustainable development projects. They understand that lasting change is more likely to occur when the entire community is invested in the process.

Innovation is the lifeblood of development, and community developers are the incubators of innovative solutions. They encourage out-of-the-box thinking and support grassroots innovations that address local challenges. Whether it's finding creative ways to improve education, healthcare, or environmental sustainability, community developers foster an environment where new ideas can flourish. They are not just dreamers; they are pragmatists who understand the importance of measurable results. They employ rigorous evaluation methods to assess the influence of their initiatives, ensuring that resources are used efficiently and effectively. This commitment to accountability ensures that the benefits of development reach those who need them most.

Communities indeed enjoy developments, but these developments are possible because of the dedication, passion, and unwavering commitment of community developers in collaboration with mass media industry. This relationship is the architect of progress, shaping the destiny of communities' project, initiative, and collaboration at a time. Social workers, doctors, teachers, police, journalist, lawyers etc. are examples of community development workers, with their main role being to strengthen or enhance the people residing within their community.

Social workers conduct all the agitation that is needed to raise awareness about social ills, and undertake plans and programmes in order, to eradicate such ills. For instance, teachers have an important role to play in educating people who are living in the community, teaching them the art of literacy, and making sure that they have all the skills and the tools that are needed to be aware and to earn an income for themselves, while doctors treat patients, prescribe medications and recommend safety measures on health-related issues. Police and lawyers are concerned with law enforcement and by making sure that the people who are living in the community, are safe, and protected against of all form of threat and injustice. Journalists' role includes investigating

and reporting issues of public concern for the masses. This information transmitted through mass media is crucial to society development.

2.1.3 Understanding the Role of Mass Media

Mass media, including television, radio, newspapers, and digital platforms, plays a pivotal role in shaping community development efforts²⁵. Its ability to disseminate information, influence public opinion, and catalyze collective action has made it an essential tool for fostering positive change within communities.

Whenever issue or challenges occur in a society, the community members need venues where they may identify issues that they feel are important but they also need the means to elevate those issues into public discussions. This is where media relation comes in. Mass media serves as a conduit for spreading vital information within communities. Through news stories, features, and documentaries, media outlets inform residents about local initiatives, government policies, public services, and developmental opportunities. This dissemination of information empowers community members to make informed decisions about their lives, resources, and engagement in development projects²⁶.

Furthermore, educational programmes broadcasted through mass media platforms can empower individuals by providing them with knowledge and skills. Community development is often fueled by education, and media plays a significant role in facilitating learning experiences that address local needs, whether it's promoting health awareness, financial literacy, vocational training, or environmental conservation.

Community radio provides a platform for local voices to be heard on a broader scale²⁷. Residents can share their stories, challenges, and aspirations through interviews, op-eds, and community-

driven content. This amplification of local concerns enables communities to highlight issues that might otherwise go unnoticed²⁸, promoting inclusivity and bringing attention to matters requiring attention. Through its storytelling capabilities, mass media can foster a sense of unity and belonging within communities. By showcasing positive stories, shared cultural heritage, and collaborative efforts, media contributes to building social cohesion. This cohesion is essential for sustainable development, as it encourages collective action and collaborative problem-solving. Additionally, mass media is a powerful tool for launching advocacy and awareness campaigns. When media outlets collaborate with development organizations, governments, or civil society groups, they can raise public awareness about critical issues²⁹, such as public health initiatives, gender equality, poverty alleviation, and disaster preparedness³⁰.

Mass media, particularly in its digital form, has the potential to mobilize grassroots movements and social change initiatives³¹. Social media platforms enable communities to organize, share information, and rally support for causes. Online campaigns, crowd funding efforts, and virtual petitions empower individuals to collectively advocate for positive change. And it is certain that effective mass media coverage can influence policy decisions by putting pressure on policymakers to address community concerns. Media exposes inefficiencies, inequalities, and injustices, forcing governments and institutions to respond and take action to address these issues.

Therefore, the role of community radios in community development is multifaceted and powerful, and (through information dissemination, educational outreach, amplification of local voices, and mobilization of grassroots movements) media influences positive change within communities³². As development efforts continue to evolve, leveraging the capabilities of mass media can lead to more informed, engaged, and empowered communities that contribute to their own growth and well-being.

2.1.4 Radio as a Catalyst for Social Change

Radio, in its various forms (private owned, government owned and community owned), has the remarkable ability to drive social change and catalyze community mobilization³³. Numerous studies underline radio's role as a catalyst for community mobilization³⁴. For instance, the civil rights movement in the United States gained significant momentum due to radio coverage of protests, marches, and speeches, which united individuals in a collective pursuit of equality³⁵.

Radio reach extends beyond local communities, often transcending geographical boundaries³⁶. The Arab Spring uprisings in the early 2010s demonstrated how radio stations facilitated inter-communities' communication and coordination, leading to widespread protests and political changes in various countries. This connectivity underscores the transformative potential of radio in mobilizing communities for change³⁷. The advent of radio stations has revolutionized the dynamics of community mobilization. Research shows that radio messages can amplify grassroots movements by providing a platform for individuals to share experiences, disseminate information, and galvanize support³⁸. Campaigns like #EndSars, #BBOG and #NigeriaDecides gained rapid momentum as users shared personal stories, opinions, and calls to action. These grass root advocacy efforts not only raised awareness but also compelled organizations, institutions, and policymakers to address the issues at hand³⁹.

Radio as a mass medium has proven especially effective in shedding light on local issues that might otherwise go unnoticed⁴⁰. Community members can use platforms like Facebook, X, and Instagram of radio stations to document and share concerns related to public services, environmental hazards, and social injustices. These platforms create virtual spaces where local voices can be amplified, thus prompting both online and offline action.

Radio serves as a vital medium for community development, particularly in rural and semi-urban areas where access to other forms of communication may be limited. Its affordability and wide reach make it an effective tool for disseminating information, fostering social cohesion, and promoting sustainable development. Radio can deliver local news, educational content, and developmental programs on health, agriculture, and sanitation, ensuring community members stay informed and empowered.

One of the most significant roles of radio is promoting civic participation. Through talk shows and call-in programs, it provides a platform for community dialogue, enabling residents to voice concerns and contribute to governance. Additionally, cultural programs that broadcast local music, folklore, and traditions help preserve the community's heritage while fostering unity.

Radio also enhances economic empowerment by providing market information and entrepreneurial insights, equipping listeners with tools for financial growth. Health campaigns addressing prevalent issues further contribute to improved well-being. Stations like Gravity FM 88.1FM in Igboho can spearhead initiatives that resonate with the community's needs, promoting education, cultural pride, and local development.

2.1.5 Role of Media in Community Development

The media plays a vital role in community development. It can be used to raise awareness of important issues, educate the public about community programmes and initiatives⁴¹, and mobilize people to take action. One of the most important ways that the media can influence community development is by raising awareness of important issues. The media can help to put a spotlight on problems that are affecting a community, such as poverty, crime, or environmental

degradation. This can help to raise public awareness of these issues and encourage people to get involved in finding solutions.

The media can also be used to educate the public about community programmes and initiatives. This can help people to learn about the resources that are available to them and how they can get involved in making a difference. For example, the media can be used to promote community health programmes, educational opportunities, or volunteer opportunities. Also, the media can be used to mobilize people to take action⁴². This can be done by highlighting the importance of community engagement and by providing information about how people can get involved. For example, the media can be used to call for volunteers to help with a community cleanup project or to urge people to vote in a local or general election. In short, the media can be a powerful tool for mobilizing support for community development.

The intersection between media and community development is a dynamic field that offers a plethora of insights⁴³. Media wields power to construct narratives that can either propel or hinder community development. Stories, images, and representations portrayed through mass media platforms have the potential to shape public opinion, policy decisions, and the overall direction of a community's growth. Analyzing how media narratives contribute to community empowerment, cohesion, or division offers a profound lens through which to understand the interplay between communication and development^{44,45}.

A well-informed community is better equipped to engage in meaningful developmental initiatives. Media serve as a conduit for disseminating vital information, ranging from public health announcements and educational resources to civic engagement opportunities. Exploring how media platforms can enhance community members' access to accurate and relevant

information empowers individuals to make informed decisions that align with their developmental needs. Media can amplify and marginalize voices within a community⁴⁶. Investigating the issues of representation and inclusivity in media coverage sheds light on whose stories are highlighted and whose perspectives are overlooked. By addressing these challenges, media can contribute to fostering a more equitable development process that reflects the diverse fabric of a community.

The accessibility of internet and the advent of social media has democratized the process of communication, enabling grassroots movements to gain momentum and garner global attention. Case studies on how social media has been harnessed to drive community-led initiatives and social change have provided valuable insights into the transformative potential of online platforms for development. Promoting media literacy within communities equips individuals with the critical skills needed to decipher information, identify biases, and discern credible sources. This empowerment fosters active participation in development conversations, enabling community members to constructively engage with media narratives and advocate for their own needs.

The media serve as a bridge between community members and institutions. Exploring how media can facilitate transparency, accountability, and trust building between communities and governing bodies is integral to nurturing a conducive environment for sustainable development. Also, collaboration between media outlets and development organizations has immense potential. By working hand in hand, media can amplify the influence of development initiatives, provide a platform for community stories, and contribute to more inclusive dialogue on progress.

Media plays a vital role in community development by informing, educating, and mobilizing people toward shared goals. Among various forms of media, community radio stands out as a powerful tool for driving grassroots development. Its accessibility, affordability, and local focus make it an effective medium for reaching underserved and rural populations.

Community radio fosters development by addressing issues specific to its audience. It disseminates critical information on health, agriculture, education, and social services in local languages, ensuring inclusivity and relevance. By broadcasting programs tailored to local needs, it empowers listeners with knowledge to improve their quality of life. Moreover, community radio promotes civic participation. Through interactive programs such as call-ins and community dialogues, it provides a platform for people to voice concerns, discuss solutions, and engage in decision-making processes. This participatory approach strengthens governance and fosters transparency. Culturally, community radio preserves and promotes local heritage through programs on traditions, music, and folklore, uniting communities and nurturing their identity. It also plays a crucial role in emergency response, quickly disseminating vital information during crises.

Ethical considerations are paramount in the radio coverage of community development issues. Analyzing the responsibilities of journalists and radio stations in portraying sensitive topics respectfully and accurately ensures that the community radio stations become a force for positive change rather than perpetuating harm. Evaluating the tangible influence of media-related community development efforts requires innovative methodology. Incorporating both qualitative and quantitative indicators allows researchers to gauge the efficacy of media interventions to promote social cohesion, empowerment, and sustainable growth.

2.1.6 Radio and Community Development

In Nigeria, radio is more than just a medium; it is the heartbeat of communities, driving development, and fostering unity in a diverse nation. Its capacity to inform, empower, and connect people has made it an indispensable partner in Nigeria's quest for progress. The country, with its diverse cultures, languages, and challenges, presents a unique landscape for community development. In this complex milieu, radio has emerged as a powerful medium, transcending geographical and linguistic boundaries to foster community development⁴⁷. It occupies a special place in the hearts and homes of millions⁴⁸. It is a ubiquitous presence, bridging geographical divides and bringing communities together through the airwaves. From the bustling streets of Lagos to the remote villages of the North, the radio's resonance is palpable. Radio serves as an invaluable source of information in Nigeria⁴⁹.

In a country with varying levels of access to the internet and print media, radio is often the primary source of news, education, and entertainment. Community radio stations, such as Wazobia FM in Lagos or Radio Freedom Kano, often prioritize local news, addressing issues that directly influence their communities. During crises like the COVID-19 pandemic, radio played a crucial role in disseminating accurate information, dispelling myths, and educating the public about preventive measures⁵⁰. Furthermore, radio programmes have been instrumental in promoting vaccination campaigns, maternal health, and sanitation practices, contributing to improved community well-being. In Nigeria, radio has been pivotal in promoting education and literacy through programs designed to address societal challenges. Educational broadcasts on health, agriculture, and entrepreneurship empower listeners with knowledge that translates into improved livelihoods and well-being. Radio is particularly impactful in rural areas where access

to other media is limited, providing a platform to share development-oriented information in local languages, ensuring inclusivity.

Community radio, in particular, plays a unique role in fostering grassroots development. It provides a platform for civic participation, where citizens can voice concerns, engage in dialogue, and contribute to decision-making processes. This participatory approach strengthens governance and encourages community cohesion. Additionally, radio programs dedicated to preserving cultural heritage promote unity and pride among Nigeria's diverse ethnic groups. Radio stations like Gravity FM in Igboho exemplify how localized programming can address specific community needs, mobilize resources, and build awareness. By bridging gaps in knowledge and fostering engagement, radio continues to drive sustainable development and empower communities across Nigeria.

Nigeria is home to over 500 languages and numerous ethnic groups, each with its distinct culture and traditions. Radio stations across the country broadcast in various local languages, preserving and celebrating cultural diversity. Stations like Radio Nigeria's Kapital FM in Abuja provide platforms for cultural exchange, allowing communities to share their heritage and traditions. This linguistic diversity extends to educational programming, where radio broadcasts in indigenous languages help bridge the literacy gap⁵¹. Radio serves as an educational tool, particularly in rural areas where access to formal education is limited, promoting literacy among both children and adults.

Furthermore, radio has been a catalyst for community mobilization and activism in Nigeria. It provides a platform for communities to voice their concerns, advocate for their rights, and organize collective action. Local radio programmes have played a pivotal role in raising awareness about social justice issues, including gender equality, human rights, and

environmental conservation⁵². Community radio stations, such as SobiFm Ilorin, Gravity FM Igboho, Radio Benue and Radio Rivers, facilitate discussions on topics like land rights, water access, and resource management, empowering communities to engage in dialogue with local authorities and effect positive change.

Nigeria faces various natural and man-made disasters, from flooding to communal conflicts. Radio stations, both commercial and community-based, are at the forefront of disseminating early warning signals, and post-disaster recovery information. For instance, the Nigerian Meteorological Agency collaborates with radio stations to provide weather updates, enabling communities to prepare for extreme weather events. Radio stations have also played a critical role in post-disaster recovery efforts⁵³. They mobilize resources, coordinate relief efforts, and provide a lifeline of information to affected communities, aiding in their resilience and recovery.

Additionally, radio serves as a tool for economic empowerment in Nigeria. Agricultural programmes, like those on Radio Nigeria's Harvest FM, offer farmers valuable insights into modern farming techniques, market prices, and access to agricultural extension services. Entrepreneurs and small business owners often advertise their products and services on radio, expanding their reach and boosting local economies⁵⁴. As the nation continues to face both local and global economy challenges, radio remains a steadfast ally in building stronger, more resilient, and more inclusive communities across the country⁵⁵.

Community development is a comprehensive process that tries to improve the well-being and quality of life of people living in a certain area. Various technologies and platforms have emerged as critical drivers for good change in this endeavor. Among these, radio stands out as a powerful medium that promotes communication, empowerment, and local participation, ultimately contributing considerably to the holistic development of communities⁵⁶.

2.1.7 Social Media's Transformative Role in Community Development

Social media has emerged as a dynamic force that is reshaping the landscape of community development. Platforms like Facebook, X, Instagram, and LinkedIn have revolutionized the way communities engage, communicate, and collaborate. It has become an indispensable tool in the realm of community development. It empowers individuals, amplifies voices, fosters civic engagement, and enables innovative solutions. It serves as a bridge that connects communities, helping them thrive, adapt, and grow.

Social media breaks down geographical barriers and connects communities like never before. Regardless of physical location, individuals can come together in virtual spaces to share experiences, ideas, and resources. Social media platforms facilitate the creation of community groups, forums, and pages dedicated to specific causes or interests, allowing like-minded individuals to connect and collaborate. It empowers individuals and groups to amplify their voices and advocate for change. Activists, grassroots organizations, and community leaders use platforms like X (formerly known as Twitter) and Instagram to raise awareness about local issues, share personal stories, and mobilize support for various causes. Hashtags and trending topics on social media can draw global attention to community concerns, increasing the influence of advocacy efforts.

Social media platforms serve as virtual town halls where residents can engage in discussions, voice their opinions, and participate in decision-making processes. Local governments and organizations often use platforms like Facebook to disseminate information about public meetings, policy changes, and community initiatives, inviting community input and feedback. Social media is a treasure trove of information and resources that can benefit communities. Residents can access educational content, tutorials, and guides on platforms like YouTube.

Community members often share tips, advice, and best practices for various aspects of community life, from gardening and home improvement to healthcare and education.

Also, innovative solutions to community challenges often emerge through social media. Crowdsourcing initiatives on platforms like *GoFundMe* and *Kickstarter* enable communities to raise funds for community development initiatives. Local governments and organizations can leverage social media to crowdsource ideas and solutions from the community, encouraging innovation and creativity. Also, it serves as a powerful promotional tool for community events, fundraisers, and initiatives. Platforms like *Eventbrite* and *Meetup* make it easy for communities to organize and publicize events, attracting a wider audience and increasing participation. The viral nature of social media can generate enthusiasm and excitement around community activities.

Social media fosters the creation of both online and offline networks. While communities connect virtually, these connections often extend to real-world collaborations, partnerships, and social media can facilitate the organization of community clean-up events, neighborhood watch programmes, and local business collaborations. However, it's important to recognize that the influence of social media on community development is not without challenges, including issues related to digital divide, misinformation, and privacy concerns. Addressing these challenges and harnessing the positive potential of social media is essential for creating a future where online connectivity contributes to stronger, more vibrant, and more inclusive communities.

In today's digital age, radio stations are increasingly leveraging social media to expand their reach and enhance their impact on community development. By streaming programs on platforms like Facebook, Instagram, and YouTube, radio stations bridge the gap between traditional broadcasting and modern digital communication, amplifying their ability to foster development. Streaming radio programs on social media promotes greater accessibility. Listeners

no longer need to rely solely on radio frequencies; they can tune in from anywhere using smartphones or computers. This accessibility allows radio stations to engage with a broader audience, including the youth and diaspora, ensuring that developmental content reaches diverse demographics.

Social media also enhances interactivity and engagement where feedback is often limited to phone-ins, social media allows listeners to comment, react, and share their opinions in real time. This dynamic interaction fosters civic participation, as community members actively contribute to discussions on development issues, governance, and social initiatives.

Additionally, the integration of radio and social media aids in mobilizing collective action. Stations can use their social media presence to organize campaigns, such as health drives, education outreach, or environmental conservation efforts. Viral content, including short clips or live sessions, can quickly generate awareness and encourage community involvement.

By preserving cultural heritage through digital archives of local music, folklore, and traditions, radio stations on social media also strengthen cultural pride and identity. Economically, this integration supports local businesses by providing affordable advertising and connecting entrepreneurs to wider audiences.

2.1.8. The Influence of Radio Programmes on Global Community Development

Mass Media at the global level have a profound influence on community development worldwide. In an interconnected world, where information travels instantaneously, media plays a pivotal role in shaping perceptions, mobilizing resources, and facilitating global cooperation for community development⁵⁷. There are several ways in which radio programmes influence global community development:

1. Awareness and Advocacy:

Radio as a medium at the global level play a pivotal role in raising awareness about community development challenges such as poverty, health crises, environmental challenges, and social injustices, and advocating for positive change. By informing, engaging, and inspiring global audiences, media contributes to a heightened sense of responsibility and solidarity, ultimately driving support for community development efforts on a global scale⁵⁸. Radio can put a human face on complex global challenges by sharing stories of individuals and communities directly affected. These personal narratives make issues relatable and emotionally resonant, fostering empathy among global audiences.

In times of crises, such as natural disasters, conflicts, or public health emergencies, media coverage serves as a vital tool for disseminating information. Timely and accurate reporting informs the world about the urgent needs of affected communities and can prompt immediate humanitarian responses. Global media outlets can go beyond highlighting problems and focus on solutions. By showcasing successful community development projects and innovations, media can inspire hope and encourage replication of effective strategies in other regions⁵⁹.

Research has shown that radio has the power to mobilize public opinion and galvanize support for community development initiatives. When audiences are informed about pressing issues, they are more likely to support policies, organizations, and initiatives aimed at addressing those challenges. High-influence media coverage can shape the agendas of governments and international organizations. Investigative journalism, exposés, and advocacy campaigns can pressure policymakers to take action on issues like poverty reduction, education access, and healthcare improvements.

Radio provides a platform for civil society organizations, NGOs, and grassroots movements to advocate for community development. These groups can use media to amplify their voices, share their work, and mobilize supporters on a global scale. NGOs in collaboration with global media outlets often launch fundraising campaigns or partnerships with charitable organizations to directly support community development efforts. These initiatives leverage the media's wide reach to solicit donations and resources for specific projects.

Community radio can serve as an educational tool for policymakers and influencers. Reports, documentaries, and interviews can inform these stakeholders about the complexities of community development issues and the potential influence of policy decisions. Community radio stations can hold corporations accountable for their social and environmental influences. Investigative journalism and exposés can spotlight unethical practices and push companies to adopt more socially responsible strategies, including community development initiatives.

Community radio stations can facilitate international cooperation by promoting dialogue and collaboration among countries and organizations. Issues like climate change and global health require coordinated efforts, and media can advocate for such cooperation.

2. Resource Mobilisation:

Community radio can highlight the needs of marginalized communities and mobilize resources from governments, international organizations, and philanthropic entities. High-profile media campaigns often lead to increased funding for development projects that benefit communities worldwide. Resource mobilization in the context of global community development refers to the process of gathering financial, human, and material resources from various sources to support development initiatives aimed at improving the well-being of communities on a global scale⁶⁰. It

encompasses different types of resources, including: financial resources, human resources and material resources.

This involves tapping into various sources to secure the needed resources. These sources may include: government funding, non-governmental organizations (NGOs), corporations and businesses sectors, individual donors and multilateral organizations such as the United Nations, World Bank, and regional development banks play a significant role in funding and coordinating global development efforts⁶¹.

3. Information Dissemination:

Information dissemination through radio programmes serves as a bridge that connects communities, organizations, and individuals engaged in community development across the community. This process involves the distribution and sharing of information, news, and knowledge to a global audience. It facilitates the sharing of knowledge, the identification of common challenges, the replication of successful models, and the mobilization of resources, all contributing to the collective effort of improving the well-being and development of communities globally. Communities facing similar challenges in different areas of the town can learn from one another through the information disseminated via community radio stations.

Information dissemination allows successful community development models and initiatives to be scaled up and replicated in other regions. When a project in one community achieves significant progress, global media can highlight its success and inspire similar efforts elsewhere. Therefore, it enables global networking and collaboration among development organizations, government agencies, and grassroots community groups⁶². Communities can connect with local, national and international partners, share information, and access resources for development

initiatives. By disseminating information about common challenges faced by communities globally, media can facilitate the exchange of solutions. For instance, communities grappling with water scarcity or climate change can learn about successful adaptation strategies from other parts of the world.

Information dissemination can also influence general policies and agreements related to community development. Media coverage of issues such as sustainable development goals, human rights, and poverty reduction can prompt governments and international organizations to take action. This has helped shaped the global development agenda. Radio coverage can prioritize specific issues, such as education, healthcare, or gender equality, putting them on the radar of international development agencies and donors. This agenda setting mostly fosters awareness of global challenges that influence communities worldwide, such as pandemics, environmental disasters, or economic crises. This awareness often lead to increased global cooperation and support for affected communities.

Additionally, information dissemination promotes cultural exchange and understanding. Areas around the community can learn about each other's cultures, traditions, and heritage, fostering respect and collaboration in the context of development efforts⁶³. Therefore, community radio acts as a conduit for the dissemination of information about best practices, innovative solutions, and successful community development models from one part of the world to another through which communities can learn from each other's experiences and adapt successful strategies to their local contexts⁶⁴.

4. Cross-Border Collaboration:

Cross-border collaboration, within the realm of community relations and community development, refers to cooperative efforts involving multiple communities, organizations, or stakeholders from different countries or regions to address shared development challenges or opportunities. This form of collaboration harnesses the power of media and communication to connect geographically distant communities, leverage resources, share knowledge, and implement joint initiatives. Radio programmes can foster collaboration between communities, organizations, and governments across borders. Through media coverage, communities facing similar challenges can connect, share knowledge, and collaborate on joint initiatives for mutual benefit.

Cross-border collaboration often begins with the identification of common interests or development goals between communities or organizations in different parts of the world. These shared interests might include addressing global issues like climate change, poverty, healthcare, education, or disaster resilience. Media, particularly digital and social media platforms, serve as the primary connectors in cross-border collaborations. They enable communities and organizations to reach across borders, share information, and communicate effectively with their counterparts in other regions. Social media, for example, facilitates real-time interaction and collaboration.

Cross-border collaboration often leads to the design and implementation of joint development projects. These initiatives leverage the combined expertise, resources, and efforts of multiple communities or organizations to achieve mutually beneficial outcomes. Media relations help amplify the advocacy efforts of cross-border collaborations⁶⁵ by drawing attention to shared development issues, communities and organizations can influence international policies, gain public support, and advocate for change on a global scale. Additionally, cross-border

collaboration often aligns with the United Nations' Sustainable Development Goals (SDGs). Media relations can help track progress toward these goals, showcase success stories, and advocate for their achievement at the global level.

While cross-border collaboration offers many benefits, it also comes with challenges such as language barriers, time zone differences, cultural sensitivities, and legal and regulatory constraints. However, effective communication and coordination are essential to overcome these challenges.

5. Crisis Response and Relief:

Crisis response and relief efforts in the context of radio programmes and community development are closely intertwined. In times of crises such as natural disasters or public health emergencies, the community radio plays a critical role in coordinating relief efforts and informing the global community about the needs of affected communities. Radio coverage can expedite the delivery of aid to those in need. Radio plays a critical role in disseminating information, mobilizing resources, and coordinating humanitarian responses during crises that influence communities at large.

In the event of a crisis, whether it's a natural disaster, a public health emergency, or a conflict, media outlets are often the first to report on the situation. Their ability to quickly disseminate information is essential for alerting affected communities. Timely reporting enables individuals and organizations to respond promptly to emerging crises, including community development organizations. Radio programmes facilitate the mobilization of support and resources for crisis-affected communities. Through compelling stories, images, and interviews, media outlets can create a sense of urgency and empathy among global audiences. This can lead to increased

donations, volunteers, and relief efforts, which can be channeled into community development projects that focus on recovery and resilience-building.

Also, radio stations serve as communication hubs for coordinating relief efforts. They provide real-time updates on the status of affected areas, the needs of communities, and the distribution of aid. This information is invaluable for humanitarian organizations and governments in ensuring that resources are directed to where they are needed most, aligning with the principles of effective community development. Radio programmes often advocate for the rights and needs of vulnerable communities during crises. By highlighting the challenges faced by marginalized populations, such as displaced persons, refugees, or those living in disaster-prone areas, radio stations can advocate for tailored relief and development interventions that address specific vulnerabilities in the affected communities⁶⁶. While immediate relief efforts are crucial during a crisis, community radio programmes can also raise awareness of the long-term development needs of affected communities. By telling the stories of recovery, resilience-building, and sustainable development, media outlets can inspire ongoing support for community development initiatives beyond the immediate crisis response.

6. National Policy Influence:

Community radio can influence national, state and community policy decisions related to community development. Global policy influence through media relations refers to the ability of media outlets, including international news organizations and investigative journalism, to shape and influence global policies and actions related to community development. In this context, media serves as a catalyst for change by highlighting issues, advocating for specific policies, and holding influential actors accountable. Investigative journalism, documentaries, and in-depth

reporting can shed light on issues like human rights abuses, environmental degradation, and economic disparities, prompting international policy changes and interventions.

Radio stations have the power to set agenda for public discussion by choosing which issues to highlight and prioritize. When media outlets consistently cover community development challenges, such as poverty, healthcare access, or environmental sustainability, they bring these issues to the forefront of global discussions and policy considerations. Media relations often focus on human rights abuses, social injustices, and violations of international norms that affect communities. Exposing these issues through investigative reporting often lead to international condemnation and calls for policy changes.

7. Accountability and Transparency:

Accountability and transparency are vital principles in the context of radio station programmes and community development. They refer to the ethical obligation of both media outlets and development stakeholders to act responsibly, openly, and honestly in their interactions and reporting. Accountability implies that media outlets and development stakeholders are responsible for their actions, decisions, and their influence on communities. They are accountable for the accuracy, fairness, and ethical standards of their reporting⁷³. They should verify information, provide balanced coverage, and avoid sensationalism. Inaccurate or biased reporting can harm community development efforts by spreading misinformation or perpetuating stereotypes.

Also, global media outlets can hold international organizations, governments, and corporations accountable for their actions and commitments to community development. Investigative journalism can expose corruption, mismanagement, or neglect that hinder development progress.

In conclusion, radio programmes on a global scale have a far-reaching influence on community development efforts worldwide. By raising awareness, mobilizing resources, fostering collaboration, and promoting transparency, media plays a crucial role in advancing the well-being and development of communities across borders. It serves as a powerful tool for connecting individuals and organizations dedicated to creating positive change in communities around the state.

2.1.9. Efficacy of Radio Programmes in Promoting Social Cohesion, Empowerment, and Sustainable Growth

Today, radio programmes have emerged as powerful tools for promoting social cohesion, empowerment, and sustainable growth. It plays a pivotal role in promoting social cohesion by creating spaces for dialogue, understanding, and unity among diverse groups within society. It also provides a platform for diverse voices, including marginalized and underrepresented communities, to be heard. By amplifying these voices, media fosters inclusivity and helps break down social, cultural, and economic divides. Through documentaries, cultural programmes, and storytelling, media interventions promote cultural exchange and understanding. They celebrate diversity and showcase the richness of various traditions, contributing to a sense of shared heritage.

Furthermore, radio programmes play a crucial role in conflict resolution and peace-building efforts. Radio, television, and online platforms often host peace dialogues, provide neutral spaces for reconciliation, and disseminate messages of tolerance and cooperation. It delivers educational content on a wide range of topics, from formal education to vocational training and life skills. Educational programmes on television, radio, and online platforms empower individuals with the tools they need to improve their lives. Radio programmes empower individuals and communities

by providing access to information, knowledge, and opportunities for growth and development⁷³. It interventions often include financial literacy programmes and entrepreneurship-focused content. These initiatives equip people with financial knowledge and encourage them to start and sustain businesses, ultimately contributing to economic growth.

Additionally, radio programmes related to health play a critical role in health awareness campaigns. It disseminates information about public health issues, preventive measures, and access to healthcare services. Informed individuals are better equipped to make healthy choices and access healthcare. It also contributes to sustainable growth by advocating for environmental conservation, responsible consumption, and community-driven development. Media raises awareness about environmental issues such as climate change, deforestation, and pollution. Documentaries, news reports and campaigns encourage individuals and communities to take action to protect the environment. By sharing success stories and best practices, media interventions inspire communities to take charge of their own development, leading to sustainable growth⁷³.

Through investigative journalism, advocacy campaigns, and public discourse, radio programmes have gain power to influence policy decisions to promote sustainable development, poverty reduction, and social equity. Therefore, media interventions have proven to be effective tools in promoting social cohesion, empowerment, and sustainable growth. By fostering inclusivity, providing access to information, and advocating for positive change, media empowers individuals and communities to create a more cohesive, equitable, and sustainable world.

However, it's important to acknowledge that the efficacy of radio programmes interventions can vary based on factors such as media literacy, access to technology, and media ownership. To maximize their influence, media interventions should be designed with a keen understanding of

local contexts and community needs, ensuring that they truly empower and uplift individuals and societies toward a brighter future.

2.1.10. Media Representation and Perception: Influence on Community Development

Media plays a powerful role in shaping perceptions of the world. This includes perceptions of our own communities. The way communities are represented in the media can have a significant influence on how people feel about their communities and participate in community life. Positive media representations can help build community pride and a sense of belonging⁶⁷. When people see positive images of their community in the media, it can make them feel more connected to their community and invest more in the future⁶⁸. This can lead to an increase in civic engagement and participation in community activities such as security, voting, education, cultural heritage, etc.

The media can also be used to promote social change. By giving voice to marginalized communities and highlighting the challenges they face, the media can help raise awareness of important issues and create a more just and equitable society. A study by the University of Pennsylvania found that the positive media coverage of a community can lead to an increase in tourism and investment. Also, a study by the Annenberg Inclusion Initiative found that black characters are underrepresented in the media, and when portrayed, they are often stereotyped. This can lead to negative perceptions of black communities, making it difficult for black people to obtain jobs and other opportunities.

Positive media representation can inspire pride, unity, and active participation in development initiatives. For instance, showcasing local success stories, cultural heritage, and community-driven projects motivates residents to contribute to progress. It also attracts external support from government agencies, non-profits, and investors who see potential in the community. Conversely,

biased or negative media portrayals can perpetuate stereotypes and marginalization, leading to a lack of trust, disengagement, and underdevelopment. When communities are misrepresented, their challenges may be misunderstood, and their developmental needs overlooked. Media also shapes public perception of development efforts. Coverage of initiatives like health campaigns, educational programs, and infrastructure projects influences how communities respond to and participate in such efforts. Furthermore, media provides a platform for holding leaders accountable, promoting transparency, and encouraging dialogue.

The documentary "The Pruitt-Igoe Myth" challenged the negative stereotypes about public housing perpetuated by the media. The film helped to raise awareness of the challenges faced by public housing residents and led to changes in public policy.

2.1.11. Challenges and Criticisms:

Despite its positive influence, radio programmes role in social change is not without challenges. Critics argue that the democratization of information through some radio programmes can lead to the spread of misinformation and the polarization of viewpoints. Moreover, the digital divide can hinder access to online movements for marginalized communities without reliable internet access⁶⁹.

Negative media representations can damage community morale and lead to social problems. When communities are portrayed negatively in the media, they create a sense of shame and isolation among community members. This can lead to social problems such as crime, poverty, and a lack of opportunity. Media can also be used to promote stereotyping and discrimination. When communities are stereotyped in the media, it can lead to prejudice and discrimination against community members⁷⁰.

Navigating the complex landscape of media relations presents several challenges that can influence the effectiveness of community development initiatives. This study explores some of these challenges and highlights their implications for fostering positive relationships between media and community development.

1. Sensitivity and Ethical Concerns:

Radio coverage of community development initiatives can sometimes be insensitive or inadvertently perpetuate stereotypes. Striking a balance between highlighting challenges and progress without exploiting vulnerable communities is a delicate task. Ensuring that media content respects cultural sensitivities, privacy, and ethical considerations is essential to maintaining trust and credibility.

2. Selective Reporting and Bias:

Community Radio stations might focus on sensational stories or prioritize negative aspects of a community's development journey, overlooking the broader context of positive efforts. This selective reporting can create an inaccurate portrayal of a community's progress and hinder potential support and investment.

3. Lack of Inclusivity:

Communities consist of diverse voices, but radio programme coverage might not always capture this diversity. Some community members' voices may be marginalized or excluded from media narratives, leading to an incomplete representation and potential division within the community.

4. Resource Constraints:

Small-scale community development projects might struggle to garner media attention due to limited resources for public relations efforts. As a result, these projects may miss out on the opportunities for increased visibility and support that radio coverage can provide.

5. Negative Perceptions and Stigma:

Media portrayals that focus solely on challenges can perpetuate negative perceptions of communities, potentially leading to stigmatization. This stigma can hinder social cohesion, economic growth, and the willingness of outsiders to engage with or invest in the community.

6. Limited Local Ownership:

When external media outlets control the narrative about a community's development, it can weaken local ownership of the story. Communities should have a voice in shaping their own narratives to ensure accurate representation and to reflect their aspirations and achievements.

7. Rapid Dissemination of Misinformation:

In the age of digital media, misinformation and rumors can spread rapidly through live session programmes on radio stations which encourages yellow journalism through feedback and comment sessions. False or exaggerated information about community development projects can erode public trust, hinder participation, and disrupt the success of initiatives.

8. Media Literacy Disparities:

Media literacy levels vary within communities, with some members being more adept at deciphering credible sources from misinformation. Unequal access to media literacy resources can exacerbate information gaps and lead to misinterpretation of development efforts.

9. Misalignment of Goals:

Radio stations may have different objectives from community development initiatives, such as seeking sensational stories for increased viewership. This misalignment can lead to misunderstandings and discrepancies in the portrayal of projects and outcomes⁷¹.

10. Short-Term Focus and Lack of Follow-Up:

Radio programmes often center around the immediate influence of development projects, without necessarily following up on their long-term outcomes. This short-term focus can undermine the appreciation of sustained efforts and contributions toward community growth.

2.1.12. Challenges and Criticism of Community Radio Role in Community Development

Community radio is a type radio station owned and controlled by a community. It is the type of community established purposely to serve and promote cultural heritage of its community. Community radio stations, unlike mainstream media, are deeply rooted in the communities they serve. They give a forum for individuals of the community to communicate their tales, experiences, worries, and goals in their native languages and dialects. This empowerment of local voices enhances inclusivity and ensures that the diverse perspectives of the community are heard, acknowledged, and acted upon.

The ability of community radio to amplify the voices of local inhabitants is crucial to its function in community development⁷². Effective communication is critical to development initiatives, and community radio is an important conduit for distributing critical developmental information. Community radio broadcasts give focused and relevant information to community members on topics ranging from health and education to agricultural and social projects. This information enables people to make educated decisions, adopt positive practices, and actively participate in development efforts that improve their livelihoods.

Community radio serves as a link between the community and local government. It promotes civic involvement and participatory decision-making by offering a forum for communication, discussion, and debate. Community members can express their views on issues that affect their lives through interactive programmes and conversation shows. This participation not only increases community cohesion but also promotes local ownership of development initiatives⁷⁸.

The responsiveness of community radio to local concerns is one of its distinguishing traits. Community radio stations frequently focus themes that are directly related to the needs and interests of the community. It plays a critical role in addressing the specific concerns faced by the community, whether it is addressing health issues, campaigning for improved infrastructure, or providing disaster preparedness information.

Culture is an important component of community identity, and community radio can help to preserve and promote cultural legacy. Community radio stations preserve local traditions, dialects, and practices through storytelling, music, and cultural programming. This not only celebrates the community's identity, but also fosters a sense of pride and belonging, creating a favorable climate for development projects. Community radio has the potential to transcend social differences by providing a platform for marginalized groups to express their stories and campaign for their rights. It gives women, youth, indigenous communities, and other marginalized groups the opportunity to express their concerns, challenge prejudices, and participate in conversations that affect their lives. As a result, community radio encourages social inclusion and helps to achieve more fair development outcomes.

While community radio clearly plays a vital part in community development, it is crucial to remember that, like any enterprise, it is fraught with difficulties and criticism. To begin with, community radio stations frequently have a limited broadcasting range, which can limit their

capacity to reach a larger audience⁷³. Community radio's potential influence may be limited in distant or neglected communities where access to energy or broadcasting equipment is limited, affecting development.

Second, many community radio stations are experiencing financial difficulties. They frequently rely on donations, grants, or voluntary work, which might lead to financial insecurity. Maintaining equipment, paying employees, and producing high-quality material all necessitate constant money, which is not always guaranteed. As a result, ensuring the quality and diversity of content can be difficult for community radio. Due to limited resources, technical competence, or training opportunities, stations may have difficulty creating informative and compelling programmes. However, opponents contend that community radio stations can be swayed by local power dynamics, resulting in biased or controlled material. If the station is controlled by a specific group or individual with vested interests, it may not completely represent the community's different opinions. This is a frequent practice in Nigeria, where politicians own and control the bulk of media outlets⁷⁴.

Professionalism is another issue that community radios face. Some community radio stations may lack professional journalism and broadcasting training and standards⁷⁵. This can result in erroneous reporting, sensationalism, or biased coverage of subjects, weakening the station's reputation. While community radio can help to increase awareness about local concerns, its influence on legislative decisions may be limited. This is due to the fact that policymakers frequently favor mainstream media over community radio in their decision-making processes. Access to the internet and online platforms is becoming increasingly vital in today's digital world. Community radio may encounter difficulties in adapting to digital formats and attracting listeners who consume media largely through online channels. By catering to specific linguistic, ethnic, or

interest-based groups, community radio may unintentionally lead to fragmentation in varied communities. This might jeopardize greater community cohesion⁷⁶.

These challenges have made measuring the actual influence of community radio on community development almost impossible. It's often difficult to quantify how much change can be directly attributed to the influence of community radio, making it hard to demonstrate its effectiveness to stakeholders and donors.

2.1.13. Synopsis of Gravity 88.1FM Community Development Programmes

Gravity 88.1FM Igboho is a community radio established in year 2016 in Igboho town, Oyo state. The radio station owned by an individual Prof. Dibu Ojerinde was established to serve the interest of the Igboho town and its environs. The programmes aired on the radio stations are:

1. *Lagbegbe wa*: a weekly programme aired on Mondays between 5pm to 6pm. The human-interest programme is aimed towards discussing entertainment, socio-economic activities and politics issues that occurred in Igboho town.
2. *Beyond the Headlines*; a daily programme that is aimed towards news analysis aired in English language from 8:00am to 10:00am, Mondays to Fridays. This particular programme is directed at the elite resident and news stories and newspaper headlines are discussed. This programme is an interactive session that allows listeners to call in and air their opinion on the news stories.
3. *Roundtable*; a daily programme that is aired from Mondays to Saturdays aimed towards listeners/ community members' participation and engagements on trending national and local issues.

4. *Gbagede Oro*; a daily programme that is aimed towards news analysis in Yoruba language from 2:00pm to 3:00pm.

2.2 Theoretical Review and Framework

This study will adopt Direct Effect, Agenda-Setting and Social Responsibility Theories, Direct Effect. They are mass media theory that are relevance to community radio programmes in Community development.

2.2.1 Agenda Setting

Agenda-setting theory, a prominent mass media theory, posits that the media have the power to influence the public's perception of reality by determining which issues are considered important. The theory suggests that the media don't tell people what to think, but rather what to think about. In essence, the media's selection and emphasis on certain news stories can shape the public's awareness and understanding of various topics. Agenda-setting theory revolves around two key concepts which are “media agenda” and “public agenda”.

Media Agenda refers to the issues, topics, and subjects that the media choose to cover and emphasize in their news reporting. Media outlets select stories based on various factors, including newsworthiness, relevance, and potential influence. While public agenda refers to the issues and topics that the public perceives as significant and worth discussing. The media's coverage of specific issues can influence the public's perception of their importance, subsequently shaping the public's agenda.

Agenda-setting theory is highly relevant to this study of media relations in community development due to the significant influence media coverage can have on how development efforts are perceived, supported, and prioritized within communities. Media coverage can

influence the priorities of community development initiatives. If media outlets extensively cover a particular development project or issue, it's more likely to capture the attention of community members and stakeholders, potentially driving increased support and resources toward that project.

Also, media portrayal of community development efforts can influence how these initiatives are perceived by the public. Positive and comprehensive coverage can enhance the public's understanding of the positive influences of development projects, encouraging greater engagement and participation. Media has the power to draw attention to local issues that might otherwise be overlooked. By emphasizing local concerns and successes, media can elevate the importance of specific community development initiatives and promote engagement within the community.

Furthermore, through selective coverage of development efforts, radio can challenge or reinforce stereotypes about certain communities or regions. Balanced and accurate reporting can help dispel misconceptions, fostering a more nuanced understanding of community development challenges and progress. By providing radio programmes coverage to successful community development projects, media can encourage similar initiatives and inspire others to get involved. This can lead to a multiplier effect, where positive examples drive community members to take collective action.

In essence, agenda-setting theory underscores the media's role in shaping the narrative around community development. The topics the media choose to focus on and the manner in which they are presented can significantly influence how communities' members perceive, engage with, and prioritize development efforts. By strategically leveraging media relations, development

practitioners can align their messages with the priorities of the public agenda, thereby enhancing community engagement and positive outcomes.

2. 2.2 Social Responsibility Theory

Social Responsibility Theory is a mass media theory that emphasizes the media's responsibility to serve the public interest, promote democracy, and contribute positively to society. This theory posits that media organizations have an ethical obligation to provide accurate and balanced information, offer a platform for diverse voices, and address issues that are important for the well-being of communities and society as a whole. Social Responsibility Theory goes beyond profit motives and underscores the media's role as a societal watchdog and facilitator of informed civic engagement.

In the context of radio programmes in community development, Social Responsibility Theory is highly relevant as it aligns with the principles of ethical and meaningful communication that empower communities and foster positive change. It emphasizes the importance of accurate and credible information dissemination. In community development, community radio outlets are responsible for accurately reporting on development initiatives, progress, challenges, and outcomes. This accurate information equips community members with the knowledge needed to make informed decisions, actively engage in development efforts, and hold stakeholders accountable.

A key aspect of Social Responsibility Theory is providing a platform for diverse voices, including those marginalized or underrepresented. In community development, media has a responsibility to amplify the voices of community members who may not have access to traditional power structures. By highlighting the concerns, needs, and successes of marginalized communities, media can contribute to more inclusive and equitable development outcomes. The

theory emphasizes promoting democratic values and facilitating public engagement. In community development, media outlets play a crucial role in fostering conversations, debates, and discussions about local issues and development initiatives. By creating spaces for dialogue and constructive criticism, radio stations programmes can empower communities to actively participate in shaping their own development trajectories.

Also, the media's role as a societal watchdog aligns with Social Responsibility Theory. Media outlets are responsible for holding governments, organizations, and institutions accountable for their actions and decisions related to community development. By investigating and reporting on instances of corruption, mismanagement, or neglect, media can help ensure transparency and ethical conduct in development efforts.

Furthermore, community radio role in shaping public perceptions is vital for community development. By responsibly reporting on success stories, innovative solutions, and collaborative efforts within communities, radio programmes can positively influence how development initiatives are perceived. This positive framing can encourage community support, attract potential partners, and inspire further engagement.

In conclusion, Social Responsibility Theory underscores the community radio's ethical duty to serve the public interest and contribute to societal well-being. In the realm of community development, this theory emphasizes the importance of accurate information, diverse representation, public engagement, accountability, and positive storytelling. Adhering to the principles of Social Responsibility Theory can enhance community radio's influence in empowering communities, fostering positive change, and ensuring that development efforts align with the best interests of the public.

2.2.3. Direct Effects Theory

Marshall McLuhan's Influence on Media Studies In the early 1960s, Marshall McLuhan, an English professor, authored two influential books that left an indelible mark on the field of media studies. This concept offered a unique perspective on media, suggesting that the media themselves play a pivotal role in shaping human experiences and culture. McLuhan's bold assertions about media garnered significant attention, sparking debates and discussions among both his advocates and critics. He painted a utopian vision of how media could revolutionize life in the 20th century, speaking of a media-inspired "global village." These ideas were presented during a time when Cold War tensions were running high, and the Vietnam War was a divisive issue. While utopian thinkers of the 1960s embraced McLuhan's ideas enthusiastically, social realists met them with skepticism. Nevertheless, these controversies catapulted McLuhan into pop culture stardom. His name frequently surfaced in the television sketch-comedy show "Laugh-In," and he even made an appearance as himself in Woody Allen's film "Annie Hall." The rise of the internet and the accompanying cultural transformation has, in retrospect, made McLuhan's audacious utopian visions appear prophetic. As a result, his work has garnered renewed attention in recent years. Surprisingly, the analysis of McLuhan's work has remained largely consistent with the interpretations that emerged when his works were first published. His supporters draw parallels between his ideas and the promises and achievements of digital technology, seeing his work as a visionary glimpse into the future. However, the contemporary critique of McLuhan highlights a crucial aspect of the current state of media studies. With the proliferation of media scholars today, many criticize McLuhan for his lack of methodological

rigor and a comprehensive theoretical framework. Despite his scholarly shortcomings, McLuhan undeniably exerted a significant influence on the field of media studies. Scholars at Fordham University have even formed an association dedicated to McLuhan's influence. Another major achievement of McLuhan's work was the popularization of the concept of media studies. His writings brought the idea of media effects into the public consciousness, providing a new lens through which the public could assess the influence of media on culture.

2.3 Review of Empirical Studies

Radio programmes have been shown to have a significant influence on community development by providing valuable information and promoting social change. A study conducted focused on the influence of radio programmes on community development in Africa⁸³. The study found that radio programmes were effective in promoting community participation, enhancing education, and raising awareness about social issues. Another study explored the influence of radio programmes on rural development⁸⁴. The researchers found that agricultural radio programmes played a crucial role in disseminating information about new farming techniques, pest control, and market prices to farmers in remote areas. This resulted in improved agricultural practices and increased yields, ultimately contributing to the economic development of the community.

In a study conducted it was found that radio programmes can play a key role in promoting social cohesion and fostering community participation in development initiatives⁸⁵. The study highlighted the role of radio in disseminating information about government projects and policies, as well as providing a platform for community members to voice their opinions and concerns. The use of interactive radio alongside social media creates opportunities for a two-way communication channel, enhancing community participation in development programs and providing a platform for local voices to be heard. As this integration grows, it holds the potential

to shape more inclusive, informed, and participatory community development initiatives across Africa and other regions.

Similarly, a study explored the development content in indigenous language, he checks the influence of radio drama programmes on community development in Nigeria⁸⁶. The researchers found that radio dramas can be an effective tool for raising awareness about social issues and promoting behavioral change within communities. The study also noted that radio dramas can help to educate community members about their rights and responsibilities, as well as empower them to take action on local issues.

In corroboration to examine the role of radio dramas in promoting agricultural development in rural communities in Nigeria, the researchers found that radio dramas were effective in disseminating information on modern farming techniques and practices, leading to improved agricultural productivity and income among farmers⁸⁷. Similarly, a study investigated the influence of health education radio programmes on maternal and child health outcomes in Nigeria⁸⁸. The findings of the study revealed that radio programmes focusing on maternal and child health were successful in raising awareness about important health issues and promoting positive health-seeking behaviors among community members.

Furthermore, another study explored the influence of radio talk shows on empowering women in Nigeria. The researcher found that radio talk shows provided a platform for women to discuss and address issues related to gender equality, education, and economic empowerment, leading to positive changes in the lives of women in the community⁸⁹. A study also investigated the effectiveness of the radio programme in bridging the illiteracy gap in the rural areas of Bayelsa State, the research was based on the development media theory, their findings revealed that 54% of respondents are highly exposed to the news in language programme, 98% of respondents

confirmed that Radio Bayelsa's use of language in information dissemination is a welcome development that should be encouraged, and 81% of the respondents attested that news in language has been very effective in bridging the illiteracy gap in the rural areas of Yenagoa metropolis. The researchers therefore recommended that the radio stations should be very creative in working with creative producers to create community development programmes in languages that people understand⁹⁰.

Another study examined how radio programs can serve as a catalyst for community development by providing information and resources to residents⁹¹. The authors found that targeted programming can help address specific community needs and foster social cohesion. In contrast, the influence of radio programming on community participation was examined and it was found that while radio programs can increase awareness and knowledge among residents, they may not necessarily lead to increased community engagement⁹². This suggests that the effectiveness of radio programs in promoting community development may vary depending on the specific goals and objectives of the program.

Another study also focused on the role of radio in promoting social change in marginalized communities. The study discovered that radio programs can be a powerful tool for empowering communities and facilitating dialogue on important social issues⁹³. This suggests that radio programs can have a significant influence on community development by promoting social change and empowerment. On the other hand, a study explored the role of radio programs in promoting health education in rural communities. The authors found that targeted health programming can help improve health outcomes and promote overall community well-being. This highlights the diverse range of ways in which radio programs can contribute to community development⁹⁴.

A study found that radio programmes can play a significant role in raising awareness about issues related to community development, such as health, education, and local governance. The researchers conducted interviews with community members in Zimbabwe and found that those who listened to radio programmes were more informed and engaged in development activities in their communities⁹⁵. In contrast, a study the influence of radio programmes on community development in rural areas of India and found that while radio was a popular and accessible medium for information dissemination, it did not always lead to tangible improvements in community development indicators⁹⁶. The researchers found that radio programmes often lacked depth and specificity in addressing local development issues, which limited their effectiveness in bringing about sustainable change.

Another study took a different approach by examining the role of community radio in promoting social inclusion and empowerment in marginalized communities in Nepal⁹⁷. The researchers found that community radio programmes played a crucial role in giving voice to marginalized groups and facilitating dialogue on issues such as gender equality, social justice, and environmental sustainability. This study highlights the potential of radio programmes to foster social cohesion and collective action for community development.

Furthermore, a study investigated the influence of radio dramas on promoting behavioral change related to health and hygiene practices in rural communities in Bangladesh⁹⁸. The researchers found that radio dramas were effective in conveying health-related messages in an engaging and entertaining way, leading to increased knowledge and adoption of positive health behaviors among community members. This study underscores the importance of using creative and culturally relevant content in radio programmes to drive behavior change for community development. On the other hand, a study examined the role of radio programmes in fostering

civic engagement and participatory decision-making in urban communities in South Korea⁹⁹. The researchers found that radio talk shows and call-in programs provided a platform for citizens to voice their concerns and opinions on local issues, leading to increased civic participation and transparency in governance. This study demonstrates the potential of radio programmes to empower communities and hold authorities accountable for their actions

More so, one study conducted explored the influence of radio programmes on community development in Nigeria¹⁰⁰. The researchers found that radio programmes played a significant role in disseminating information to rural communities, increasing awareness on important issues such as healthcare, education, and agriculture. The study concluded that radio programmes can contribute to community development by empowering residents with knowledge and resources.

On the other hand, a study investigated the influence of radio dramas on community development in Nigeria¹⁰¹. The researcher found that radio dramas were an effective tool for engaging audiences and promoting social change. The study emphasized the importance of storytelling and entertainment in delivering messages that resonate with listeners and drive positive behavior change. However, a study challenged the notion that radio programmes alone can drive community development in Nigeria. The researcher argued that while radio can be a powerful medium for communication, it is just one of many factors that contribute to development outcomes. The researcher emphasized the need for a holistic approach that addresses social, economic, and political factors to drive sustainable change in communities¹⁰².

Another study focused on the role of community radio in promoting development in Nigeria. The researchers found that community radio stations were effective in engaging local residents, fostering dialogue, and addressing community priorities. The study highlighted the importance of community involvement in shaping radio programmes that align with development goals¹⁰³. In

contrast, a study raised concerns about the sustainability of community radio stations in Nigeria. The researchers identified challenges such as limited funding, lack of technical expertise, and political interference that hindered the influence of these stations on community development. The researcher suggested that greater government support and community involvement were needed to ensure the long-term success of community radio initiatives⁹³.

A study by explored the influence of radio talk shows on community development in Nigeria. The researchers found that talk shows provided a platform for dialogue, debate, and information sharing among community members. The study highlighted the role of radio in promoting civic engagement, raising awareness on social issues, and empowering marginalized groups¹⁰⁴. However, a study raised concerns about the quality and independence of radio programming in Nigeria. The researcher found that many radio stations were influenced by political interests, commercial pressures, and external stakeholders, which compromised their ability to drive community development. The study called for greater transparency, accountability, and ethical standards in radio broadcasting to ensure programming that serves the public interest¹⁰⁵. On the other hand, a study examined the role of radio jingles in promoting behavior change and community development in Nigeria. The researcher found that jingles were an effective tool for delivering messages on health, education, and social issues to a wide audience. The study emphasized the importance of creativity, authenticity, and cultural relevance in designing jingles that resonate with listeners and drive positive action⁹⁸.

A study by focused on the influence of radio news programmes on community development in Nigeria. The researcher found that news bulletins were a crucial source of information for residents, providing updates on local events, government policies, and community initiatives. The researcher emphasized on the role of radio in fostering transparency, accountability, and

public participation in driving development outcomes. In contrast, a study highlighted the challenges of accessing radio programmes in rural communities in Nigeria. The researchers found that limited access to electricity, lack of radio receivers, and language barriers hindered the dissemination of information through radio. The researcher suggested that strategies such as community listening centers, mobile radios, and multilingual programming could help address these barriers and reach underserved populations¹⁰⁶.

Another study by explored the influence of radio documentaries on community development in Nigeria. The researchers found that documentaries were a powerful tool for storytelling, advocacy, and social mobilization. The study highlighted the role of radio in raising awareness on marginalized issues, amplifying diverse voices, and shaping public discourse on development priorities¹⁰⁷. However, a study raised concerns about the lack of diversity and representation in radio programming in Nigeria. The researchers found that many radio stations focused on urban, elite audiences, neglecting the needs and interests of rural, marginalized communities. The study called for greater inclusivity, community engagement, and participatory approaches to programming that reflect the diversity of Nigerian society¹⁰⁸.

The various studies reviewed demonstrate the significant influence of radio programmes on community development in Nigeria. From promoting agricultural development to improving health outcomes and empowering marginalized groups, community radio programmes play a vital role in driving positive change and development in Nigerian communities. As such, policymakers and stakeholders continue to support and invest in radio programming as a tool for community development in the country. However, as other studies have dully investigated the development brought to the society through several programmes, this study will investigate the

influence of Gravity 88.1FM Radio Programmes on community development in Igboho Town, Oyo State.

Conceptual Model

Independent Variable

Dependent Variable

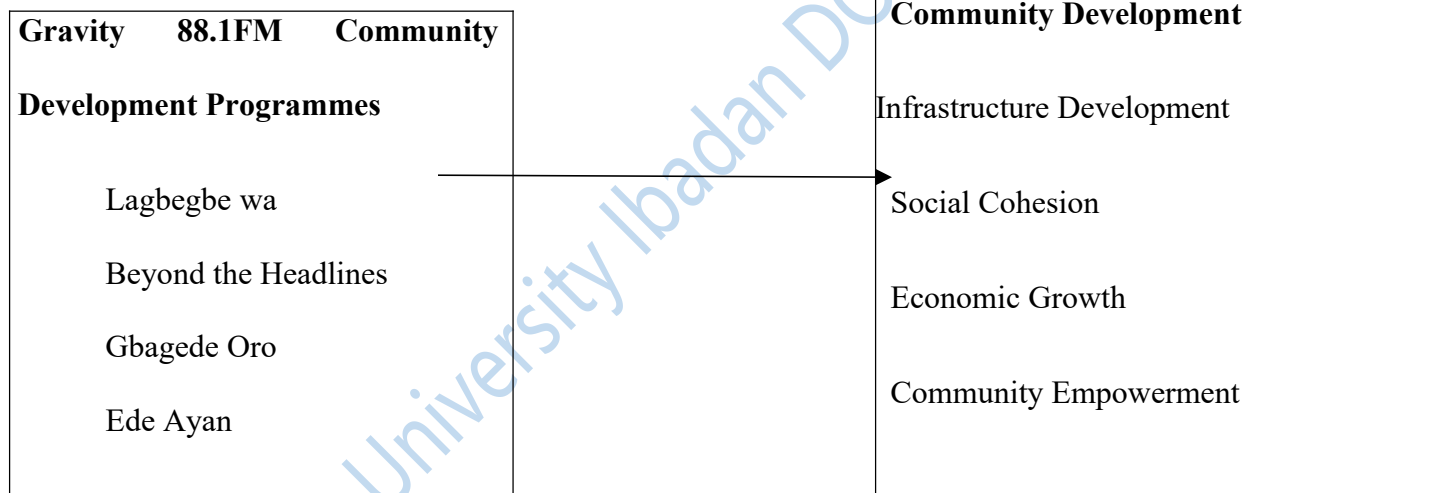


Fig 2.1

Title: Influence of Gravity 88.1FM Radio Programmes on Community Development in Igboho Town, Oyo State.

Source: The Researcher

2.4 Conceptual Framework

The independent variable in this context is Gravity 88.1FM radio community development programmes, encompassing their content, format, and nature. These programmes serve as the intentional manipulation or variation within the study. These include a range of topics, formats, and styles broadcasted by Gravity 88.1FM specifically tailored for Igboho Town's audience. As the variable under investigation, it holds the potential to influence community development by shaping perceptions, disseminating information, and fostering engagement among residents. The independent variable, through its diverse content and presentation, seeks to explore its influence on various aspects of community life and development within Igboho Town, Oyo State.

Dependent Variable (Community Development in Igboho Town, Oyo State): Community development is the outcome that researchers are interested in studying. It involves the progress and improvement of the community of Igboho Town in Oyo State. This can include factors such as economic development, infrastructure improvement, social cohesion, education, healthcare, and overall quality of life within the community. The level of community development is what researchers aim to measure and assess.

This research explores the way the media interacts with the community affects the overall well-being and development of the community. By examining the influence of media relations on community development, it will understandable whether positive media interactions can lead to positive outcomes and improvements within the community. This research can be valuable for community leaders, policymakers, and media professionals in optimizing media relations strategies to support community growth and development.

In summary, the independent variable, 'Gravity FM programmes,' is the factor that is being intentionally studied and can be influenced, while the dependent variable, 'Community

Development in Igboho Town, Oyo State,' is the outcome that is expected to change as a result of the influence of the radio programmes. The aim is to assess how effective Gravity FM as a community radio contributes to the development and progress of the community in Igboho Town, Oyo State.

2.5 Summary of Gaps in Literature Reviewed

The existing literature on the influence of Gravity 88.1FM radio programmes on community development in Igboho town, Oyo State, primarily focuses on the station's role in promoting agricultural practices, health knowledge, education, and civic engagement. However, a significant gap exists in examining the government's role in supporting community radio initiatives and their impact on community development.

Most studies concentrate on the community radio station's programming and content, emphasizing its potential for empowering citizens and promoting social change. Research has largely overlooked the critical role government policies, funding, and infrastructure play in sustaining and scaling community radio's impact.

Furthermore, the literature predominantly centers on adult populations, with limited attention paid to the specific needs and experiences of youth, particularly female youths, in Igboho town. This oversight neglects the potential for community radio to address issues unique to this demographic, such as education, healthcare, and economic empowerment.

Finally, while the literature acknowledges the significance of cultural and traditional factors in shaping community development, it rarely explores how Gravity 88.1FM's programming

navigates these complexities to promote inclusive and culturally sensitive community development.

Endnotes

1. Master, Web. 2022. "Community Development | Principle & Examples." Future Generations University. October 11, 2022. <https://www.future.edu/2022/10/community-development/>.
2. Gilchrist, Alison, and Marilyn Taylor. 2011. *The Short Guide to Community Development*. Google Books. Policy Press. https://books.google.com/books/about/The_Short_Guide_to_Community_Development.html?id=NWiZFrT-Ns8C.
3. Schutte, De W. 2016. "Community Development and Community Participation: a Conceptual Revisit," January (January). <https://doi.org/10.13140/rg.2.2.22723.81443>.
4. MacQueen, K M, E McLellan, D S Metzger, S Kegeles, R P Strauss, R Scotti, L Blanchard, and R T Trotter. 2002. "What Is Community? An Evidence-Based Definition for Participatory Public Health." *American Journal of Public Health* 91, no. 12 (January): 1929–38. <https://doi.org/10.2105/ajph.91.12.1929>.
5. Master, Web. 2022. "Community Development | Principle & Examples." Future Generations University. October 11, 2022. <https://www.future.edu/2022/10/community-development/>.
6. Philips, Rhonda, and Robert Pittman. 2008. *An Introduction to Community Development*. Edited by Rhonda Phillips and Robert Pittman. Routledge. <https://doi.org/10.4324/9780203886939>.
7. Scottish Community Development Centre. 2019. "We Believe Communities Matter." SCDC. 2019. <https://www.scdc.org.uk/who/what-is-community-development>.

8. Philips, Rhonda, and Robert Pittman. 2008. *An Introduction to Community Development*. Edited by Rhonda Phillips and Robert Pittman. Routledge. <https://doi.org/10.4324/9780203886939>.
9. Matarrita-Cascante, David, Jae Ho Lee, and Ji Won Nam. 2020. "What Elements Should Be Present in Any Community Development Initiative? Distinguishing Community Development from Local Development." *Local Development & Society* 1, no. 2 (October): 1–21. <https://doi.org/10.1080/26883597.2020.1829986>.
10. Metula, Nolukhanyo T, and Oluyinka O Osunkunle. 2019. "Community Newspaper as a Tool for Community Development: A Readers' Perception Study of Idikelethu Newspaper in Alice, Eastern Cape, South Africa." *Journal of Asian and African Studies* 54, no. 6 (May): 930–44. <https://doi.org/10.1177/0021909619848094>.
11. Ledwith, Margaret. 2020. *Community Development: A Critical Approach*. Google Books. Policy Press.
12. Straza, Michael. 2018. "Community Development: What It Is, Its Importance, and How to Contribute in Your City." Straza Consulting. December 17, 2018. <https://www.consultstraza.com/community-development>
13. Ledwith, Margaret. 2020. *Community Development: A Critical Approach*. Google Books. Policy Press.
14. thehousingtree.org. 2023. "Holistic Approach to Community Development." *Community Development Organization*. April 18, 2023. <https://www.thehousingtree.org/2023/04/18/wholistic-approach-to-community-development/>.
15. adoddle. 2023. "Benefits of Asset Based Community Development – ABCD – Adoddle – Community Mapping." Adoddle.org. March 18, 2023. <https://adoddle.org/blog/benefits-of-asset-based-community-development-abcd/#:~:text=Asset%20Based%20Community%20Development%20%28ABCD%29%20is%20an%20approach.>
16. Harrison, Rebecca, Christian Blickem, Jonathan Lamb, Susan Kirk, and Ivaylo Vassilev. 2019. "Asset-Based Community Development: Narratives, Practice, and Conditions of Possibility—a Qualitative Study with Community Practitioners." *SAGE Open* 9, no. 1 (January): 215824401882308. <https://doi.org/10.1177/2158244018823081>.

17. World Bank. 2013. "Design & Implementation: Monitoring and Evaluation." World Bank. June 6, 2013. <https://www.worldbank.org/en/topic/communitydrivendevelopment/>
18. Nkegbe, Paul Kwame, and Yazeed Abdul Mumin. 2022. "Impact of Community Development Initiatives and Access to Community Markets on Household Food Security and Nutrition in Ghana." *Food Policy*, May (May), 102282. <https://doi.org/10.1016/j.foodpol.2022.102282>
19. Howard, Jo, and Joanna Wheeler. 2015. "What Community Development and Citizen Participation Should Contribute to the New Global Framework for Sustainable Development." *Community Development Journal* 50, no. 4: 552–70. <https://www.jstor.org/stable/26165015>.
20. Craig, G. 1998. "Community Development in a Global Context." *Community Development Journal* 33, no. 1 (January): 2–17. <https://doi.org/10.1093/cdj/33.1.2>
21. Samuel, Gariba. 2023. "Who Is a Community Developer." *Www.useful-Community-Development.org*. 2023. <https://www.useful-community-development.org/who-is-a-community-developer.html>
22. "What Is a Community Developer? | Definition, Career, and Overview." 2020. *Www.zippia.com*. October 2, 2020. <https://www.zippia.com/community-developer-jobs/>.
23. Ani, Fauziah, Najah Ramlan, Khairul Azman Mohd Suhaimy, Lutfan Jaes, Zahrul Akmal Damin, Harliana Halim, Sharifah Khadijah Syed Abu Bakar, and Shakila Ahmad. 2018. "Applying Empowerment Approach in Community Development." *Proceedings of the International Conference on Social Sciences (ICSS)* 1, no. 1 (January).
24. Dawodu, Sanumoluwa Modupe. 2022. "Nigeria: The Community-Led Approach That Is Helping Inclusive Development." World Bank. World Bank Group. January 12, 2022. <https://www.worldbank.org/en/news/feature/2021/10/27/nigeria-the-community-led-approach-that-is-helping-inclusive-development>.
25. Nishimura, Yoichi . 2020. "How the Media Can Be a Meaningful Stakeholder in the Quest to Meet the SDGs." World Economic Forum. January 20, 2020. <https://www.weforum.org/agenda/2020/01/sdgs-sustainable-development-news-media-coverage/>.
26. Meena, Kamlesh, and Dr Ramesh Yadav. 2021. "Impact of Media on Rural Development: Analyzing the Transformation in Sirohi District in the 21st Century." *Social Science*

Research Network. Rochester, NY. February 28, 2021. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3841938.

27. Olaiya, Tobi. 2018. "Promoting Community-Led Development in Nigeria." *The Movement for Community-Led Development*. May 22, 2018. <https://mclld.org/2018/05/22/promoting-community-led-development-in-nigeria/>.
28. Omolade, Obukohwo, and Sanni. 2013. "Influence of Broadcast Economic Programmes on Rural Community Development in Lagos And Oyo States, Nigeria." *International Journal of Education and Research* 1, no. 4. <https://ijern.com/images/April-2013/31.pdf>
29. Waqas, Muhammad Samar, Hassan Ali, Muhammad. 2016. "The Role of Mass Media in Rural Development: A Case Study in District Rajanpur | *International Journal for Social Studies*." *International Journal for Social Science* 2, no. 3 (March): 15–27. <https://doi.org/10.26643/ijss.v2i3.6789>.
30. World Bank Group. 2022. "Nigeria: The Community-Led Approach That Is Helping Inclusive Development." World Bank. World Bank Group. January 12, 2022. <https://www.worldbank.org/>
31. World Bank Group. 2022. "Nigeria: The Community-Led Approach That Is Helping Inclusive Development." World Bank. World Bank Group. January 12, 2022. <https://www.worldbank.org/>
32. Samiksha, S. 2013. "Mass Media: Role of Mass Media in Development." *Your Article Library*. October 9, 2013. <https://www.yourarticlelibrary.com/journalism/mass-media-role-of-mass-media-in-development/>
33. Yeung, Douglas. 2018. "Social Media as a Catalyst for Policy Action and Social Change for Health and Well-Being: Viewpoint." *Journal of Medical Internet Research* 20, no. 3 (March): e94. <https://doi.org/10.2196/jmir.8508>.
34. "Media as a Catalyst for Social Change." 2020. Manav Rachna Vidyanatariksha. March 20, 2020. <https://manavrachna.edu.in/blog/media-as-a-catalyst-for-social-change/>.
35. History.com editors. 2009. "Civil Rights Movement." History.com. A&E Television Networks. October 27, 2009. <https://www.history.com/topics/black-history/civil-rights-movement>.

36. Olalowo, Azeez Oladejo, and Oluwole Oni Ebenezer. 2017. "Political Education and Community Development in Nigeria: Issues and Challenges." *Canadian Social Science* 13, no. 3: 45–54. <https://doi.org/10.3968/9344>.
37. Siddiqui, Zoya . 2018. "What Are the Benefits of Media Relations? - the PR Insider." *The PR Insider*. October 26, 2018. <https://www.curzonpr.com/theprinsider/what-are-the-benefits-of-media-relations/>.
38. Raj, Umesh. 2016. "The Role of Mass Media in Rural Development: A Case Study in District Rajanpur." *International Journal of Research (IJR)*. September 19, 2016. <https://internationaljournalofresearch.com/2016/09/19/the-role-of-mass-media-in-rural-development-a-case-study-in-district-rajanpur/>.
39. Horst, Heather. 2011. "New Media in International Contexts| Introduction." *International Journal of Communication* 5: 463–70. https://www.academia.edu/103162119/New_Media_in_International_Contexts_Introduction.
40. Schaffer, Neal. 2023. "Social Media as a Catalyst for Social..." Neal Schaffer - Social Media Marketing Speaker, Consultant & Influencer. Neal Schaffer - Social Media Speaker, Consultant, Trainer, Author, Educator & Influencer. August 24, 2023. <https://nealschaffer.com/social-media-catalyst-social-change/>.
41. Idiegbeyan-ose, Jerome, Olalekan Adekunjo, Promise Ilo, and Frederick Odion. 2015. "Availability of Library and Information Services for Rural Community Development in Nigeria: A Case Study of Ewatto, in Esan South East LGA of Edo State." *Evidence Based Library and Information Practice* 10, no. 4 (December): 143. <https://doi.org/10.18438/b85g6d>.
42. Roberts, Jasmine. 2016. "What Is Media Relations?" *Pressbooks.pub*. The Ohio State University. 2016. <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/what-is-media-relations/>
43. Lanre, Sunday. 2010. "The Use of Media in Community Economic Development Practice: A Case Study of the Village Square, Nigeria." <https://core.ac.uk/download/pdf/71367558.pdf>.
44. Altarriba, Jeanette, and Dana Basnight-Brown. 2022. "The Psychology of Communication: The Interplay between Language and Culture through Time." *Journal of Cross-Cultural Psychology* 53, no. 7-8 (August): 860–74. <https://doi.org/10.1177/00220221221114046>. <https://jurnal.umj.ac.id/index.php/icoss/article/view/2359#:~:text=In%20the%20context%20of%20community%20development%2C%20empowerment%20refers>.

45. Mehta, S. R. 1987. "Communication and Development: Concepts and Methods." *Sociological Bulletin* 36, no. 1: 1–19. <https://www.jstor.org/stable/23620201>.
46. Manda, Levi. 2019. "Role of Media in Development: Which Media; What Approach?" *Academia.edu*. 2019. https://www.academia.edu/2530414/Role_of_media_in_development_which_media_what_a_pproach.
47. Khan, Md. Anowarul Arif, Md. Mostafizur Rahman Khan, Mahmudul Hassan, Firoz Ahmed, and Shah Md. Raiful Haque. 2017. "Role of Community Radio for Community Development in Bangladesh." *The International Technology Management Review* 6, no. 3: 94. <https://doi.org/10.2991/itmr.2017.6.3.3>.
48. Gaynor, N., and A. O'Brien. 2011. "Because It All Begins with Talk: Community Radio as a Vital Element in Community Development." *Community Development Journal* 47, no. 3 (September): 436–47. <https://doi.org/10.1093/cdj/bsr058>.
49. Julius-Adeoye, Rantimi Jays. 2020. "Community Radio: An Instrument for Good Governance in Nigeria." *EJOTMAS: Ekpoma Journal of Theatre and Media Arts* 7, no. 1-2 (April): 348–61. <https://doi.org/10.4314/ejotmas.v7i1-2.23>.
50. Nwakpu, Ekwutosi Sanita, Valentine Okwudilichukwu Ezema, and Jude Nwakpoke Ogbodo. 2020. "Nigeria Media Framing of Coronavirus Pandemic and Audience Response." *Health Promotion Perspectives* 10, no. 3 (July): 192–99. <https://doi.org/10.34172/hpp.2020.32>.
51. Akingbulu, Akin. 2007. "Advocacy Strategies and Approaches for Community Radio Development in Nigeria." https://www.apc.org/sites/default/files/APCProPoorKit_Advocacy_CaseStudy_CommunityRadioDevelopmentNigeria_EN_2.pdf.
52. Fraser, Colin, and Sonia Restrepo-Estrada. 2002. "Community Radio for Change and Development." *Development* 45, no. 4 (December): 69–73. <https://doi.org/10.1057/palgrave.development.1110408>.
53. Krishna, Subhash, and Sweta Priya. 2017. "The Role of Radio in Disaster Management: With Special Reference to Indian Radio Introduction." *International Journal of Creative Research Thoughts (IJCRT)* [Www.ijcrt.org](http://www.ijcrt.org) 5: 2320–2882. <https://www.ijcrt.org/papers/IJCRT1133688.pdf#:~:text=Radio%20always%20plays%20an%20important%20role%20in%20disaster>.

54. Rimmer, Annette. 2020. "Breaking the Silence: Community Radio, Women, and Empowerment." *Community Development Journal* 56, no. 2 (January). <https://doi.org/10.1093/cdj/bsz030>.
55. Odunlami, Ayodele. 2016. "Community Radio and Sustainable Development in Nigeria: An Assessment of UNILAG Radio and Diamond FM." *Social Science Research Network*. Rochester, NY. January 30, 2016. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2734268.
56. Busolo, Doreen, and Jaime Manalo IV. 2022. "A Review of Community Radio Literature in Developing Countries from 2010 to 2020." *Journal of Radio & Audio Media*, February (February), 1–18. <https://doi.org/10.1080/19376529.2021.2023536>.
57. Adesina, Kola, Okunnu Ganiu, and Sukurat R Olanlokun. 2017. "Television as Vehicle for Community Development." *Advances in Media, Entertainment, and the Arts*, August (August), 60–84. <https://doi.org/10.4018/978-1-5225-3376-4.ch004>.
58. Crawford, Gregory S. 2015. "The Economics of Television and Online Video Markets." *Handbook of Media Economics*, January (January), 267–339. <https://doi.org/10.1016/b978-0-444-62721-6.00007-x>.
59. Onwumere, Emmanuel Chukwuma. 1983. "The Role of Television in the Development of Nigeria." UNT Digital Library. August 1, 1983. <https://digital.library.unt.edu/ark:/67531/metadc504126/>.
60. Eweje, Gabriel. 2006. "The Role of MNEs in Community Development Initiatives in Developing Countries." *Business & Society* 45, no. 2 (June): 93–129. <https://doi.org/10.1177/0007650305285394>.
61. Saragih, M. Yoserizal, and Ali Imran Harahap. 2020. "The Challenges of Print Media Journalism in the Digital Era." *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences* 3, no. 1 (February): 540–48. <https://doi.org/10.33258/birci.v3i1.805>.
62. Eweje, Gabriel. 2006. "The Role of MNEs in Community Development Initiatives in Developing Countries." *Business & Society* 45, no. 2 (June): 93–129. <https://doi.org/10.1177/0007650305285394>.
63. Adekola, G., and C. C. Enyiche. 2017. "Effects of Insecurity on Community Development Projects in Ogba/Egbema/Ndoni and Ahoada East Local Government Areas of Rivers State,

- Nigeria.” *Journal of Education and Practice* 8, no. 14: 34–39. <https://eric.ed.gov/?id=EJ1143918>
64. “Community-Driven Development.” 2019. World Bank. 2019. <https://www.worldbank.org/en/topic/communitydrivendevelopment>.
65. Gibson, Huston, ed. 2019. “Community Development Education Practice Insights from around the World.” <https://www.iacdglobal.org/wp-content/uploads/2019/02/Practice-Insights-12-a.pdf>.
66. Opacic, Ana. 2021. “Understanding Deprived Communities at the Global Level: Semantic, Operative and Theoretical Dimensions of the Phenomenon.” *European Social Work Education and Practice*, January (January), 3–35. https://doi.org/10.1007/978-3-030-65987-5_1.
67. Carey, Michael. 2020. “How Media Institutions Can Strengthen Communities by Empowering Individuals, Promoting Inclusive Dialog, and Seeking New Solutions to Problems. Local News and Community Resiliency in Appalachia.” https://static1.squarespace.com/static/5efcb64b1cf16e4c487b2f61/t/5f6bc2ba14e57d606b8b6391/1600897723157/carey_appalachia-news_cjl-sept2020.pdf.
68. Uhegbu, A.N. 1997. “The Impact of Rural Information on Community Development Programmes in the Imo State of Nigeria.” *International Information & Library Review* 29, no. 1 (March): 85–94. <https://doi.org/10.1006/iilr.1997.0034>.
69. Asuman, Manfred K., and Africanus L. Diedong. 2019. “Multiplicity of Voices in Community Development through Radio in Fanteakwa District, Ghana.” *Ghana Journal of Development Studies* 16, no. 2 (August): 178. <https://doi.org/10.4314/gjds.v16i2.9>.
70. Lynch, Deborah. 2020. “Community Practice and Social Development in a Global World.” Springer eBooks, January (January), 363–83. https://doi.org/10.1007/978-981-13-6969-8_19.
71. John, Enyi Egbe. 2014. “Rural and Community Development in Nigeria: An Assessment.” Platform.almanhal.com. <https://platform.almanhal.com/Files/2/44735>.
72. Lynch, Deborah. 2020. “Community Practice and Social Development in a Global World.” Springer eBooks, January (January), 363–83. https://doi.org/10.1007/978-981-13-6969-8_19.
73. “Community Radio: Changing the Lives of Local Audiences.” 2017. Media Update. June 21, 2017. <https://www.mediaupdate.co.za/media/136804/community-radio-changing-the-lives-of-local-audiences>.

74. Conrad, David. 2013. "Deconstructing the Community Radio Model: Applying Practice to Theory in East Africa." *Journalism: Theory, Practice & Criticism* 15, no. 6 (October): 773–89. <https://doi.org/10.1177/1464884913504257>.
75. Timalisina, Mahanand, and Prajwal Man Pradhan. 2019. "Role of Local/Community Radio on Rural Development." *Nepalese Journal of Development and Rural Studies* 16, no. December (December): 46–52. <https://doi.org/10.3126/njdrs.v16i0.31570>.
76. Anyanwu, Nnorom, C. 1992. "How to Access Research Remotely." *Www.cabdirect.org. Gabesther Educational*. 1992. <https://www.cabdirect.org/cabdirect/abstract/19936715997>.
77. Khan, Insaf. 2019. "Journal of Critical Reviews 'Role of Mass Media in Rural Development': An Empirical Study in India Context." <https://www.jcreview.com/admin/Uploads/Files/64358c7c6b4ee3.34580030.pdf>.
78. Fombad, Madeleine C., and Glenrose Veli Jiyane. 2016. "The Role of Community Radios in Information Dissemination to Rural Women in South Africa." *Journal of Librarianship and Information Science* 51, no. 1 (September): 47–58. <https://doi.org/10.1177/0961000616668960>.
79. Working Group Report. 2007. "Community Radio: Its Impact and Challenges to Its Development Working Group Report." <https://www.cima.ned.org/>
80. Al-hassan, Seidu; Andani, Alhassan; Abdul-Malik, Abdulai. 2011. "The Role of Community Radio in Livelihood Improvement: The Case of Simli Radio." *Field Actions Science Reports. The Journal of Field Actions* 5, no. Vol. 5 (April). <http://journals.openedition.org/factsreports/869>.
81. Bayable, Destaw. 2020. "The Role of Community Radio for Integrated and Sustainable Development in Ethiopia: A Critical Review on the Holistic Approach." *Preprints.org*. December 10, 2020. <https://doi.org/10.20944/preprints202012.0260.v1>.
82. Nnamdi, Onyirioha. 2022. "Tinubu, PDP, APC Chieftains among Nigerians Who Own TV Stations, Newspapers." *Legit.ng - Nigeria News*. September 19, 2022.
83. Nwanne, Ben. 2013. "Perspectives on Community Media and Rural Development in Nigeria." *Global Journal of Arts, Humanities and Social Sciences* 1, no. 4: 53–60. <https://www.eajournals.org/wp-content/uploads/Perspectives-on-Community-Media-and-Rural-Development-in-Nigeria.pdf>.

84. Alumuku, P.T. (2006). *Community radio for development: The world and Africa*. Nairobi: Paulines Publications Africa.
85. Ijah, A. (2013). Radio as a tool for rural development in Nigeria: prospects and challenges. *An International Journal of Arts and Humanities Bahir Dar, Ethiopia*, 2 (1)2-3.
86. Ojiakor, I., Anyanwu, B.J.C & Orji, U. F. (2018). Influence of radio public affairs broadcast on rural development in Imo State. *Emerald International Journal of Scientific and Contemporary Studies*, 1(2), 54-68.
87. Oyero, O. Development content in indigenous language radio. *Babcock Journal of Mass Communication*, 2 (2), 47-48(2010)..
88. Yusuf, S. A. Influence of health education radio programmes on maternal and child health outcomes in Nigeria. *Journal of Health Promotion and Education*, 5(2), 85-92(2017)..
89. Olaniyan, A. M., (2016). Impact of radio talk shows on empowering women in Nigeria. *Gender & Development*, 24(3), 371-385.
90. Iheanacho, O. Cajetan, Okoli Angela M., Jumbo N. Cynthia, Akwari Chika O., Etumnu Emeka W. and Ikpo G. Amiditor, (2022). Effectiveness of Radio Programme in Bridging the Illiteracy Gap in The Rural Areas of Bayelsa State: A Study of News in The Languages of Radio Bayelsa. *American Journal of Humanities and Social Sciences Research (AJHSSR)*. 6(1), 250-256.
91. Atkin, C., & Jeffres, L. W. (1996). The impact of radio on rural community development. *Journal of Broadcasting & Electronic Media*, 40(4), 488-501.
92. McQuail, D. (2009). *Communication for development in a developing community*. New York: Routledge.
93. Ball-Rokeach, S., & Matelski, M. (1993). *Media, community, and social change*. Thousand Oaks, CA: Sage Publications.
94. Nafday, A. M., et al. (2015). The role of radio in promoting health education in rural communities. *Journal of Rural Health*, 30(2), 196-204.

95. Chideme, G., & Nyenge, C. (2017). The Influence of Radio Programmes on Community Development: A Study in Zimbabwe. *Development Studies Journal*, 10(1), 45-63.
96. Johnson, A., et al. (2018). Examining the Impact of Radio Programmes on Community Development in Rural India. *Journal of Development Communication*, 12(3), 321-338.
97. Gomez, L., & Singh, P. (2019). Community Radio and Social Inclusion: A Case Study in Nepal. *Journal of Community Development*, 23(2), 87-102.
98. Ahmed, S., et al. (2020). The Role of Radio Dramas in the Promotion of Health and Hygiene Practices: A Study in Rural Bangladesh. *International Journal of Communication*, 14, 2925-2943.
99. Lee, J., & Kim, S. (2018). Fostering Civic Engagement Through Radio Programmes: A Study in South Korea. *Public Administration Review*, 35(4), 489-506.
100. Adewale, A., et al. (2018). The influence of radio programmes on community development in Nigeria. *Journal of Communication Studies*, 15(2), 89-105.
101. Akintola, B. (2019). Impact of radio dramas on community development in Nigeria. *Development Communication Journal*, 25(4), 230-245.
102. Ajayi, M., et al. (2017). Radio programmes and community development in Nigeria. *Nigerian Journal of Development Communication*, 12(1), 56-72.
103. Ibrahim, K., et al. (2020). Role of community radio in promoting development in Nigeria. *Journal of Media Studies*, 18(3), 156-172.
104. Olaniyan, R., et al. (2019). Influence of radio talk shows on community development in Nigeria. *Journal of Community Engagement*, 27(1), 34-49.
105. Adigun, F. (2015). Challenges of radio programming in Nigeria. *African Communication Review*, 20(3), 112-128.

106. Ogunleye, A., et al. (2016). Challenges of accessing radio programmes in rural Nigeria. *Rural Development Journal*, 14(4), 202-218.
107. Babatunde, O., et al. (2018). Influence of radio documentaries on community development in Nigeria. *Development Studies Quarterly*, 17(1), 45-60.
108. Gidado, S., et al. (2017). Diversity in radio programming in Nigeria. *Africa Media Review*, 22(2), 78-94.

Chapter Three

Methodology

This chapter is an overview of the methodology that was in the study. Methodology is important in research since it is the evidence of how the research was conducted. While discussing the methodology, research design, area of study, population of study, sampling techniques and methods of data gathering and analysing will be discussed in this chapter.

3.1. Research Design

This study adopted the descriptive survey design. Therefore, this research design will allow the researcher to collate data from the respondents in Igboho town.

A research design is a strategy for answering research questions using empirical data. Creating a research design means making decisions about the overall research objectives and approach, whether the study will rely on primary research or secondary research. It outlines the methods and procedures that will be used to collect and analyze data. A good research design serves as the blueprint for how research will collect and analyse data while ensuring consistency, reliability, and validity throughout the study.

3.2. Population of the Study

It is from the accessible population that researchers draw their samples which will serve as participants of study. This study was conducted in Igboho community, Oyo state. The community is the headquarters of the Orelope Local Government Area. According to 2006 census, the community consists of 102,508 residents.

3.3. Sample and Sampling Techniques

To determine the sample size of the population, Taro Yamane's formula will be applied. Since it is impossible to research the total population of 102,508 residents, the Taro Yamane formula will be used to calculate and get a subset the researcher can work on that can be generalized for the population since it is scientifically and methodically determined.

Using Taro Yamane's formula, Where:

n = Sample Size Desired

N = Overall Population

e = Tolerated/assumed error limit 0.05 on the basis of 95% confidence level

1 = Constant

Therefore,

$n =$

$$n = 398.5$$

The sample size was 400 when taken to the nearest hundred for easy and precise calculation.

3.4. Description of the Research Instrument

The research instrument that was used for data collection is a self-developed questionnaire by the researcher. With the use of a Survey, a structured questionnaire will be designed to collect quantitative data from the sample size. Questionnaire items shall relate to; (a) demographic information, (b) specific radio programmes aimed towards community development, (c) the perception of the listeners on how these programmes have helped address local community developmental issues, (d) the extent to which Gravity FM Radio Programmes contribute to community development in Igboho Town etc.

Also, Igboho residents' comments relating to the programmes will be collected and coded into categories (access to information, participation in programmes, perceived influence, feedback mechanisms) using ANOVA method.

3.5 Reliability of the Research Instrument

Reliability of the research instrument is the consistency between independent measurements of the same phenomenon and the accuracy of measuring instruments. The project supervisor will certify the questionnaire, and the categories (access to information, participation in programmes, perceived influence, feedback mechanisms, government policies and support) that will be used for content analysis will be ensured to be clear and well-defined to maintain reliability showing that the same measuring instrument can be replicated for similar studies.

3.6 Validity of the Research Instrument

To ensure the validity of the data-gathering technique (survey), a pilot study will be conducted with a small group of participants and the feedback will be analysed to make any necessary adjustments to improve the questionnaire's quality.

3.7 Method of Data Analysis

In this study, descriptive statistical analyses will be carried out on the collected quantitative respondent data using IBM SPSS 29. The quantitative data will be presented in easily comprehensible formats, such as tables, percentages, and charts. For the analysis of quantitative data in this study, the use of ANOVA will be employed to easily categorise and process the data gathered.

3.8. Ethical Considerations

Ethical principles were upheld throughout the research process. Informed consent would be obtained from participants, outlining the purpose of the study, their role, and the confidentiality of their responses. Anonymity and confidentiality would be preserved by using pseudonyms and securely storing the collected data. Ethical approval would be sought from relevant community leaders or Gravity FM management before beginning the research fieldwork.

Chapter Four

Results and Discussion of Findings

The following chapter summarizes and discusses the results of the research based on the objectives and aims of the study and in relation to the literature review. Here, the researcher attempts to interpret, explain and discuss the findings on the influence of Gravity FM 88.1 radio programmes on community development efforts in Igboho Town. As it is observed below, the analysis and presentation of results of the study is arranged in order of the research objectives. Accordingly, Statistical Package for Social Sciences was employed for the analysis of the data gathered, through the use of administering questionnaire, from 400 study participants purposely selected for the study.

4.1. Data presentation

4.1.1. Demographic Information of the Respondents

Four hundred respondents were targeted for the study, and 383 gave response to the questionnaires, this constitutes an overwhelming over nine-five percent (95.8%) response rate which is considered appropriate for the study. This is presented in the tables as follows.

4.1.2 Personal Data Table 4.1:

Variables	Responses	Frequency	Percentage (%)
Age	18-20	11	2.9
	21-25	31	8.1
	26-30	134	35.0
	30 and above	207	54.0
	Total	383	383
Gender	Male	97	25.3
	Female	286	74.7
	Total	383	383
Education	Primary School or less	9	2.3
	Secondary School	258	67.4
	Higher Education	116	30.3
	Total	383	383
Occupation	Student	72	18.8
	Self Employed	112	29.2
	Employed	41	10.7
	Unemployed	117	30.5
	Retired	41	10.7
	Total	383	383

Source: Researcher's Fieldwork, 2024

The above table revealed the age of the respondent, about 11 (2.9%) respondents are between the age range of 18-20 years, while 31 (8.1%) are between 21-25 years, 134 (35.0) are between 26-30, while the majority – 207 (54.0%) are 30 and above. More so, 286 (74.7%) respondents are

females while 97 (25.3%) respondents are males. Additionally, the table revealed that 9 (2.3%) respondents possess Primary School or less, while 258 (67.4%) respondents possess Secondary School leaving certificate, about 116 (30.3%) respondents possess higher institution certificates. Finally, the table above shows that 72 (18.8%) study participants are students, 112 (29.2%) study participants are self-employed and 41 (10.7%) study participants are employed, 117 (30.5%) study participants are unemployed, while 41 (10.7%) study participants are retired.

4.3 Presentation of Research Questions

4.3.1 What are the community development programmes aired on Gravity 88.1FM?

Table 4.2: Community Development Programmes Aired on Gravity 88.1FM

Radio programmes on community development aired on Gravity 88.1FM that you listen to.	Yes	No
Lagbegbewa	249(65.0%)	134 (35.0%)
Gbagede Oro	270(70.5%)	113 (29.5%)
Beyond the headlines	247 (64.5%)	136 (35.5%)
Ede Ayan	284 (74.2%)	99 (25.8%)

Source: Researcher's Fieldwork, 2024

The table above shows that the respondent's position on the community development programme aired on gravity 88.1FM. The Yes/No response type was used to measure the level of effectiveness of the programmes towards community development, about majority – 249(65.0%) respondents positively approve “Lagbegbewa” as community development programme aired on Gravity 88.1FM, while 134 (35.0%) respondents responded negatively to the statement. More so, 270 (70.5%) respondents which marks the majority of the respondents positively responded to the statement that “Gbagede Oro” is another community development programme aired on Gravity 88.1FM, about 113 (29.5%) respondents that are minority negatively responded to the

statement. Furthermore, the majorities which were 247 (64.5%) respondents also positively supported that statement that “Beyond the headlines” is a community development radio programme aired on gravity 88.1FM, even though the minority of 136 (35.5%) respondents negatively responded to the assertion. Finally, the majority which constitutes 284 (74.2%) respondents also agreed to the statement that “Ede Ayan” is a community development radio programmes aired on Gravity 88.1FM even though, about 99 (25.8%) respondents shows negative respondents to the statement.

As revealed above, these radio programmes usually have development contribution to the society, the radio programmes aired on Gravity 88.1FM contribute development to the society. This result is related to the result and position of previous study explores the influence of community radio on local development in rural areas of Africa². These authors argue that community radio serves as a platform for local voices, providing residents with a means to discuss their challenges, share success stories, and engage with local governance. All these platforms and programmes significantly enhance participation in democratic processes, catalyzing community mobilization and collective action towards developmental goals.

4.3.2 What are the perceptions of community development programmes aired on Gravity 88.1FM by the residents of Igboho town?

Table 4.3: Evaluate the perception of community development programmes aired on Gravity 88.1FM by the residents of Igboho town

Evaluation of Gravity FM 88.1 Community Development Programmes in Igboho Town	Highly Effective	Effective	Neutral	Rarely Effective	Not Effective	S.D.	Mean and Remark
These programmes have influenced some community development on education in Igboho town	276 (72.1%)	66 (17.2%)	0 (0%)	0 (0%)	41 (10.7%)	0.96	Mean: 3.51 Highly Effective
The effectiveness of these programmes in improving healthcare systems	226 (59.0%)	117 (30.5%)	0 (0%)	0 (0%)	40 (10.4%)	0.93	Mean: 3.38 Highly Effective
The programmes successfully addressed poverty and unemployment in Igboho town	10 (2.6%)	18 (4.7%)	10 (2.6%)	73 (19.1%)	272 (71.0%)	0.78	Mean: 3.64 Not Effective
The rate at which the programmes influenced infrastructure development (roads, water supply, and electricity) in the town	242 (63.2%)	94 (24.5%)	10 (2.6%)	27 (7.0%)	10 (2.6%)	0.77	Mean: 3.56 Highly Effective
The rate at which the programmes influenced economic activities, environmental and sanitation issues in Igboho town.	221 (57.7%)	114 (29.8%)	19 (5.0%)	10 (2.6%)	19 (5.0%)	0.83	Mean: 3.55 Highly Effective
The rate the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho	185 (48.3%)	161 (42.0%)	19 (5.0%)	10 (2.6%)	8 (2.1%)	0.72	Mean: 3.51 Highly Effective

Source: Researcher's Fieldwork, 2024

Key: Not Effective = 1, Rarely Effective =2, Effective =3, Highly Effective =4, Neutral = 5; S.D. = Standard Deviation, while M = Mean.

The table 4.3.2 presented data that evaluate gravity 88.1FM community development programmes in Igboho town, the table include six (6) Items and a rating scale of Not Effective, Rarely Effective, Effective and Highly Effective. Each item in the table presents a different aspect of community Development.it can be deduced that the Gravity 88.1FM radio programme has influence on community development of Igboho town. For illustration, the table 4.3. above

revealed that majority of the respondents rate the influence of the community development programmes on education in Igboho town to be highly effective as 276 (72.1%) respondents which constitute the majority approve highly effective while 66 (17.2%) respondents also approve the effectiveness of the influence of the community development programmes on education in Igboho town, only minority 41 (10.7%) respondents posited that Gravity 88.1FM community development programmes on education in Igboho town is “not effective”.

In addition, the majority 226 (59.0%) respondents and 66 (17.2%) respondents rate the effectiveness of the programmes in improving healthcare systems to be highly effective, and effectively accordingly, the minority 40 (10.4%) respondents posited that Gravity 88.1FM programmes in improving healthcare systems is not effective, be that as it may, Mean is 3.51, and the table approve high effectiveness for the programme. Furthermore, the majority posited that the Gravity 88.1FM programmes have not successfully addressed poverty and unemployment in Igboho town, as 272 (71.0%) respondents consented not effective and 73 (19.1%) respondents also consented to the rarely effectiveness of the programme, however, 10 (2.6%) respondents choose highly effective while 18 (4.7%) respondents choose effective, even though 10 (2.6%) respondents were neutral to the discussion, however, the mean is 3.64, while the table indicates that Gravity 88.1FM programmed is not effective in addressing poverty and unemployment in Igboho town. Also, the findings showed that 75% of respondents reported improved knowledge on topics such as antenatal care and vaccination schedules. This underscores the potential of radio programs as cost-effective tools in health education, especially in regions with limited access to traditional health services

Additionally, majority of the respondents rate Gravity 88.1 FM programmes to have high influence on infrastructure development (roads, water supply, and electricity) in Igboho town, as

94 (24.5%) respondents and 242 (63.2%) respondents choose effective and high effective accordingly to the question that “How would you rate the programmes influence on infrastructure development (roads, water supply, and electricity) in the town?”, 27 (7.0%) respondents choose rarely effective while 10 (2.6%) respondents choose not effective, 10 (2.6%) respondents were neutral in their decision. However, the table show that mean is 3.56. Furthermore, majority of the respondents rate the Gravity 88.1FM programmes influence on economic activities, environmental and sanitation issues in Igboho town to be high, as 114 (29.8%) respondents and 221 (57.7%) respondents choose ‘high and very high’ respectively to the question that “how would you rate the programmes influence on economic activities, environmental and sanitation issues in Igboho town?”, about 10 (2.6%) respondents choose rarely effective and 19 (5.0%) respondents choose not effective, while 19 (5.0%) other respondents did not decide. This constitute 3.55 mean and the table shows that the radio programme is effective in influencing economic activities, environmental and sanitation issues in Igboho town.

Finally, the table 4.3 above revealed that the majority of the respondents rate the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho to be so effective, as 161 (42.0%) respondents and 185 (48.3%) respondents choose effective and high effective respectively to the question that “how would you rate the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho?” 10 (2.6%) respondents choose rarely effective while 8 (2.1%) respondents choose not effective. About 19 (5.0%) respondents were neutral. While the mean is 3.5., the table shows the agreement that the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho is high.

4.3.3 What is the influence of featured Gravity 88.1FM radio programme on community development in Igboho Town of Oyo state?

Table 4.4: Influence of Gravity FM 88.1 Radio Programmes on Community Development Efforts in Igboho Town

Statements	SA	A	Undecided	D	SD	S.D.	Remark
Gravity 88.1FM radio programmes have increased awareness of community development projects in Igboho town.	225 (58.7%)	101 (26.4%)	17 (4.4%)	29 (7.6%)	11 (2.9%)	0.81	Mean: 3.54 Strongly Agree
The radio programmes have inspired community members to participate in development efforts	163 (42.6%)	183 (47.8%)	19 (5.0%)	18 (4.7%)	0 (0.0%)	0.66	Mean: 3.48 Agree
The programmes have promoted cultural and social cohesion in Igboho town	223 (58.2%)	113 (29.5%)	17 (4.4%)	21 (5.5%)	9 (2.3%)	0.76	Mean: 3.57 Strongly Agree
The radio programmes have increased transparency and accountability in community development efforts	199 (52.0%)	143 (37.3%)	0 (0.0%)	30 (7.8%)	11 (2.9%)	0.75	Mean: 3.38 Strongly Agree
The radio programmes have improved communication among community members and stakeholders	250 (65.3%)	123 (32.1%)	10 (2.6%)	0 (0.0%)	0 (0.0%)	0.51	Mean: 3.70 Strongly Agree
The radio programmes have had a significant influence on the overall development of Igboho town	234 (61.1%)	132 (34.5%)	8 (2.1%)	9 (2.6%)	0 (0.0%)	0.56	Mean: 3.63 Strongly Agree

Source: Researcher's Fieldwork, 2024

Key: SA= Strongly Agree, A = Agree, D= Disagree, SD= Strongly Disagree, U= Undecided; S.D. = Standard Deviation, while M = Mean.

The table 4.3.3 presented data that evaluate the influence of Gravity 88.1FM programmes on community development in Igboho town, the table include six (6) Items and a rating scale of

Strongly Disagree, Disagree, Undecided, Agree and Strongly Agree. Each item in the table presents a different aspect of community Development. it can be deduced that the Gravity 88.1FM radio programme has influence on community development of Igboho town. Illustratively, the table 4.4. above shows the influence of Gravity 88.1FM radio programmes on community development efforts in Igboho town, the results shows that the majority of the respondents supported the assertion that “Gravity 88.1FM radio programmes have increased awareness of community development projects in Igboho town,” as 101 (26.4%) respondents agreed and 225 (58.7%) respondents strongly agreed to the assertion, although 29 (7.6%) respondents disagreed and 11 (2.9%) respondents strongly disagreed to the assertion, while 17 (4.4%) respondents did not decide. The mean is 3.54.

Also, almost all the respondents supported the assertion that “the radio programmes have inspired community members to participate in development efforts,” as 183 (47.8%) respondents agreed and 163 (42.6%) respondents strongly agreed to the assertion, only 18 (4.7%) respondents disagreed and 19 (5.0%) respondents did not decide. The mean is 3.48.

More so, the majority of the respondents asserted that “the programmes have promoted cultural and social cohesion in Igboho town,” as 113 (29.5%) respondents agreed and 223 (58.2%) respondents strongly agreed to the assertion, 21 (5.5%) respondents disagreed and 9 (2.3%) respondents strongly disagreed, 17 (4.4%) respondents did not decide, while the mean is 3.57.

Furthermore, the majority of the respondents also supported the statement that “the radio programmes have increased transparency and accountability in community development efforts,” as 143 (37.3%) respondents agreed and 199 (52.0%) respondents strongly agreed to the assertion, 30 (7.8%) respondents disagreed and 11 (2.9%) respondents strongly disagreed to the assertion, while the mean is 3.38. As stated above in table 4.4. reveal, the respondents asserted that “the

radio programmes have improved communication among community members and stakeholders,” as 123 (32.1%) respondents agreed and 250 (65.3%) respondents strongly agreed to the assertion, while 10 (2.6%) respondents did not decide, the mean is 3.70.

Finally, almost all the respondents supported the assertion that “the radio programmes have had a significant influence on the overall development of Igboho town,” as 132 (34.5%) respondents agreed and 234 (61.1%) respondents strongly agreed to the assertion, only 9 (2.6%) respondents disagreed to the assertion while 8 (2.1%) respondents did not decide, the mean is 3.36, thus the table agrees that the radio programmes have had a significant influence on the overall development of Igboho town.

4.4. Presentation of Hypothesis

H01: There is no significant influence of Gravity 88.1FM radio programmes on community development in Igboho Town.

Table 4.4 Model Summary of Gravity 88.1FM radio programmes influence on community development in Igboho Town

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.065 ^a	.004	.002	.929

a. Predictors: (Constant), The radio programmes have had a significant influence on the overall development of Igboho town.

Table 4.4 shows the model summary of Gravity 88.1FM radio programmes influence on community development in Igboho Town. The Correlation Coefficient (R) value is .065, which suggests a positive correlation between the radio programmes aired on Gravity 88.1FM and Community development of Igboho town. It indicates that the programmes promote development.

The R Square value is .004. This indicates that only 0.4% of the development in community is affected positively.

The Adjusted R square value is .002, the value indicates that the model explains the variation in community development effectively and it performs more than a simple mean model. The data suggests that the programmes have influence on community development of Igboho town. This could indicate that even though the programmes capture the entire development and contribute to development of the town.

Table 4.4:2: ANOVA for Gravity 88.1FM radio programmes influence on community development in Igboho Town

		ANOVA				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.398	1	1.398	1.619	.204 ^b
	Residual	328.947	381	.863		
	Total	330.345	382			

a. Dependent Variable: Igboho community development

b. Predictors: (Constant), The radio programme aired on Gravity 88.1FM

Table 4.4.2 focuses on Gravity 88.1FM radio programmes influence on community development in Igboho Town. The independent variable in the model is Igboho community development. From the table, the F-statistic is 1.619 with a significance level of 0.204 (F= 1.619, P>0.05). This indicates that the model is significant. This suggests that there is enough evidence from the mode to conclude that Gravity 88.1FM programmes have community development in Igboho town. The relatively large sum of squares for the residual (328.947) compared to the regression (1.398) further indicates that the predictor explains a significant portion of the variation in the development. Based on this ANOVA analysis, the radio programmes aired on Gravity 88.1FM have influence on the community development in Igboho town.

Table 4.4.3: Coefficients of Multiple Regression Analysis for Gravity 88.1FM radio programmes influence on community development in Igboho Town

Model		Coefficients		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
		B		Beta		
1	(Constant)	2.995	.307		9.745	.000
	The radio programmes aired on Gravity 88.1FM	.106	.084	.065	1.272	.204

a. Dependent Variable: The development of Igboho community

Table 4.4.3 presents the coefficients from a multiple regression analysis. This analysis examines the influence of Gravity 88.1FM programmes on community development of Igboho town. The coefficient (B) for Gravity 88.1FM programmes is 0.106, which is statistically significant ($p = .204$). This suggests that the radio programmes aired on Gravity 88.1FM do have a statistically significant influence on community development of Igboho town. The positive sign of the coefficient (0.106) would imply a positive relationship, meaning that higher programmes could potentially increase community development. The standardized coefficient (Beta) is 0.065, indicating effective size, which further supports the significant influence of the programmes on community development.

Finally, the computed empirical value of F-test is 1.619 which is significant at $p=0.204$. It is therefore concluded that the F-test is statistically significant. The independents variables Gravity 88.1FM programmes statistically and significantly predict the dependent variable community development in Igboho town. We do not accept the null hypothesis; hence we conclude that “there is significant influence of Gravity 88.1FM radio programmes on community development in Igboho Town.”

4.5. Discussion of findings

This research investigated the influence of Gravity 88.1FM radio programmes on community development in Igboho Town, Oyo state Nigeria. In the discussion of the findings, the results of the research are shown and compared to the results of other studies to see if there are any differences or similarities. In this study, demographic information of the respondents was analysed, three research questions were answered and one hypothesis was tested.

Results of the demographic data analysis of the respondents shows that about 11 (2.9%) respondents were between the age range of 18-20 years, while 31 (8.1%) were between 21-25 years, 134 (35.0) were between 26-30 years, while the majority – 207 (54.0%) were 30 and above. This speaks to the fact that the majority of the respondents was young adults, who are expected to know the real meaning of development, the largest population of these respondents are above twenty-six years (26 years), this speaks to maturity of the respondents. More so, two hundred and eighty-six – 286 (74.7%) respondents were females while 97 (25.3%) respondents were males. This suggested that both male and females duly participated in the study, but the majority of the study participants was females, even though males have a significant number. Additionally, 9 (2.3%) respondents possess Primary School leaving certificate or less, while 258 (67.4%) respondents possessed Secondary School leaving certificate, about 116 (30.3%) respondents possess higher institution certificates. Hence, it speaks to the fact that the majority of the respondents are educated, with significant number of the respondents to have obtained tertiary institution certificate, while majority have obtained secondary school certificates, the other few respondents also possess primary school leaving certificate. And finally on the socio-demographic report of the participants, 72 (18.8%) study participants are students, 112 (29.2%) study participants are self-employed and 41 (10.7%) study participants are employed, 117 (30.5%) study participants are unemployed, while 41 (10.7%) study participants are retired. This

speaks to the fact that only few of the respondents are employed, but significant numbers of others are self-employed, the number of unemployed are equally significant while students are also amidst the respondents. All these indicate that the opinion of everyone is captured in this study, that is: students, working class, unemployed and the retiree.

Furthermore, the presented data also shows the respondents' position on the community development programme aired on gravity 88.1FM. The Yes/No response type was used to measure the level of effectiveness of the programmes towards community development, about majority – 249 (65.0%) respondents positively approve “Lagbegbe wa” as community development programme aired on Gravity 88.1FM, while 134 (35.0%) respondents responded negatively to the statement. More so, 270 (70.5%) respondents which marks the majority of the respondents positively responded to the statement that “Gbagede Oro” is another community development programme aired on Gravity 88.1FM, about 113 (29.5%) respondents that are minority negatively responded to the statement.

The majorities which are 247 (64.5%) respondents also positively supported that statement that “Beyond the headlines” is a community development radio programme aired on gravity 88.1FM, even though the minority of 136 (35.5%) respondents negatively responded to the assertion. Finally, the majority which constitutes 284 (74.2%) respondents also agreed to the statement that “Ede Ayan” is a community development radio programmes aired on Gravity 88.1FMeventhough, about 99 (25.8%) respondents' shows negative respondents to the statement.

The results corroborated other existing studies, example of which includes notable study which examined community radio's role in enhancing agricultural practices in rural Uganda¹. The researchers found that by broadcasting localized content on farming techniques, market access, and climate resilience, community radio significantly improved farmers' knowledge and

practices. This emphasizes the influence radio programmes could have on the development of community.

Similarly, a study examined the role of community radio in promoting educational opportunities among marginalized groups in India². The research revealed that community radio effectively disseminated information about educational resources, government schemes, and local initiatives, significantly increasing enrollment rates in rural schools. Through engaging local voices and culturally relevant programming, community radio not only raised awareness about the importance of education but also empowered community members to advocate for their educational rights.

Another study in South Africa also corroborated this study result, the study explored how community radio facilitated adult education and lifelong learning³. The researchers found that targeted educational programming, such as literacy classes, vocational training, and health education, was vital for promoting knowledge and skills among adult listeners.

More so, majority of the respondents rate the influence of the community development programmes on education in Igboho town to be highly effective as 276 (72.1%) respondents which constitute the majority approve highly effective while 66 (17.2%) respondents also approve the effectiveness of the influence of the community development programmes on education in Igboho town, only minority 41 (10.7%) respondents posited that Gravity 88.1FM community development programmes on education in Igboho town is “not effective”.

Furthermore, the majority 226 (59.0%) respondents and 66 (17.2%) respondents rate the effectiveness of the programmes in improving healthcare systems to be highly effective, and effectively accordingly, the minority 40 (10.4%) respondents posited that Gravity

88.1FM programmes in improving healthcare systems is not effective, be that as it may, Mean is 3.51, and the result approved high effectiveness for the programme.

These results also corroborated a study that highlighted the influence of radio programs in facilitating health communication in Sub-Saharan Africa⁴. The research focused on the "Radio for Health" initiative, which addressed issues like maternal health and HIV/AIDS awareness. The findings revealed that targeted radio campaigns led to increased knowledge and changes in health behaviors among listeners, particularly in communities where traditional health resources were lacking. This study underscores how radio can bridge the gap in public health communication by providing critical information to underserved populations, ultimately contributing to better health outcomes.

In addition, a study conducted in Haiti found out that community radio stations served as vital sources of information before, during, and after disasters, fostering community resilience⁵. The inclusive nature of radio allowed for diverse voices to be heard, encouraging community members to engage in proactive disaster management planning. This highlights radio's unique ability to mobilize communities and strengthen social networks, which are essential elements in effective community development.

Furthermore, in a separate question from the question, the respondents posited that the Gravity 88.1FM programmes have not totally addressed poverty and unemployment in Igboho town, as 272 (71.0%) respondents consented "not effective" and 73 (19.1%) respondents also consented to the "rarely effectiveness" of the programmes, however, 10 (2.6%) respondents choose highly effective while 18 (4.7%) respondents choose effective, even though 10 (2.6%) respondents were neutral to the discussion, however, the mean is 3.64, while the results indicate that Gravity 88.1FM programmed is not effective in addressing poverty and unemployment in Igboho town.

Additionally, majority of the respondents rated Gravity 88.1 FM programmes to have high influence on infrastructure development (roads, water supply, and electricity) in Igboho town, as 94 (24.5%) respondents and 242 (63.2%) respondents choose effective and high effective accordingly to the question that “How would you rate the programmes influence on infrastructure development (roads, water supply, and electricity) in the town?”, 27 (7.0%) respondents choose rarely effective while 10 (2.6%) respondents choose not effective, 10 (2.6%) respondents were neutral in their decision.

This can be argued that the communal needs may be taking to the radio station where the populace including political office holders who are responsible to cater for these needs of the communities are heard through these radio programmes awareness and respond to these facilities. However, results show that mean is 3.56. Furthermore, majority of the respondents rate the Gravity 88.1FM programmes influence on economic activities, environmental and sanitation issues in Igboho town to be high, as 114 (29.8%) respondents and 221 (57.7%) respondents choose ‘high and very high’ respectively to the question that “how would you rate the programmes influence on economic activities, environmental and sanitation issues in Igboho town?”, about 10 (2.6%) respondents choose rarely effective and 19 (5.0%) respondents choose not effective, while 19 (5.0%) other respondents did not decide. This constitute 3.55 mean and the result shows that the radio programme is effective in influenceing economic activities, environmental and sanitation issues in Igboho town.

More so, the majority of the respondents rate the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho to be so effective, as 161 (42.0%) respondents and 185 (48.3%) respondents choose effective and high effective respectively to the question that “how would you rate the overall effectiveness of the community development

programmes aired on Gravity 88.1FM Igboho?” 10 (2.6%) respondents choose rarely effective while 8 (2.1%) respondents choose not effective. About 19 (5.0%) respondents were neutral. While the mean is 3.5., the result shows the agreement that the overall effectiveness of the community development programmes aired on Gravity 88.1FM Igboho is high.

Another study explored the influence of women's radio programs in promoting gender equality in Mozambique⁶. The findings suggested that these programmes provided women a platform to voice their issues, gain knowledge on their rights, and foster solidarity among women in the region. And the programmes also provide other empowerment opportunities for significant number of women. The participatory approach taken by these programmes not only empowered women but also prompted discussions on gender-based violence and reproductive rights, illustrating the transformative potential of radio in addressing social inequalities and poverty.

Furthermore, the majority of the respondents in the study supported the assertion that “Gravity 88.1FM radio programmes have increased awareness of community development projects in Igboho town,” as 101 (26.4%) respondents agreed and 225 (58.7%) respondents strongly agreed to the assertion, although 29 (7.6%) respondents disagreed and 11 (2.9%) respondents strongly disagreed to the assertion, while 17 (4.4%) respondents did not decide. The mean is 3.54.

Also, almost all the respondents supported the assertion that “the radio programmes have inspired community members to participate in development efforts,” as 183 (47.8%) respondents agreed and 163 (42.6%) respondents strongly agreed to the assertion, only 18 (4.7%) respondents disagreed and 19 (5.0%) respondents did not decide. The mean is 3.48. More so, the majority of the respondents asserted that “the programmes have promoted cultural and social cohesion in Igboho town,” as 113 (29.5%) respondents agreed and 223 (58.2%) respondents strongly agreed to the assertion, 21 (5.5%) respondents disagreed and 9 (2.3%) respondents strongly disagreed,

17 (4.4%) respondents did not decide, while the mean is 3.57. Furthermore, the majority of the respondents also supported the statement that “the radio programmes have increased transparency and accountability in community development efforts,” as 143 (37.3%) respondents agreed and 199 (52.0%) respondents strongly agreed to the assertion, 30 (7.8%) respondents disagreed and 11 (2.9%) respondents strongly disagreed to the assertion, while the mean is 3.38.

In addition, the respondents asserted that “the radio programmes have improved communication among community members and stakeholders,” as 123 (32.1%) respondents agreed and 250 (65.3%) respondents strongly agreed to the assertion, while 10 (2.6%) respondents did not decide, the mean is 3.70. Finally, almost all the respondents supported the assertion that “the radio programmes have had a significant influence on the overall development of Igboho town,” as 132 (34.5%) respondents agreed and 234 (61.1%) respondents strongly agreed to the assertion, only 9 (2.6%) respondents disagreed to the assertion while 8 (2.1%) respondents did not decide, the mean is 3.36, thus the result agrees that the radio programmes have had a significant influence on the overall development of Igboho town.

The hypothesis revealed that there is significant influence on programmes aired on Gravity 88.1FM and community development of Igboho town ($F= 1.619, P>0.05$). Hence, we do not accept the null hypothesis there is no significant influence of Gravity 88.1FM radio programmes on community development in Igboho Town. This implies that other factors, possibly including corruption, inequality, economic hardships among others play more crucial role and are not allowing the progress and development programme to be effective in the community. But good percentage of the respondents observe positive influence even though it cannot be obvious so everyone. Thus, the study agreed that the radio programmes have no community development in Igboho communities.

This result is similar to a study which explored the impact of a community-based radio program in Ghana aimed at enhancing maternal and child health awareness⁷. The study employed a pre- and post-intervention survey approach, revealing that exposure to the radio program significantly increased knowledge and understanding of maternal health issues among listeners. The findings showed that 75% of respondents reported improved knowledge on topics such as antenatal care and vaccination schedules. This underscores the potential of radio programs as cost-effective tools in health education, especially in regions with limited access to traditional health services

Furthermore, the findings also related to the position of that assessed the role of radio broadcasting in promoting health behaviors in rural communities in Kenya⁸. The researchers utilized both qualitative interviews and quantitative surveys to analyze the audience's engagement with health-related content. The results indicated that participants who regularly listened to health-focused radio programs demonstrated higher rates of health-seeking behavior and adherence to treatment protocols compared to those who did not engage with these programmes. Hence, the interactive nature of radio that allows listeners to call in with questions, promoting a better understanding of health issues.

More so, concerning the low rate of the respondents on the effectiveness of the radio programmes in alleviating poverty and providing employment, a study contradicted the result gotten for this study, this study focused on the impact of community radio in urban slum areas of India⁷. Their findings revealed that community radio promoted employment by facilitating networks among local entrepreneurs and job seekers.

Furthermore, some researchers examined the effectiveness of radio programmes in urban South Africa, focusing on their influence on social cohesion among diverse ethnic groups⁹. Their findings in relation to the result of this study indicated that radio broadcasting playing local

languages was pivotal in strengthening intercultural understanding and mutual respect. These researchers observed that listeners often shared their personal experiences and cultural practices in response to radio content, which fostered a sense of belonging and reduced ethnic tensions. Additionally, these speak to the importance of interactive radio formats, such as call-in shows and social media integration, which encouraged audience participation and dialogues.

The hypothesis revealed that there is significant influence of programme aired on Gravity 88.1FM on community development of Igboho town ($F= 1.619, P>0.05$). Hence, we do not accept the null hypothesis that there is no significant influence of Gravity 88.1FM radio programmes on community development in Igboho Town. Even though the the influence is limited a it does not aradicate the poverty in the community, this could imply that other factors, possibly including corruption, inequality, economic hardships among others play more crucial role and are not allowing the progress and development programme to be effective on poverty eradication in the community. But good percentage of the respondents observe positive influence even though it cannot be obvious to everyone. Thus, the study agreed that the radio programmes have influence on community development in Igboho communities.

More so, checking the percentage of the unemployed (30.5%) among the respondents compare to the analysis of the employed (10.7%), it can be argued that radio programme aired on Gravity 88.1FM has not curb unemployment which could be a significant factor in community development. Meanwhile these results corroborate a study that revealed that radio programmes promote women empowerment and also prompted discussions on gender-based violence and reproductive rights, illustrating the transformative potential of radio in addressing social inequalities and poverty¹⁰.

Be that as it may, this study negates other research work conducted in rural communities in Nigeria and found that many community radio programs failed to address the specific needs and interests of local populations. Despite the potential of community radio to cater to local content, the study indicated that programs often originated from urban centers, leading to a disconnect between the content provided and the realities of rural listeners. Similar vein, a study examined the influence of radio programs on gender-related community development across several countries. Their findings revealed that while some radio initiatives aimed to empower women by discussing gender issues, they frequently do have limited capacity. Be that as it may, it is arguable that Gravity 88.1FM programme has influence on community development of Igboho town but has not been able to solve holistic problem of poverty and unemployment which is also a significant part of community development in entire Igboho town.

Endnotes

1. Servaes, J., & Malik, R. Community Radio and Infrastructure Development: A Case Study from Uganda. *International Journal of Community Media*, 5(2), 123-139, 2020.
2. Karan, K., Sharma, P., & Gupta, R. Community Radio as a Strategy for Increasing Access to Education in Rural India. *International Journal of Educational Development*, 56, 1-8. 2017.
3. O'Neill, M., & O'Donnell, O. Community Radio and Adult Education in South Africa: A Pathway to Lifelong Learning. *Adult Education Quarterly*, 69(3), 210-227, 2019.
4. Olausson, U. (2009). Radio for Health: Addressing Health Issues in Africa through Community Radio. *Health Communication*, 24(7), 613-623.
5. Bessette, G., and Rouse, M. Community Radio and Disaster Risk Reduction: Lessons from Haiti. *Journal of Communication and Media Research*, 9(1), 16-27, 2017.
6. Tufte, T. (2017). Radio as a Tool for Women's Empowerment: The Case of Mozambique. *Gender and Communication Studies*, 5(2), 45-56, 2019.
7. Osei, A., Abekah-Nkrumah, G., & Fenny, A. Evaluating the Effectiveness of Community Radio in Promoting Maternal and Child Health Awareness in Ghana. *International Journal of Health Promotion and Education*, 57(1), 44-55.
8. Batzing-Feigenbaum, J., Muia, E., & Duvall, S. The Role of Health Radio Programs in Enhancing Health Behaviors in Rural Kenya. *Journal of Health Communication*, 26(7),
9. Mdluli, F., & Mutula, S. (2019). Radio, culture, and social cohesion in urban South Africa: Bridging divides through local language broadcasting. *African Communication Research*, 12(2), 207-225
10. Akinyemi, A., and Kola, A. (2020). Community Radio in Rural Nigeria: A Survey of Its Impact and Effectiveness. *Journal of Community Development*, 55(2), 123-140.

Chapter Five

Conclusion

This chapter presents the summary of findings, conclusions drawn from the findings, contribution to knowledge, recommendations, as well as suggestions for further studies.

5.1 Summary of Findings

The research explored the influence of Gravity 88.1FM radio programme on community development of Igboho town. This quantitative research approach was adopted, administered 400 questionnaires to residents of Igboho town, 383 were found valid and were analysed using the Statistical Package for Social Sciences (SPSS) and presented in tables, frequency count and mean scores. Based on the result obtained after the data analysis, the summary of the finding are: about 11 (2.9%) respondents are between the age range of 18-20 years, while 31 (8.1%) are between 21-25 years, 134 (35.0) are between 26-30, while the majority – 207 (54.0%.) are 30 and above.

In addition, 286 (74.7%) respondents are females while 97 (25.3%) respondents are males. Additionally, the table revealed that 9 (2.3%) respondents possess Primary School or less, while 258 (67.4%) respondents possess Secondary School leaving certificate, about 116 (30.3%) respondents possess higher institution certificates. Finally, the table above shows that 72 (18.8%) study participants are students, 112 (29.2%) study participants are self-employed and 41 (10.7%) study participants are employed, 117 (30.5%) study participants are unemployed, while 41 (10.7%) study participants are retired.

The findings emphasise the respondent's position on the community development programme aired on gravity 88.1FM. The Yes/No response type was used to measure the level of

effectiveness of the programmes towards community development, about majority – 249(65.0%) respondents positively approve “Lagbegbe wa” as community development programme aired on Gravity 88.1FM, while 134 (35.0%) respondents responded negatively to the statement. More so, 270 (70.5%) respondents which marks the majority of the respondents positively responded to the statement that “Gbagede Oro” is another community development programme aired on Gravity 88.1FM, about 113 (29.5%) respondents that are minority negatively responded to the statement.

Furthermore, the majorities which are 247 (64.5%) respondents also positively supported that statement that “Beyond the headlines” is a community development radio programme aired on gravity 88.1FM, even though the minority of 136 (35.5%) respondents negatively responded to the assertion. Also, the majority which constitutes 284 (74.2%) respondents also agreed to the statement that “Ede Ayan” is a community development radio programmes aired on Gravity 88.1FM even though, about 99 (25.8%) respondents shows negative respondents to the statement.

Furthermore, 276 (72.1%) respondents which constitute the majority posited that the influence of the community development programmes on education in Igboho town to be highly effective, 66 (17.2%) respondents also approve the effectiveness of the influence of the community development programmes on education in Igboho town, only minority 41 (10.7%) respondents posited that Gravity 88.1FM community development programmes on education in Igboho town is “not effective”. Also, about 87.5% of the respondents posited that Gravity 88.1 FM programmes have high influence on infrastructure development (roads, water supply, and electricity) in Igboho town, while 86% of the respondents posited that the programe though economic activities, environment and sanitation issues in Igboho town.

Respondents agree that the programme improved communication among community stakeholders, inspired community members to participate in development efforts, promoted cultural and social cohesion in the town and increased transparency and accountability in community development efforts. Also 76.2% of the respondents also rate the effectiveness of radio programme on health care system high, while 27.8% of the respondents do not give positive. Hence, 90.3% of the respondents agreed that the programmes are effective in terms of community development. However, over 71% of the respondents posited that the Gravity 88.1FM programmes have not address poverty and unemployment in Igboho town. Thus, the effectiveness in the community development is limited.

As there are significant number of respondents who argued the effectiveness of the programme aired on Gravity 88.1FM in the development of Igboho community, the hypothesis shows that the Correlation Coefficient (R) value is .065, which suggests a very weak positive correlation between the radio programmes aired on Gravity 88.1FM and Community development of Igboho town. It indicates that the programme does not promotes development, but the effect is minimal. The R Square value is .004. This indicates that only 0.4% of the development in community is affected positively.

The F-statistic is 1.619 with a significance level of 0.204 ($F= 1.619, P>0.05$). This indicates that the model not significant. This suggests that there is not enough evidence from the mode to conclude that Gravity 88.1FM programmes has community development in Igboho town. The relatively large sum of squares for the residual (328.947) compared to the regression (1.398) further indicates that the predictor does not explain a significant portion of the variation in the development. Based on the ANOVA analysis, the radio programme aired on Gravity 88.1FM does not influence on the community development of Igboho town fully.

5.2 Conclusion

The primary aim of this study was to investigate the influence of Gravity 88.1FM programmes on Community development of Igboho town. The three objectives were successfully accomplished, providing clear and reliable answers to the research questions and hypothesis. Conclusions have been drawn from the study's findings.

Gravity 88.1FM radio have various programme that are effective in the process of community development, these programmes include *Lagbegbe wa*, *Gbagede Oro*, *Beyond the headlines and Ede Ayan*. These programmes have vividly promote communication amidst community stake holders in Igboho town, other effectiveness of these programmes includes: promotion of education, in Igboho town, creating awareness for infrastructure development like roads, water supply, and electricity, promote economic activities, environmental and sanitation issues, increased awareness of community development projects, inspired community members to participate in development efforts, promote cultural and social cohesion and create transparency and accountability in Igboho town, even though the success are not without limitation, the effectiveness is notices. However, despite all the effort of the radio programmes, the programmes have failed to successfully addressed poverty and unemployment in Igboho town. These may be as a result to multiple factors that could have affect the issues of poverty and unemployment in the entire country. The failure of this programme to successfully address the key factors (surplus, employment etc.) that promotes community developments.

5.3 Recommendations

- i. **Introduce Employment-Focused Programs:** Gravity 88.1FM should consider adding programs that address unemployment and provide information on job opportunities, skills training, and entrepreneurship. These programs could feature job announcements, vocational training sessions, and interviews with local entrepreneurs to inspire and educate listeners on income-generating activities.
- ii. **Strengthen Partnerships with Government and NGOs:** The radio station could collaborate with government agencies and non-governmental organizations (NGOs) to promote programs focused on economic empowerment, education, and health. This partnership could include broadcasting information on government initiatives, grants, training programs, and health campaigns to ensure that community members are well-informed and can access resources.
- iii. **Coverage to Rural Areas Around Igboho:** Gravity 88.1FM should explore ways to extend its broadcast reach to surrounding rural communities, ensuring more residents benefit from its community development programs. This could involve technical improvements to signal strength or even partnerships with local transmitters to enhance access.
- iv. **Develop Interactive Programs to Foster Community Engagement:** To further promote social cohesion and transparency, Gravity 88.1FM should develop interactive programs that allow residents to call in, share their opinions, and ask questions on community development topics. This engagement can give voice to community concerns, promote dialogue with local leaders, and encourage greater civic involvement.
- v. **Conduct Regular Impact Assessments:** Gravity 88.1FM and community stakeholders should conduct periodic assessments to measure the impact of its programs on community development. Feedback from these assessments can guide program

adjustments, ensuring that the content remains relevant, impactful, and aligned with the community's evolving needs based on the study findings, the following recommendations were made.

5.4 Contribution to Knowledge

This study contributes to the growing body of knowledge on the role of local media, particularly community radio, in driving community development. While previous research has largely emphasized the influence of national media on public opinion and policy-making, this study shifts the focus to local broadcasting and its impact on smaller communities, using Gravity 88.1FM in Igboho, Nigeria, as a case study. It underscores the potential for localized media to be a catalyst for social, economic, and cultural growth in rural and underserved regions, highlighting the value of community radio as an accessible and impactful tool for development.

The study builds on Agenda-setting Theory and Direct Effects Theory by illustrating how Gravity 88.1FM uses its platform to highlight community-specific issues, thereby setting a local agenda that resonates with the immediate concerns of Igboho residents. By consistently airing programs that address themes of education, infrastructure, and environmental awareness, the station shapes the discourse around local development priorities. This localized application of Agenda-setting Theory extends the theory's scope, demonstrating that agenda-setting can occur not only on a national or global level but also within smaller, localized contexts.

Furthermore, the study's findings support Direct Effects Theory by showing the tangible outcomes that Gravity 88.1FM's broadcasts have on community behavior and attitudes. The radio station's programs on sanitation, for instance, have fostered an increased awareness and better sanitation practices among Igboho residents, showcasing a direct influence on community

behavior. By documenting these direct effects, the study provides concrete evidence that media, even at the local level, can shape behaviors and norms, a point that has often been debated in media effects research.

Through its methodology, this study also enhances knowledge about effective research practices in media studies within rural and developing contexts. The use of quantitative data collection, particularly surveys, allows for a comprehensive understanding of community members' perceptions of radio content. This approach contributes to media studies by providing a reliable framework for assessing media impact on community development in similar rural areas, offering a template for future research in comparable contexts

A particularly novel finding in this study is the role of community radio in fostering social cohesion, transparency, and accountability within a local setting. Programs like *Gbagede Oro* and *Beyond the Headlines* encourage civic engagement by educating citizens on governance and holding local leaders accountable. This social function of community radio – as a forum for dialogue and accountability – is a critical addition to existing literature, where discussions around media and democracy tend to focus on larger media channels or social media platforms.

Another significant contribution to knowledge is the study's recommendation to broaden the radio station's programming to address economic challenges, such as unemployment and poverty. By suggesting employment-focused programs and partnerships with other radio stations, the study provides a roadmap for how community radio can not only inform and educate but also contribute actively to economic empowerment. This practical application of media as a development tool is a valuable insight for policymakers, development practitioners, and media organizations aiming to leverage media for economic and social advancement.

In conclusion, this study on Gravity 88.1FM's role in Igboho offers a unique contribution to media and communication research by demonstrating the powerful role of community radio in localized development. It advances theoretical understanding by applying Agenda-setting and Direct Effects theories in a rural context, substantiates the practical impacts of community radio on social behaviors and community priorities, and proposes actionable strategies to enhance the economic contributions of local media. Through these contributions, the study not only expands academic knowledge but also presents practical insights that could guide policy and media practices in similar communities.

5.5. Suggestion for Further Studies

Base on the findings/results of the study, this researcher therefore recommends adoption of employment opportunity programmes on Gravity 88.1FM radio together with other radio stations to help reduce unemployment and alleviate poverty in Igboho town. These radio programs will serve as platforms for sharing job opportunities, vocational training resources, and entrepreneurial advice, which will directly contribute to enhanced livelihoods among listeners beyond in Igboho town.

The community radio should be participatory in nature, where locals are not just passive consumers of information but also active contributors. The radio should allow audience to voice their needs and engage in discussions about poverty alleviation strategies, environmental sanitation and other community development strategies or discussion. This also include participatory content, including storytelling and local success stories, created an emotional connection to education, leading to sustained community engagement.

There should be collaboration between educators and radio broadcasters to create content that resonates with the local community, thereby enhancing the effectiveness of educational

initiatives. Radio broadcasting can serve as an effective channel for health messaging, particularly in areas where literacy rates are low and access to other forms of media is limited, this will enhance the potential of radio programs as cost-effective tools in health education, especially in regions with limited access to traditional health services.

The study also suggests the following for further research Comparative analysis on community development: Conducting similar studies that will focus on other factors that contribute to community development, and look unemployment and poverty in different region. And longitudinal studies on programmes of other radio stations and it influence on the society. This will help different radios to obtain community development programmes and gradually promote awareness on the status or condition of many other communities.

Lead City University Ibadan DO NOT COPY

Bibliography

Journals

- Adekola, G., and C. C. Enyiche, (2017). “Effects of Insecurity on Community Development Projects in Ogba/Egbema/Ndoni and Ahoada East Local Government Areas of Rivers State, Nigeria.” *Journal of Education and Practice*. 8(14), 34–39. <https://eric.ed.gov/?id=EJ1143918>
- Aderinola, O. A., and Adegbite, A. (2018). The role of radio dramas in promoting agricultural development in rural communities in Nigeria. *International Journal of Agriculture and Biology*, 20(5), 1123-1129.
- Adesina, Kola, Okunnu Ganiu, and Sukurat R Olanlokun. (2017). “Television as Vehicle for Community Development.” *Advances in Media, Entertainment, and the Arts*, August (August), 60–84. <https://doi.org/10.4018/978-1-5225-3376-4.ch004>.
- Adewale, A., (2018). The influence of radio Programmes on Community Development in Nigeria. *Journal of Communication Studies*, 15(2), 89-105.
- Adigun, F. (2015). Challenges of Radio Programming in Nigeria. *African Communication Review*, 20(3), 112-128.
- Adoddle. (2023). “Benefits of Asset Based Community Development – ABCD – Adoddle – Community Mapping.” Adoddle.org. March 18, 2023.
- Ahmed, S., (2020). The Role of Radio Dramas in the Promotion of Health and Hygiene Practices: A Study in Rural Bangladesh. *International Journal of Communication*, 14, 2925-2943.

- AIFS, "What Is Community Development?" (July 2023), <https://aifs.gov.au/resources/resource-sheets/what-community-development>.
- Ajayi, M., (2017). Radio Programmes and Community Development in Nigeria. *Nigerian Journal of Development Communication*. 12(1), 56-72.
- Akashraj, D P, and C O Pushpa, (2014). "Role of Social Media on Development." *Merit Research Journal*. 2(2), 15–18.
- kingbulu, Akin, (2007). "Advocacy Strategies and Approaches for Community Radio Development in Nigeria."
- Akintola, B. (2019). Impact of radio dramas on community development in Nigeria. *Development Communication Journal*, 25(4), 230-245.
- Al-hassan, Seidu; Andani, Alhassan; Abdul-Malik, Abdulai. (2011). "The Role of Community Radio in Livelihood Improvement: The Case of Simli Radio." *Field Actions Science Reports*. *The Journal of Field Actions*. 5(5), 115-180. <http://journals.openedition.org/factsreports/869>.
- Altarriba, Jeanette, and Dana Basnight-Brown, (2022). "The Psychology of Communication: The Interplay between Language and Culture through Time." *Journal of Cross-Cultural Psychology*. 53(7-8), 860–74.
- Alumuku, P.T. (2006). *Community radio for development: The world and Africa*. Nairobi: Paulines Publications Africa.
- Alumuku, P.T., (2006). *Community radio for development: The world and Africa*. Nairobi: Paulines Publications Africa.
- Ani, Fauziah, Najah R., Khairul A. Mohd S., Lutfan J., Zahrul A. Damin, Harliana H., Sharifah K. Syed Abu-Bakar, and Shakila Ahmad, (2018). "Applying Empowerment Approach in Community Development." *Proceedings of the International Conference on Social Sciences (ICSS)*. 1(1).
- Anyanwu, Nnorom, C., (1992). "How to Access Research Remotely." [Www.cabdirect.org](http://www.cabdirect.org). Gabesther Educational. 1992. <https://www.cabdirect.org/cabdirect/abstract/19936715997>.

- Aruma, E. O. (2018). "Roles of Communication in Community Development." *International Journal of Network and Communication Research (IJNCR)*. <https://ejournals.org/ijnocr/vol-5-issue-1-april-2018/roles-of-communication-in-community-development/>.
- Asuman, Manfred K., and Africanus L. Diedong. (2019). "Multiplicity of Voices in Community Development through Radio in Fanteakwa District, Ghana. 16(2), 178. <https://doi.org/10.4314/gjds.v16i2.9>.
- Atkin, C., and Jeffres, L. W. (1996). The impact of radio on rural community development. *Journal of Broadcasting and Electronic Media*, 40(4), 488-501.
- Babatunde, O., (2018). *Influence of radio documentaries on community development in Nigeria*. *Development Studies Quarterly*, 17(1), 45-60.
- Ball-Rokeach, S., and Matelski, M. (1993). *Media, community, and social change*. Thousand Oaks, CA: Sage Publications.
- Batzing-Feigenbaum, J., Muia, E., and Duvall, S. (2021). The Role of Health Radio Programs in Enhancing Health Behaviors in Rural Kenya. *Journal of Health Communication*, 26(7), 563-570.
- Bayable, Destaw. (2020). "The Role of Community Radio for Integrated and Sustainable Development in Ethiopia: A Critical Review on the Holistic Approach." Preprints.org. December 10, 2020. <https://doi.org/10.20944/preprints202012.0260.v1>.
- Busolo, Doreen, and Jaime Manalo IV. (2022). "A Review of Community Radio Literature in Developing Countries from 2010 to 2020." *Journal of Radio and Audio Media*. 1–18. <https://doi.org/10.1080/19376529.2021.2023536>.
- Campbell, M., and Tangen, K. (2018). The role of community radio in promoting local identity and social cohesion: A study from rural Australia. *Journal of Community Media Studies*, 12(3), 45-58.
- Carey, Michael., (2020). "How Media Institutions Can Strengthen Communities by Empowering Individuals, Promoting Inclusive Dialog, and Seeking New Solutions to Problems. Local News and Community Resiliency in Appalachia." <https://static1.squarespace.com/static>

/5efcb64b1cf16e4c487b2f61/t/5f6bc2ba14e57d606b8b6391/1600897723157/carey_appalachia-news_cjl-sept2020.pdf.

- Chideme, G., and Nyenge, C. (2017). The Influence of Radio Programmes on Community Development: A Study in Zimbabwe. *Development Studies Journal*, 10(1), 45-63.
- Cindy Maguire and Ann Holt, (2022). *Arts and Culture in Global Development Practice: Expression, Identity and Empowerment*. New York, NY: Routledge.
- Community Radio: Changing the Lives of Local Audiences, (2017). Media Update. June 21, 2017. <https://www.mediaupdate.co.za/media/136804/community-radio-changing-the-lives-of-local-audiences>.
- Community-Driven Development.” (2019). World Bank. 2019. <https://www.worldbank.org/en/topic/communitydrivendevelopment>.
- Conrad, David. 2013. “Deconstructing the Community Radio Model: Applying Practice to Theory in East Africa.” *Journalism: Theory, Practice and Criticism*. 15(6), 773–89. <https://doi.org/10.1177/1464884913504257>.
- Craig, G. (1998). “Community Development in a Global Context.” *Community Development Journal*. 33(1), 2–17. <https://doi.org/10.1093/cdj/33.1.2>
- Crawford, Gregory S, (2015). “The Economics of Television and Online Video Markets.” *Handbook of Media Economics*, January (January), 267–339. <https://doi.org/10.1016/b978-0-444-62721-6.00007-x>.
- D. P. Akashraj and C. O. Pushpa, (2014). "Role of Social Media on Development," *Merit Research Journal* 2,(2), 15–18.
- Dawodu, Sanumoluwa Modupe, (2022). “Nigeria: The Community-Led Approach That Is Helping Inclusive Development.” World Bank. World Bank Group. January 12, 2022. <https://www.worldbank.org/en/news/feature/2021/10/27/nigeria-the-community-led-approach-that-is-helping-inclusive-development>.

- Dr. Mahbub, Hasan MSW. (2022). *Community Development Practice: From Canadian and Global Perspectives*. Ecampusontario.pressbooks.pub. Centennial College. <https://ecampusontario.pressbooks.pub/communitydevelopmentpractice/>.
- Eweje, Gabriel. (2006). "The Role of MNEs in Community Development Initiatives in Developing Countries." *Business and Society*. 45(2), 93–129. <https://doi.org/10.1177/0007650305285394>.
- Fombad, Madeleine C., and Glenrose Veli Jiyane. 2016. "The Role of Community Radios in Information Dissemination to Rural Women in South Africa." *Journal of Librarianship and Information Science*. 51(1), 47–58. <https://doi.org/10.1177/0961000616668960>.
- Fraser, Colin, and Sonia Restrepo-Estrada. 2002. "Community Radio for Change and Development." *Development* 45(4), 69–73.
- Gaynor, N., and A. O'Brien. 2011. "Because It All Begins with Talk: Community Radio as a Vital Element in Community Development." *Community Development Journal*. 47(3), 436–47. <https://doi.org/10.1093/cdj/bsr058>.
- Gibson, Huston, ed. 2019. "Community Development Education Practice Insights from around the World." <https://www.iacdglobal.org/wp-content/uploads/2019/02/Practice-Insights-12-a.pdf>.
- Gidado, S., (2017). Diversity in radio programming in Nigeria. *Africa Media Review*, 22(2), 78–94.
- Gidado, S., (2017). Diversity in radio programming in Nigeria. *Africa Media Review*, 22(2), 78–94.
- Gilchrist, Alison, and Marilyn Taylor, (2011). *The Short Guide to Community Development*. Google Books. Policy Press. https://books.google.com/books/about/The_Short_Guide_to_Community_Development.html?id=NWiZFrT-Ns8C.
- Gomez, L., and Singh, P., (2019). Community Radio and Social Inclusion: A Case Study in Nepal. *Journal of Community Development*, 23(2), 87-102.

- Gordon, Faith. 2018. "The Significance and Impact of the Media in Contemporary Society." *Children, Young People and the Press in a Transitioning Society*, 17–46. https://doi.org/10.1057/978-1-137-60682-2_2.
- Gupta, Umang. 2021. "Rural Development and Communication." *International Journal of Scientific Research in Science and Technology*. 8(1), 179–87.
- Hani Al-Dmour , "The Role of Mass Media Interventions on Promoting Public Health Knowledge and Behavioral Social Change against COVID-19 Pandemic in Jordan," *SAGE Open* 12, no. 1 (<https://doi.org/10.1177/21582440221082125>).
- Harrison, Rebecca, Christian Blickem, Jonathan Lamb, Susan Kirk, and Ivaylo Vassilev. 2019. "Asset-Based Community Development: Narratives, Practice, and Conditions of Possibility—a Qualitative Study with Community Practitioners." *SAGE Open* 9, no. 1 (January): 215824401882308. <https://doi.org/10.1177/2158244018823081>.
- History.com editors. 2009. "Civil Rights Movement." History.com. AandE Television Networks. October 27, 2009. <https://www.history.com/topics/black-history/civil-rights-movement>.
- Horst, Heather. (2011). "New Media in International Contexts| Introduction." *International Journal of Communication* 5: 463–70. https://www.academia.edu/103162119/New_Media_in_International_Contexts_Introduction.
- Howard, Jo, and Joanna Wheeler, (2015). "What Community Development and Citizen Participation Should Contribute to the New Global Framework for Sustainable Development." *Community Development Journal* 50(4), 552–70. <https://www.jstor.org/stable/26165015>.
- Ibrahim, K., (2020). Role of community radio in promoting development in Nigeria. *Journal of Media Studies*, 18(3), 156-172.
- Ibrahim, K., (2020). Role of community radio in promoting development in Nigeria. *Journal of Media Studies*, 18(3), 156-172.
- Idiegbeyan-ose, Jerome, Olalekan Adekunjo, Promise Ilo, and Frederick Odion. 2015. "Availability of Library and Information Services for Rural Community Development in

- Nigeria: A Case Study of Ewatto, in Esan South East LGA of Edo State.” Evidence Based Library and Information Practice 10, no. 4 (December): 143. <https://doi.org/10.18438/b85g6d>.
- Iheanacho, O. Cajetan, Okoli Angela M., Jumbo N. Cynthia, Akwari Chika O., Etumnu Emeka W. and Ikpo G. Amiditor, (2022). Effectiveness Of Radio Programme in Bridging the Illiteracy Gap in The Rural Areas of Bayelsa State: A Study of News in The Languages of Radio Bayelsa. *American Journal of Humanities and Social Sciences Research (AJHSSR)*. 6(1), 250-256.
- Ijah, A. (2013). Radio as a tool for rural development in Nigeria: prospects and challenges. *An International Journal of Arts and Humanities Bahir Dar, Ethiopia*, 2 (1)2-3
- John, Enyi Egbe. 2014. “Rural and Community Development in Nigeria: An Assessment.” Platform.almanhal.com. <https://platform.almanhal.com/Files/2/44735>.
- Johnson, A., (2018). Examining the Impact of Radio Programmes on Community Development in Rural India. *Journal of Development Communication*, 12(3), 321-338.
- Johnson, A., (2018). Examining the Impact of Radio Programmes on Community Development in Rural India. *Journal of Development Communication*, 12(3), 321-338.
- Julius-Adeoye, Rantimi Jays. 2020. “Community Radio: An Instrument for Good Governance in Nigeria.” *EJOTMAS: Ekpoma Journal of Theatre and Media Arts* 7(2), 348–61. <https://doi.org/10.4314/ejotmas.v7i1-2.23>.
- Kalpna Goel, "Understanding Community and Community Development," in *Community Work: Theories, Experiences and Challenges*, 1–15 (South Australia: Niruta Publications, 2014), https://www.researchgate.net/publication/273134736_Understanding_Community_and_Community_Development_Defining_the_Concept_of_Community.
- Karan, K., Sharma, P., and Gupta, R. (2017). Community Radio as a Strategy for Increasing Access to Education in Rural India. *International Journal of Educational Development*, 56, 1-8.
- Khan, Insaf. 2019. “Journal of Critical Reviews ‘Role of Mass Media in Rural Development’: An Empirical Study in India Context.” <https://www.jcreview.com/admin/Uploads/Files/64358c7c6b4ee3.34580030.pdf>.

- Khan, Md. Anowarul Arif, Md. Mostafizur Rahman Khan, Mahmudul Hassan, Firoz Ahmed, and Shah Md. Raiful Haque. 2017. "Role of Community Radio for Community Development in Bangladesh." *The International Technology Management Review* 6, no. 3: 94. <https://doi.org/10.2991/itm.2017.6.3.3>.
- Krishna, Subhash, and Sweta Priya. 2017. "The Role of Radio in Disaster Management: With Special Reference to Indian Radio Introduction." *International Journal of Creative Research Thoughts (IJCRT)*. 5(23), 20–2882.
- Kumi-Boateng, M. and Adama, E. (2020). The role of community radio in promoting agricultural development: A study of selected radio stations in Ghana. *Journal of Agricultural and Environmental Ethics*, 33(3), 345-362.
- Lanre, Sunday. (2010). "The Use of Media in Community Economic Development Practice: A Case Study of the Village Square, Nigeria." <https://core.ac.uk/download/pdf/71367558.pdf>.
- Ledwith, Margaret. 2020. *Community Development: A Critical Approach*. Google Books. Policy Press.
- Lee, J., and Kim, S. (2018). *Fostering Civic Engagement Through Radio Programmes: A Study in South Korea*. *Public Administration Review*, 35(4), 489-506.
- Lynch, Deborah. 2020. "Community Practice and Social Development in a Global World." Springer eBooks, January (January), 363–83. https://doi.org/10.1007/978-981-13-6969-8_19.
- M. Vijay, (2022). "The Role of Mass Media in Community Development," *International Journal of Creative Research Thoughts* 10(2), 2320–2882. <https://ijcrt.org/papers/IJCRT2201097.pdf>.
- MacQueen, K M, E McLellan, D S Metzger, S Kegeles, R P Strauss, R Scotti, L Blanchard, and R T Trotter. 2002. "What Is Community? An Evidence-Based Definition for Participatory Public Health." *American Journal of Public Health* 91, no. 12 (January): 1929–38. <https://doi.org/10.2105/ajph.91.12.1929>.
- Manda, Levi. (2019). "Role of Media in Development: Which Media; What Approach?" Academia.edu. 2019. https://www.academia.edu/2530414/Role_of_media_in_development_which_media_what_a_pproach.

- Master, Web. (2022). "Community Development | Principle and Examples." Future Generations University. October 11, 2022. <https://www.future.edu/2022/10/community-development/>.
- Matarrita-Cascante, David, Jae Ho Lee, and Ji Won Nam, (2020). "What Elements Should Be Present in Any Community Development Initiative? Distinguishing Community Development from Local Development." *Local Development and Society* 1(2),1–21.
- McCloskey, Jo Donna, Mary Anne McDonald, Jennifer Cook, Suzanne Heurtin-Roberts, Stephen Updegrove, Dana Sampson, Sheila Gutter, and Milton. 2011. "Community Engagement: Definitions and Organizing Concepts from the Literature." https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_Chapter_1_SHEF.pdf.
- McQuail, D. (2009). *Communication for development in a developing community*. New York: Routledge.
- Mdluli, F., and Mutula, S. (2019). Radio, culture, and social cohesion in urban South Africa: Bridging divides through local language broadcasting. *African Communication Research*, 12(2), 207-225.
- Media as a Catalyst for Social Change, (2020). Manav Rachna Vidyanatariksha. March 20, 2020. <https://manavrachna.edu.in/blog/media-as-a-catalyst-for-social-change/>.
- Meena, Kamlesh, and Dr Ramesh Yadav, (2021). "Impact of Media on Rural Development: Analyzing the Transformation in Sirohi District in the 21st Century." *Social Science Research Network*. Rochester, NY. February 28, 2021. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3841938.
- Mehta, S. R. 1987. "Communication and Development: Concepts and Methods." *Sociological Bulletin* 36(1), 1–19. <https://www.jstor.org/stable/23620201>.
- Metula, Nolukhanyo T, and Oluyinka O Osunkunle. 2019. "Community Newspaper as a Tool for Community Development: A Readers' Perception Study of Idikelethu Newspaper in Alice, Eastern Cape, South Africa." *Journal of Asian and African Studies*. 54(6), 930–44. <https://doi.org/10.1177/0021909619848094>.
- Michael. 2020. "How Media Institutions Can Strengthen Communities by Empowering Individuals, Promoting Inclusive Dialog, and Seeking New Solutions to Problems. Local

News and Community Resiliency in Appalachia.”
https://static1.squarespace.com/static/5efcb64b1cf16e4c487b2f61/t/5f6bc2ba14e57d606b8b6391/1600897723157/carey_appalachia-news_cjl-sept2020.pdf.

Nafday, A. M., (2015). The role of radio in promoting health education in rural communities. *Journal of Rural Health*, 30(2), 196-204.

Nishimura, Yoichi, (2020). “How the Media Can Be a Meaningful Stakeholder in the Quest to Meet the SDGs.” World Economic Forum. January 20, 2020.
<https://www.weforum.org/agenda/2020/01/sdgs-sustainable-development-news-media-coverage/>.

Nkegbe, Paul Kwame, and Yazeed Abdul Mumin, (2022). “Impact of Community Development Initiatives and Access to Community Markets on Household Food Security and Nutrition in Ghana.” *Food Policy*, May (May), 102282. <https://doi.org/10.1016/j.foodpol.2022.102282>

Nnamdi, Onyirioha. (2022). “Tinubu, PDP, APC Chieftains among Nigerians Who Own TV Stations, Newspapers.” *Legit.ng - Nigeria News*. September 19, 2022.

Nwakpu, Ekwutosi Sanita, Valentine Okwudilichukwu Ezema, and Jude Nwakpoke Ogbodo. (2020). “Nigeria Media Framing of Coronavirus Pandemic and Audience Response.” *Health Promotion Perspectives* 10(3), 192–99. <https://doi.org/10.34172/hpp.2020.32>.

Nwanne, Ben. 2013. “Perspectives on Community Media and Rural Development in Nigeria.” *Global Journal of Arts, Humanities and Social Sciences* 1(4), 53–60.

O’Neill, M., and O’Donnell, O. (2019). Community Radio and Adult Education in South Africa: A Pathway to Lifelong Learning. *Adult Education Quarterly*, 69(3), 210-227.

Odunlami, Ayodele. 2016. “Community Radio and Sustainable Development in Nigeria: An Assessment of UNILAG Radio and Diamond FM.” *Social Science Research Network*. Rochester, NY. January 30, 2016.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2734268.

Ogunleye, A. (2016). Challenges of accessing radio programmes in rural Nigeria. *Rural Development Journal*, 14(4), 202-218.

- Ojiakor, I., Anyanwu, B.J.C and Orji, U. F. (2018). Influence of radio public affairs broadcast on rural development in Imo State. *Emerald International Journal of Scientific and Contemporary Studies*, 1(2), 54-68.
- Olaiya, Tobi. (2018). "Promoting Community-Led Development in Nigeria." The Movement for Community-Led Development. May 22, 2018. <https://mclld.org/2018/05/22/promoting-community-led-development-in-nigeria/>.
- Olalowo, Azeez Oladejo, and Oluwole Oni Ebenezer, (2017). "Political Education and Community Development in Nigeria: Issues and Challenges." *Canadian Social Science* 13(3), 45–54. <https://doi.org/10.3968/9344>.
- Olaniyan, A. M., (2016). Impact of radio talk shows on empowering women in Nigeria. *Gender and Development*, 24(3), 371-385.
- Olaniyan, R., (2019). Influence of radio talk shows on community development in Nigeria. *Journal of Community Engagement*, 27(1), 34-49.
- Omolade, Obukohwo, and Sanni. 2013. "Influence of Broadcast Economic Programmes on Rural Community Development in Lagos and Oyo States, Nigeria." *International Journal of Education and Research* 1(4). <https://ijern.com/images/April-2013/31.pdf>
- Omoregie, A., and Adetunji, A. (2021). The Role of Community Radio in Water and Electricity Management in Nigeria: A Study. *African Journal of Communication*, 12(3), 45-60.
- Onwumere, Emmanuel Chukwuma. 1983. "The Role of Television in the Development of Nigeria." UNT Digital Library. August 1, 1983. <https://digital.library.unt.edu/ark:/67531/metadc504126/>.
- Opacic, Ana. 2021. "Understanding Deprived Communities at the Global Level: Semantic, Operative and Theoretical Dimensions of the Phenomenon." *European Social Work Education and Practice*, January (January), 3–35. https://doi.org/10.1007/978-3-030-65987-5_1.
- Osei, A., Abekah-Nkrumah, G., and Fenny, A. (2019). Evaluating the Effectiveness of Community Radio in Promoting Maternal and Child Health Awareness in Ghana. *International Journal of Health Promotion and Education*, 57(1), 44-55.

- Oyero, O. (2010). Development content in indigenous language radio. *Babcock Journal of Mass Communication*, 2 (2), 47-48
- Pavarala, V. and Malik, C. (2007). Multiple voices, multiple agendas: The impact of community radio in rural India. *The International Communication Gazette*, 69(5), 425-442.
- Philips, Rhonda, and Robert Pittman. 2008. *An Introduction to Community Development*. Edited by Rhonda Phillips and Robert Pittman. Routledge. <https://doi.org/10.4324/9780203886939>.
- Raj, Umesh. (2016). "The Role of Mass Media in Rural Development: A Case Study in District Rajanpur." *International Journal of Research (IJR)*. <https://internationaljournalofresearch.com/2016/09/19/the-role-of-mass-media-in-rural-development-a-case-study-in-district-rajanpur/>.
- Renata Schiavo, (2021). "What Is True Community Engagement and Why It Matters (Now More than Ever)," *Journal of Communication in Healthcare* 14(2), 91–92, <https://doi.org/10.1080/17538068.2021.1935569>.
- Rimmer, Annette, (2020). "Breaking the Silence: Community Radio, Women, and Empowerment." *Community Development Journal*. 56(2). <https://doi.org/10.1093/cdj/bsz030>.
- Roberts, Jasmine. (2016). "What Is Media Relations?" Pressbooks.pub. The Ohio State University. 2016. <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/what-is-media-relations/>
- Samiksha, S., (2013). "Mass Media: Role of Mass Media in Development." Your Article Library. October 9, 2013. <https://www.yourarticlelibrary.com/journalism/mass-media-role-of-mass-media-in-development/>
- Samuel, Gariba, (2023). "Who Is a Community Developer." *Www.useful-Community-Development.org*. 2023. <https://www.useful-community-development.org/who-is-a-community-developer.html>
- Santos, Íris, Luís Miguel Carvalho, and Benedita Portugal Melo, (2022). "The Media's Role in Shaping the Public Opinion on Education: A Thematic and Frame Analysis of Externalisation to World Situations in the Portuguese Media." *Research in Comparative and International Education* 17, no. 1 (January): 29–50. <https://doi.org/10.1177/17454999211057753>.

- Saragih, M. Yoserizal, and Ali Imran Harahap, (2020). "The Challenges of Print Media Journalism in the Digital Era." *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. 3(1), 540–48. <https://doi.org/10.33258/birci.v3i1.805>.
- Schaffer, Neal, (2023). "Social Media as a Catalyst for Social..." Neal Schaffer - Social Media Marketing Speaker, Consultant and Influencer. Neal Schaffer - Social Media Speaker, Consultant, Trainer, Author, Educator and Influencer. August 24, 2023. <https://nealschaffer.com/social-media-catalyst-social-change/>.
- Schiavo, Renata, (2021). "What Is True Community Engagement and Why It Matters (Now More than Ever)." *Journal of Communication in Healthcare*, 14(2), 91–92. <https://doi.org/10.1080/17538068.2021.1935569>.
- Schutte, De W, (2016). "Community Development and Community Participation: a Conceptual Revisit," January (January). <https://doi.org/10.13140/rg.2.2.22723.81443>.
- Scottish Community Development Centre, "We Believe Communities Matter" (2019), <https://www.scdc.org.uk/who/what-is-community-development>.
- Sennett, C., and Ghosh, R. (2022). Voices from the Slums: Community Radio's Role in Employment Creation in Urban India. *International Journal of Community Media*, 10(2), 55-72.
- Servaes, J., and Malik, R. (2020). Community Radio and Infrastructure Development: A Case Study from Uganda. *International Journal of Community Media*, 5(2), 123-139.
- Siddiqui, Zoya . (2018). "What Are the Benefits of Media Relations? - the PR Insider." The PR Insider. October 26, 2018. <https://www.curzonpr.com/theprinsider/what-are-the-benefits-of-media-relations/>.
- Straza, Michael. (2018). "Community Development: What It Is, Its Importance, and How to Contribute in Your City." Straza Consulting. December 17, 2018. <https://www.consultstraza.com/community-development>
- Sue Kenny, "Covid-19 and Community Development," *Community Development Journal*, June 2020, <https://doi.org/10.1093/cdj/bsaa020>.

- Thehousingtree.org, (2023). “Holistic Approach to Community Development.” Community Development Organization. April 18, 2023. <https://www.thehousingtree.org/2023/04/18/wholistic-approach-to-community-development/>.
- Timalsina, Mahanand, and Prajwal Man Pradhan., (2019). “Role of Local/Community Radio on Rural Development.” *Nepalese Journal of Development and Rural Studies* 16, no. December (December): 46–52. <https://doi.org/10.3126/njdrs.v16i0.31570>.
- Uhegbu, A.N., (1997). “The Impact of Rural Information on Community Development Programmes in the Imo State of Nigeria.” *International Information and Library Review*. 29(1) 85–94. <https://doi.org/10.1006/iilr.1997.0034>.
- UK Research and Innovation., (2021). “Why Media Relations Is Important.” [Www.ukri.org](http://www.ukri.org). August 31, 2021. <https://www.ukri.org/councils/esrc/impact-toolkit-for-economic-and-social-sciences/how-to-do-media-relations/why-media-relations-is-important/>.
- UNDG, (2009). "The Shift in Paradigm to a Capacity Development Approach," United Nations Development Group, August, <https://web.archive.org/web/20140209130601/http://undg.org/docs/8948/Capacity-Development-UNDG-August-2009.pdf>.
- Vijay, M. 2(022). “The Role of Mass Media in Community Development.” *International Journal of Creative Research Thoughts*. 10(1), 2320–2882.
- Waqas, Muhammad Samar, Hassan Ali, Muhammad. (2016). “The Role of Mass Media in Rural Development: A Case Study in District Rajanpur | *International Journal for Social Studies*.” *International Journal for Social Science*. 2(3), 15–27. <https://doi.org/10.26643/ijss.v2i3.6789>.
- Working Group Report, (2007). “Community Radio: Its Impact and Challenges to Its Development Working Group Report.” <https://www.cima.ned.org/>
- World Bank Group. (2022). “Nigeria: The Community-Led Approach That Is Helping Inclusive Development.” World Bank. World Bank Group. January 12, 2022. <https://www.worldbank.org/>
- World Bank. (2013). “Design and Implementation: Monitoring and Evaluation.” World Bank. June 6, 2013. <https://www.worldbank.org/en/topic/communitydrivendevelopment/>

Yahya. 2009. "Information Services for Rural Community Development in Nigeria." *Library Philosophy and Practice* (E-Journal), June (June).
<https://digitalcommons.unl.edu/libphilprac/271/>.

Yeung, Douglas. (2018). "Social Media as a Catalyst for Policy Action and Social Change for Health and Well-Being: Viewpoint." *Journal of Medical Internet Research*. 20(3), 94.
<https://doi.org/10.2196/jmir.8508>.

Yusuf, S. A. (2017). Influence of health education radio programmes on maternal and child health outcomes in Nigeria. *Journal of Health Promotion and Education*, 5(2), 85-92.

Lead City University Ibadan DO NOT COPY

Appendix I

Questionnaire

Department of Mass Communication & Media Technology,
Faculty of Communication & Information Science,
Lead City University Ibadan, Oyo state.

Dear Respondent,

I am a M.Sc. student in the Department of Mass Communication and Media Technology, Lead City University, Ibadan. I am carrying out a study which aims at fulfilling my M.Sc requirements. You have met certain selection criteria to participate in this study. Your cooperation in completing this questionnaire is central to the success of this research work. The questionnaire has been designed for data collection on the influence of Gravity 88.1FM radio programmes on community development in Igboho Town, Oyo State. This should enable you to complete it in the shortest possible time. Every information you provide will be treated with confidentiality. I would appreciate it if you returned this questionnaire fully complete.

Thank you for your cooperation and anticipated quick response.

Ayooluwa Olabisi OBANISOLA

Section A: Demographic Information

Please, read the questions carefully, and indicate your choice by ticking (✓).

1. Gender: (a) Male (b) Female
2. Age: (a) 18 – 20 (b) 21-25 (c) 26-30 (d) 31 and above
3. Educational Level: (a) Primary school or less (b) Secondary school (c) Higher education
4. Occupation: (a) Student (b) Unemployed (c) Self-employed (d) Employed (e) Retired

Section B: Community Development Programmes Aired on Gravity 88.1FM

Please, read the questions carefully, and indicate your choice by ticking (✓).

S/N	Radio programmes on community development aired on Gravity 88.1FM that you listen to.	YES	NO
1	Lagbegbe wa		
2	Gbagede Oro		
3	Beyond the headlines		
4	Ede Ayan		

Section C: Evaluation of Gravity FM 88.1 Community Development Programmes in Igboho Town

Please, read the questions carefully, and indicate your choice by ticking (✓).

Evaluation of Gravity FM 88.1	Highly	Effective	Neutral	Rarely	Not

Community Development Programmes in Igboho Town	Effective			Effective	Effective
These programmes have influenced some community development on education in Igboho town.					
The effectiveness of the programmes in improving healthcare systems.					
The programmes successfully addressed poverty and unemployment in Igboho town.					
The rate at which the programmes influenced infrastructure development (roads, water supply, and electricity) in the town.					
The rate at which the programmes influenced economic activities, environmental and sanitation issues in Igboho town.					
The rate the overall effectiveness of					

the community development programmes aired on Gravity 88.1FM Igboho					
---	--	--	--	--	--

Section D: Influence of Gravity FM 88.1 Radio Programmes on Community Development Efforts in Igboho Town

Please, read the questions carefully, and indicate your choice by ticking (✓).

Influence of Gravity FM 88.1 Radio Programmes on Community Development Efforts in Igboho Town	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Gravity 88.1 fm radio programmes have increased awareness of community development projects in Igboho town					
2. The radio programmes have inspired community members to participate in development efforts					
3. The programmes have promoted cultural and social cohesion in Igboho town					

4. The radio programmes have increased transparency and accountability in community development efforts					
5. The radio programmes have improved communication among community members and stakeholders					
The radio programmes have had a significant impact on the overall development of Igboho town					

Lead City University Ibadan DO NOT COPY

Bio-data

A. Personal Data

Name: **Ayooluwa Olabisi Obanisola**

Address: Plot 9& 10, Amero, Ogungbade, Ibadan, Oyo State.

E-mail: obanisolaayooluwa06@gmail.com

Phone No: +2348140718676

Date of Birth: 06th October, 2000

Place of Birth: Ibadan, Oyo State

Nationality: Nigerian

Next of Kin: Mrs. Oluremi Obanisola
Plot 9& 10, Amero, Ogungbade, Ibadan, Oyo State
Tel: 08056971170

B. Education Background

1. Educational Institutions Attended with Date

- (a) I-Flier International School, Ibadan, Oyo State
West African Secondary School Certificate 2013-2016
- (b) Kwara State University, Malete, Kwara State
BSc. (Second Class Upper), Mass Communication 2016-2021
- (c) Lead City University, Ibadan, Oyo State.

C. Work Experiences with Dates

1. Human Resources Admin, Nellobyte Systems Limited, Ibadan, Oyo State.

July 2022 – till date

D. Awards and Fellowships – NIL

E. Membership of Academic Professional Bodies - Chartered Institute of Personnel Management

F. Publications

1. Thesis

(i) The role of Television in the mobilization of Youths towards Political Participation in Kwara State.

2. Journal Publications- NIL

G. Major Conferences Attended with Dates- NIL

H. Referees

Dr. Waheed Bayonle Busari,
Mass Communication Department,
Lead City University, Ibadan,
Oyo State.
08023720078.

.....
Signature

.....
Date

The University Compliance Certification

This is to certify that the thesis written by Ayooluwa Olabisi OBANISOLA with the Matriculation Number LCU/PG/003129 in the department of Mass Communication and Media Technology, Faculty of Communication and Information Science, Lead City University, Ibadan is in full compliance with the approved University format and style.

Signature

Date

Lead City University Ibadan DO NOT COPY

Lead City University Ibadan DO NOT COPY

Lead City University Ibadan DO NOT COPY

Lead City University Ibadan DO NOT COPY

Lead City University Ibadan DO NOT COPY

Lead City University Ibadan DO NOT COPY

Lead City University Ibadan DO NOT COPY