

**Stakeholders' Participatory Agricultural Communication Strategies on Cocoa  
Development Among  
Youths in Ife-East Local Government Area, Osun State**

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### **Certification**

This is to certify that this research was conducted under my supervision by Chukwuemeka Benedict PAUL with matric Number LCU/PG/001172 and is being approved for the award of Master of Science (M.Sc.) in Mass Communication and Medial Technology, Department of Mass Communication and Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan.

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## **Dedication**

This work is dedicated to God Almighty for His love, sustenance and gift of life. This work is also dedicated to my wife, Mrs. Agnes Temitope PAUL

## **Acknowledgement**

My heart-felt appreciation goes to God Almighty for the grace and mercies bestowed on me for the success of this work. May He forever be glorified. My appreciation goes to the Pro-Chancellor of Lead City University, Ibadan, Prof. Jide Owoeye and other principal officers of the University for providing the enabling environment for learning.

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Even though the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work.

## **Stakeholders' Participatory Agricultural Communication Strategies on Cocoa Development Among Youths in Osun State**

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### **Abstract**

Participatory communication is a new agricultural extension concept based on dialogue that allows sharing of information, ideas and opinions between farmers and the stakeholders. The study was aimed at involving the youths in cocoa farming through participatory agricultural communication. This study was aimed to bridge the knowledge gap by using participatory communication to involve youths in cocoa farming in the study areas of Osun State, Nigeria. Participatory Communication and Diffusion of Innovation Theories provided the theoretical basis for the study while mixed methods research design was used for the study. The population of the study was the youth in Ife-East Local Government of Osun State where 383 as well as 11 stakeholders were sampled in Famia, Okuu-Omoni, Gorogoro, Dagi, Ajakore, Dagi, Oyo-Onikeke and Dare cocoa producing communities in Ife-east Local Government Area. The instruments used for this study were self-designed questionnaire, key informant interview schedule and focus group discussions. The study found out that poor incentives and non-availability of extension agents were the major factors militating against youths' involvement in cocoa farming in the study areas. Findings also revealed that participatory agricultural communication strategies enhanced youths' involvement in cocoa farming in the study areas. Furthermore, it was revealed that youths were ready to embrace cocoa farming through participatory agricultural communication strategies with the stakeholders: input dealers, cooperative societies, extension agents and produce buyers in the study areas.

**Keywords:** cocoa farming, participatory communication, population, sampling, segments, strategies, technologies

**Word Count: 227**

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### **List of Acronyms**

<b>Abbreviation</b>	<b>Title</b>	<b>Page</b>
USA	United States of America	1
UK	United Kingdom	1
WASU	West African Students Union	7
NUNS	National Union of Nigerian Students	7
WNTV	Western Nigeria Television	9
NTA	Nigerian Television Authority	9
OAU	Obafemi Awolowo University	9
NGO	Non-Governmental Organization	11
ECPI	Ede Cocoa Product Industry	11
FADU	Farmers Association Development Union	15
PB	Produce Buyers	15

OI	Olam International	15
NARS	National Agricultural Research System	27
AKIS	Agricultural Knowledge and Information System	27
FFSE	Farmers' Field School Extension	34
NOE	Non-governmental Organization Extension	34
FFE	Farmers-to-Farmers Extension	35
IEM	Individuals Extension Methods	35
Gem	Group Extension Methods	35
MMEM	Mass Media Extension Methods	35
GDP	Gross Domestic Products	35
CRIN	Cocoa Research Institute Nigeria	38
TCD	Tree Crops Department	73
GCOA	Golden Cocoa Growers Association	69
CAC	Corporate Affairs Commission	73
FADU	Farmers Association Development Union	73
OSBC	Osun State Broadcasting Service	93
AU	African Union	99
UN	United Nations	99
PT	Participatory Theory	111
DIT	Diffusion of Innovation Theory	115

## **Chapter One**

### **Introduction**

#### **1.1 Background to the Study**

In order to share information, knowledge, commitment and right attitudes that can aid human or physical development initiatives, people's participation must be taken into consideration. Since participatory communication emerged in the 1960s, different organizations and groups have led the way in practice and innovation which has in no small measure helped many rural communities to attain meaningful development. In rural communities where development efforts of government at all levels are not often felt, development can be accelerated in such communities through the direct involvement of the beneficiaries by using local media and language(s) of the concerned people to disseminate the right information needed. In the past, around 1950s to 1960s, modernization paradigm was the dominant pattern practiced by the advanced countries which is within the discipline of development communication. It was assumed that the developing countries needed to depart from their old ways of life and adopt the lifestyles, ideas, behaviours, and practices of the developed countries.

That is, all the developing countries at that time were expected to emulate and adopt the road map of development adopted by the developed countries like United States of America (USA), United Kingdom (UK) France, Russia, etc. During that period, development was said to be a linear process while communication was subsequently regarded as one-directional process which consequently marred many development activities. With this, development recipients were identified as passive beings that could be influenced, deceived and played around by individuals, programme directors, researchers and the media<sup>1,2</sup>. In the field of development communication, research findings have shown that the experiences of the past development efforts over the years have clearly demonstrated the indispensable roles which participatory communication plays for the advancement of communities and humanity. In this regard, participatory communication is seen as a transformational process of dialogue between people which is aimed at achieving their full potentials. This indicates that participatory initiatives create opportunities for people to present their views, needs, identify common concerns and seek solutions from within their community.

Taking the importance of participatory communication into account, it can be argued that one-way communication (the kind of communication that does not allow participants to take part or contribute to matters that have direct impact on their lives) does not lead to self-independent, empowerment and sustainable development<sup>1</sup>. Thus, participatory communication which is a two-way communication between parties is targeted at achieving rapid development in rural communities. It is a mutual communication between two or more people with a view to having positive change of actions and conditions. It is a process of negotiating and exchanging different meanings and during this process, the message and individuals involved are bound within their cultural domain and reality to convey a message and understand it.

Consequently, it is expected that the message is understood by the communities and the steps to be taken are at their disposal to solve any emerging problems that tend to prevent their physical and human development. Participatory communication grants all parties equal right to share their experiences, knowledge and this encourages individuals to participate freely in discussions, contribute innovative ideas and find solutions to problems being confronted or militating their overall growth<sup>1,2</sup>.

Communication and participation are vital for successful development. Many development programmes in developing countries always fail to overcome unemployment and poverty because of low turnout and participation of those concerned and the attendant communication miss-match approaches that are often adopted by the government, policy makers and stakeholders in the development process. Various development programmes have less impact on the lives of the people, especially the youths in rural areas because the programmes are not target-oriented. It is either the information which is supposed to enliven the hope of the intended beneficiaries is inexact, muddled up, contradictory or the technologies (innovations) introduced to solve identifiable problems are inappropriate. Moreover, it could be that the innovation is poorly understood by the recipients. With this, it brings to the fore, poor perception of the public in learning farming, most especially, cocoa farming<sup>2</sup>.

Participatory communication is a method that is based on dialogue which gives room for information sharing among the various stakeholders in a bid to facilitate the empowerment of the rural people. Also, it is the exchange of ideas between the parties involved in the development process to achieve mutual understanding and agreement in order to pave the way for decision making process. Participatory communication is an open exchange of ideas where the receivers have access to interact continuously, think constructively about a situation, identify development needs and problems,

decide what is needed to improve the situation and act upon it. In participatory communication, dialogues is a means of information exchange and its essence is for recognition and respect, and to consider other parties that seem not to have been carried along or recognized in the group. It presupposes that everyone has an equal right to speak, listen and expect his/her voice not to be oppressed by others. This can only occur using dialogues to elicit cooperation among all participants.

Therefore, participatory communication is about making talks to be free from pressure, inequality and free from internal or external restrictions on communication. In participatory communication, the speakers are expected to have consistent arguments in which they are to eliminate contradictions that may surface and apply common sense to validate every claim. It is a one-on-one talk that is based on mutual understanding, equality, parties having same opportunity to argue or express their feelings or concerns. In participatory communication, discussions must be based on correctness, accuracy, honesty, facts and evidence and free from being biased or laced with personal interest <sup>2,3</sup>.

To have even development in rural communities requires the interaction of people at all levels and its success depends on the degree of involvement of people who are to gain from it. Relating participatory communication to farmers, it is a process where farmers act as subjects who carry out measures and studies in collaboration with researchers. Moreover, participatory communication is a process of bringing together the knowledge and research capabilities of the rural farming communities in an interactive way. Various scholars on communication are of the opinion that participatory communication focuses on the effective transfer or sharing of information among participants to achieve self-reliance and increase productivity.

Globally, participatory communication is evident in democracy across different democratic settings. The history of participatory democracy can be traced to the ancient Athens. Research reports indicate that deliberative democracy is clearly associated with the Athens in the fifth Century B.C. and its physical and practical implementation is as old as democracy itself. And that is why today's modern democracy is traceable to the Athens whose election was by sorting system and their selection process was unbiased and straight. Through participatory communication, the sorting system of democracy by the Athens enabled their poor citizens to serve the State as Magistrates and their eagerness, readiness and civic mentality to serve was immeasurable. The citizens, most especially the youths' strong-willed mindset of being involved directly in the development of the State was vibrant. As citizens, they had equal right to talk – a major component of their participatory democracy and each person's opinion was recognized as valuable for better governance. The Athens saw 'discussion not as a clog in the way of their action but as an indispensable step to any wise action at all' which negates the kind of participatory modern democracy practiced at present in many developing countries, most especially in Nigeria <sup>28, 29, 30, 37, 39</sup>.

In America, Canada, Norway, Australia etc., where democracy is deeply rooted, the involvement of citizens more directly in decisions that affect their lives enhances democratic accountability, improves public services and contributes to social justice. In this regard, participatory communication can be viewed as an avenue the citizens, especially, the youths have to influence change as seen in the events of Arab Spring in 2011, a reference to the Revolutions of 1845 where citizens revolted, protested, and went on strikes against authoritarianism, unemployment and poverty for the purpose of having sustainable development. The action can be regarded as a process to create

and access better opportunities for the citizens through participatory communication. Furthermore, in American democracy, participatory communication is evident as projects embarked upon by the governments at all levels are identified, implemented and monitored by the three arms of government and the citizens unlike Nigeria where participatory communication in decision making is lacking-no matter the cries of the marginalized citizens, their voices have never counted until they resort to violence.

In another related development, the recent mobilization for gun control in America showed youths and adults alike trying to change the political status quo through their joint participation against human right abuse. Also, female genital mutilation has been practiced in many parts of Africa for centuries which has negative effects on girls and women. As a result, in Senegal, through participatory communication, *Tostan*, a spoken language in Senegal which means ‘breakthrough’, a non-governmental organization shows that learning, dialogue and outreach can lead to shifts in cultural norms against female genital mutilation where a mass of people changed from the practice of the ugly and barbaric tradition.

In educational settings, all over the world where their leadership have displayed regressive, oppressive, dictatorial and tyrannical tendencies, through participatory communication, students have always acted the role of ‘watch dog’ in checking the excesses of the authorities. On March 9, 2015 in South Africa a student, Chumani Maxwele threw faeces at the statue of the British colonialist, Cecil John Rhodes and this form of resistance was considered as the birth of students’ movement of ‘#Rhodes Must Fall’ participatory action at the University of Cape Town (UCT), which consequently developed into a nation-wide protest against discrimination and racism<sup>32</sup>. Also in October, 2015, the government of South Africa proposed an increment in school fees of public universities across the country for 2016 academic session and

this decision of government led to students' protests from the University of Witwatersrand (Wits), South Africa to all government owned universities where they demanded free education and zero increment in their school fees under what was known as '*#Fees Must Fall*' as they made a reference to Freedom Charter of the African National Congress (ANC) which promises free education for all. There were boycott of lectures and examinations, destruction of government properties and arrest of some students while some students also sustained varying degrees of injuries. And some of the students were killed during the protests. Through the students' participatory actions, their ideas, beliefs, values, ideologies and concepts were tailored towards their complete emancipation and better educational system for all. The students' united actions led to the South African government introduction of free tertiary education for the poor students in the country<sup>31,36</sup>.

In the same vein, in Nigeria, the educational sector has not recorded any meaningful development. The students and the government have always had disagreements on how to better fix education in Nigeria. The instances abound! One of such was the West African Students Union (WASU) in London during the pre-colonial era pioneered by Bankole Herbert Bright, Ladipo Solanke, and others whom through participatory communication fought for improved welfare for all students in London and students in their respective African countries. In relation to this was the 'Ali Must Go' incident of April 1, 1978 staged at University of Ilorin, University Maiduguri and University of Calabar by Nigerian students under the aegis of National Union of Nigerian Students (NUNS) led by Segun Okeowo, Kunle Adepoju, Chima Ubani, Labaran Maku, Akintunde Ojo and others. In order to press home their demands, through participatory communication, the students staged protests, riots,

demonstrations and boycott of lectures against epileptic power supply, water scarcity, arbitrary hike in feeding and accommodation fees and inadequate learning aids<sup>23,27</sup>.

Additionally, participatory communication is also evident in the use of technology globally. Technological developments have enabled changes in the spaces in which participatory communication takes place. People express their values and political identities in new ways facilitated by increasing interconnectedness and perceptions about how people's lives are influenced by events taking place far away. Satellite television, instant messaging and new technologies like Web 2.0 help organize people and the youths in particular to take action as witnessed during the 2020 *#EndSARS Protest in Nigeria* where participatory communication was harnessed via internet and social media platforms by many Nigerian youths to mobilize for activism against police brutality for the purpose of formulating social change in the country<sup>4,5</sup>.

Different research reports in diverse context of the third world countries have affirmed that cultural and social engagement of a given community or individuals can be enhanced by using participatory communication to take part in the development process which can as well be used much better in the agricultural development programmes. Throughout the world, agricultural sector is well positioned to have a positive effect on a nation's quest for socio-economic and industrial development and it is the largest and oldest industry in the world. Moreover, it is one of the most sought out sectors in terms of employment potentials and the foundation for the development of stable human communities both in rural and urban areas. Thus, the development of any country depends on the production and exportation of its key products and services for foreign exchange<sup>6,7</sup>.

Meanwhile, in the past, agriculture played an important role in the development of Nigeria's economy and it was the major occupation of the majority before the discovery of petroleum in commercial quantity in 1956 in a village called Oloibiri, Bayelsa State. Agriculture was the major source of Nigeria's foreign exchange earnings through the exportation of cash crops such as rubber from Delta State, groundnut, hides and skin produced by the Northern Region which became export commodities in Nigeria in the past, cocoa was then the chief cash crop in the Western Region and it became an export crop in the 60s and it is still an export crop till date. Research findings on cocoa production indicate that Nigeria's economy largely depended on the exportation of cocoa and by the mid-1960s, Nigeria had occupied a leading position as world's cocoa exporter, with volumes reaching around 280,000 metric tones. This resulted in cocoa becoming the country's top foreign export product, accounting for approximately 30 percent of its foreign exchange earnings<sup>6</sup>.

Consequently, the defunct Western Region utilized the proceeds from cocoa as export commodity to put in place landmark infrastructures such as Western Nigeria Television (WNTV), the first television station in the country and in Sub-Sahara Africa as a whole now known as Nigerian Television Authority (NTA), Cocoa House (one of the tallest buildings in Tropical Africa) in *Dugbe*, Ibadan (1965), the Liberty Stadium, Ibadan that hosted the first world boxing title in Africa in 1962 was constructed in 1960 by Obafemi Awolowo and University of Ife now known as *Obafemi Awolowo* University, Ile Ife in 1962. Thus, cocoa production picked up during that time due to high produce prices, establishment of prize stabilization system, available pests and diseases control programmes to boost farm produce and privatization of input supply to farmers.

Today, the country's overdependence on oil as the mainstay of Nigeria's economy has put cocoa farming in no good light and the diversification of the export base of the nation has placed cocoa in the center-stage as the most important crop. Invariably, cocoa which is regarded as one most important cash crop in Nigeria has been faced with decline in cultivation by many youths in Nigeria, most especially, in the study communities. The reduction in cocoa production in Nigeria is gradually affecting the economy of the country as the crude oil being depended on by government has not been able to stabilise her economy. Thus, government at all levels need to be reawaken to the need to involve youth in cocoa farming by providing them with all the wherewithal needed through participatory communication in order to make the country economically stable.

Globally, the current average age of cocoa farmers is put at sixty (60) years and young people are increasingly pursuing non-agricultural careers rather than following their parents' footpaths<sup>9</sup>. In Nigeria, it is practically impossible for this aged generation of cocoa farmers that have dominated cocoa sector to deliver the expected productivity compared to Ghana and Cote d'Voire where majority of their youths massively take up cocoa farming as a profession resulting in their economic boom, making the two countries leading cocoa producers in the world.

The production of cocoa in Nigeria is faced with many challenges ranging from ageing cocoa farmers, lack of basic social amenities, inaccessible cocoa farms, old cocoa trees, old cocoa farming methods, non-availability of labour, non-availability and high cost of agro-chemical and other input, lack of access to loans, migration of youths from cocoa producing communities to urban centres and a host of other factors militating against youths' involvement. This is where proper education of youths to take up cocoa farming cannot be disputed. Education in its broad sense is any act or

experience that has a decisive effort on mind, character or physical ability of an individual which is the basis for national development and empowerment that help in creating innovation and growing demands of any nation<sup>27</sup>.

Generally, findings show that many Nigerian youths are often willing to adopt new ideas and technologies if given the enabling environment and they can easily transform the present status of cocoa production in Nigeria. They are the ideal change agents that can be used to change the way cocoa farming is perceived and practiced by the public. With this, it can be said that youthful population offers great opportunity for this country as entrepreneurs and their innovative energy can help rejuvenate cocoa production. But in Nigeria at present, attracting and retaining Nigerian youths in cocoa production is a major challenge as many youths see cocoa farming as a venture that is not lucrative or as the “last resort” in their quest for survival and achievement. Surprisingly, the youths’ disinterest in cocoa farming has contributed to the economic crises faced in Nigeria and it is occasioned by the non-challant attitude of the government, the stakeholders in the cocoa sector and non-governmental organizations (NGOs) who have failed to intensify much efforts at engaging the youths who possess that great potential to transform cocoa farming for economic development. The youths with creativity, their high aspirations and exposure to new age media and achievement motivation can handle impossible tasks if given a chance to do exploits on cocoa farms in the study areas.

One of the ways to increase cocoa production in Nigeria and maintain economic stability is to ensure better economic prospects for the youths in cocoa farming. This shows that attracting and retaining youths in cocoa farming is critical at this time in Nigeria and at the same time requires a skilled agricultural workforce- well-trained youths with enthusiasm and passion for cocoa farming and ability to take risks. They

could be ideal target for skill training in new areas of agricultural growth and this is why their engagement in participatory communication is important for the development of cocoa industry in Nigeria.

The importance of cocoa development in Osun State cannot be overemphasized. The state is the third largest cocoa producer in the South West after Ondo and Oyo States. The State is known to be a big player in the cocoa sector with 19,835.50 graded tonnes recorded in 2018; 23, 670.00 tonnes in 2019 and 13, 250.50 tonnes in 2020 (as given by the Department of Produce Services, Ministry of Agriculture, Osogbo). Meanwhile, it is of note that the largest cocoa production in the state of Osun comes from Ife (Ife-East, Ife-North, Ife-South and Ijesha land (Ilesha West, Ilesha East, Atakumosa East and Atakumosa West. The only way by which government has been able to get the attention of the youths is by subsidizing improved seedlings to cocoa farmers.

Moreover, for the state to increase the revenue generated from cocoa, plans are ongoing to engage the youths in the state to take up cocoa farming. Government has secured ten thousand (10,000) acres of land in Ile-Ife to be distributed to ten thousand youths for cocoa production. But the challenge this poses is how to get the survey done, how to create channels for road network and how to clear the land which is noted to be capital intensive.

In order to build the capacity of the youth and provide them with basic needs, each youth stands to be given ten (10) acres and improved seedlings to strengthen the position of the State as a leading cocoa producer in the country. To further rejuvenate the economy of the State and to leverage on cocoa as a source of revenue earning, Ede Cocoa Product Industry (ECPI) which was commissioned on October 17, 1982 has

been resuscitated after being moribund for more than fifteen years <sup>20</sup>. The resuscitation of the industry, no doubt, is going to be an added advantage to the State in terms of economic growth and job creation.

However, through participatory communication, the youths can be inspired to bring about attitudinal change to see cocoa farming as a profitable and exciting career path. On cocoa farming, the youth need education, technical training and resources. Participatory communication is a move based on dialogue that allows the sharing of information, ideas, perception and opinion among the youths and the stakeholders in order to facilitate youths' empowerment or involvement in cocoa farming. Participatory communication is expected to give the youths the opportunity to voice their mind on cocoa farming, ask and answer questions from extension experts who are always on ground to teach them the modern cocoa farming practices.<sup>25, 26</sup>

In the past, extension workers served as middle men between the farmers and researchers. Researchers from different universities and cocoa research institutes in the country would give extension agents improved seedlings to be distributed to cocoa farmers and report their findings from the cocoa farms to the researchers. Farmers would be assembled in farms and taught different cocoa production techniques. Through this method, the cocoa farmers were being monitored by extension agents for improved cocoa production. The success of cocoa production during that time was to a large extent based on effective agricultural extension services.

The idea of youths' involvement in cocoa production is based on their interest and desire. Youths are most productive individuals considering the fact that they are dependable, flexible and imaginative stakeholders in the development of any country. Cocoa production in Nigeria is an unexploited potential for gainful employment of

youths as they are an ideal channel for cocoa development. Consequently, nurturing youths' involvement in cocoa production is a valuable venture and it is necessary for economic development and poverty reduction. With this, it can be established that what the youths lack are orientation, motivation, enabling environment and fund to engage in cocoa production. The idea of youths in cocoa producing communities migrating to urban centres in search of employment which is not readily available poses a threat to national economy and development and the required urgent mechanism needs to be put in place by the government at all levels and other stakeholders in the cocoa production industry to prevent such occurrence <sup>9</sup>.

The youths in the cocoa producing communities in Ife-East Local Government Area, Modakeke, Osun State need to be encouraged to learn new skills of cocoa cultivation and become entrepreneurs that would render several services to farmers in rural communities in the areas. These youths need to be more committed and inspired to find the strength they need, the voice they lack and the confidence to confront the challenges they face such as unemployment which can lead to social vices that may mar their ambition in life if urgent step is not taken by the government. With mentorship, internship and access to financial services, the sustainability of youth livelihood in cocoa farming is not in doubt. The youths are needed in cocoa farms to help stabilize cocoa production in the State in order to compete favourably with other cocoa producing communities in Nigeria. As long as chocolate and other products made from cocoa will continue to be consumed, the cultivation of the cash crop will continue. No doubt, Nigeria can eventually become a leader in cocoa production like Cote d'Ivoire and Ghana if the perception of the youths in cocoa farming could be changed. Therefore, there is need for the government at all levels to properly coordinate communication on cocoa farming for proper integration of the youths.

Youths and cocoa production are to be inseparable to achieve the optimum level of cocoa production in Osun State.

Youth is a time between childhood and adulthood and a period of transition from the dependence of childhood to adulthood's independence. Yet, age is the easiest way to define this group, particularly in relation to education and employment because youth refers to a person between the ages of leaving compulsory education and finding their first job. They are to be independent not dependent. In the study areas, the impact of youths in all areas of human endeavours cannot be undermined. The youths serve as the protectors of their communities against any external attack. Some of them are graduates, some are holders of Primary School Leaving Certificates, Ordinary Level certificate holders while others had no formal education. Their general interest is in any activity that can fetch them daily income like hunting, baskets weaving, gold mining (found in Oyo- Onikeke), commercial motorcycle operation, bricks laying and carpentry. Many of the indigenes and some foreigners often engage in farm labour activities like weeding and food processing activities. It is only with the encouragement and little supports received from some of the stakeholders in the Agricultural Sector like Famers' Association Development Union (FADU), Produce Buyers (PB) and Olam International (OI) that cocoa farming in the areas has not become a thing of the past. With this, it is important governments at all levels consider the magnitude of developing cocoa production by encouraging the youth in the study areas to take up cocoa farming for economic advancement through participatory communication laced with intensives like free land acquisition for cocoa farmers, free health care benefits and pension schemes as enjoyed by farmers in rural communities of Ghana and Ivory Coast. This can be achieved if good policies and

programmes tailored towards cocoa development are put in place by the three tiers of government.

## 1.2 **Statement of the Problem**

Many policies and programmes have been introduced by the Federal Government to engage the Nigerian youths to give cocoa production a new lease of life. It is worrisome however, that most of these policies and programmes have failed to yield the desired results. The failure of these policies and programmes have been attributed to lack of involvement and participation of youths to take over from their aged parents in the cocoa producing areas.

Many of the illiterate old farmers use high dosage of banned chemicals on their cocoa farms because of lack of extension services for knowledge sharing. There is also palpable lack of participatory communication and transfer of improved technologies to cocoa farmers from relevant research institutions. Furthermore, there is paucity of credit facilities to support cocoa farmers. Thus, there are no basic amenities to motivate the youths to take up cocoa farming because to them, cocoa farming is not a lucrative venture. Consequently, Nigeria may lose its pride of place among the largest cocoa producers in West Africa if urgent steps to stave it off are not taken by concerned stakeholders to reposition the cocoa sector and make it more lucrative for able-bodied youths to participate in cocoa production.

Many researchers have written on how to improve cocoa production in Nigeria. However, such studies have failed to emphasize the need for participatory agricultural communication with the youths to get them interested in cocoa farming. This study therefore seeks to bridge the existing research gaps between the youths and the stakeholders in the cocoa producing areas of Osun State. Osun is a major cocoa

producing State in the South-Western Nigeria. This study will therefore identify and examine the roles and strategies that stakeholders' participatory agricultural communication with the youths can play to enhance cocoa development amongst the youths in Ife-East Local Government Area of Osun State.

### **1.3 Aim and Objectives of the Study**

The aim of the study is to investigate stakeholders' participatory agricultural communication strategies on cocoa development among youths in Ife-East Local Government Area, Osun State. The objectives of this research work are to:

- (i) identify participatory agricultural communication strategies for cocoa development in Ife Easts Local Government Area of Osun State.
- (ii) ascertain the improved cocoa production technologies that can enhance cocoa development in Ife-East Local Government Area of Osun State.
- (iii) ascertain factors militating against cocoa farming by the youths in Ife East Local Government Area of Osun State.
- (iv) examine the incentives that would make cocoa farming lucrative for the youths through participation agricultural communication with the stakeholders in Ife East Local Government Area of Osun State.
- (v) find out the advantages of stakeholders' participatory agricultural communication roles and strategies that would enhance youths' involvement in cocoa farming in Ife Easts Local Government Area of Osun State.
- (vi) identify the communication channels that can influence positively, youths' perception about cocoa development in Ife East Local Government Area of Osun State.

### **1.4 Research Questions**

The study was guided by the following research questions:

- (i) What are the participatory agricultural communication strategies for cocoa development in Ife Easts Local Government Area of Osun State?
- (ii) What are the improved cocoa production technologies an enhance cocoa development in Ife-East Local Government Area of Osun State?
- (iii) What are the factors militating against cocoa farming by the youths in Ife East Local Government Area of Osun State?
- (iv) What are the incentives that would make cocoa farming lucrative for the youths through participation agricultural communication with the stakeholders in Ife East Local Government Area of Osun State?
- (v) What are the advantages of stakeholders' participatory agricultural communication roles and strategies that would enhance youths' involvement in cocoa farming in Ife Easts Local Government Area of Osun State?
- (vi) What are the communication channels that can influence positively, youths' perception about cocoa development in Ife East Local Government Area of Osun State?

## **1.5 Scope of the Study**

The scope of the study is on the stakeholders' support for youths' involvement in cocoa farming and development through participatory communication on cocoa development amongst the youths in Ife-East Local government Area of Osun State. Communication is more than transmitting information. It entails advocacy, social mobilization and behavioural change. There are many facets to the use of communication. The study will only cover the use of participatory agricultural communication to enhance cocoa production. Youths need information on cocoa production to boost cocoa yield. This study will point out the degree to which participatory communication can be used to

motivate able-bodied youths to engage in cocoa production in Famia, Okuu-Omoni, Gorogoro, Dare, and Oyo-Onikeke cocoa producing communities in Ife East Local Government Area, Osun State.

## **1.6 Significance of the Study**

One of the major constraints of cocoa production in Nigeria is lack of youth involvement as witnessed in Cote d'voire and Ghana. This research work is significant because it will suggest ways of making cocoa farming interesting and lucrative to the youths. Moreover, the outcome of this study will indicate how effective and efficient participatory agricultural communication can be used to encourage the youths to engage in cocoa farming for greater productivity that can pave way for national development. It is also significant because the research work will increase the knowledge of the youths, the aged farmers, government agents, extension officers and cocoa researchers in the areas of development communication. Also, it is significant because it is going to come out with recommendations on how youths and the aged cocoa farmers can adopt improved technologies on cocoa farming through participatory agricultural communication. The data that will be provided in this study will be useful to the government at all levels: the stakeholders in the cocoa industry, and the policy makers to come up with a framework on how to boost the economy of the state through cocoa farming.

### **1.7.1 Limitation of the Study**

A research of this kind should have been carried out in many cocoa producing communities in many local government areas in Osun State. Considering the low level of education of the youths in the study areas, however, it might be difficult to cover more communities in the entire Local Government Area. As a result, the

researcher has to restrict his study to a manageable proportion of youths in Ife East Local Government Area, Osun state.

### 1.7 Operational Definition of Terms

**Agriculture:** this is the science and art of cultivating the soil, growing crops and raising livestock. It includes the preparation of plant and animal productions for people to use and their distribution to market.

**Communication:** the process of passing information from one person to another with the use of the previously agreed symbol or code.

**Community:** a geographical location that is made of people with unified condition living.

**Community Information:** messages disseminated solely to members of a community purposely to uplift their spirit as well as enhance general development of the people and their environment.

**Cocoa Development:** positive changes undertaken in cocoa production in the study areas.

**Cocoa Production Knowledge:** the experience gained by the youths in cocoa farming through learning and exchange of positive information for that purpose.

**Crude Oil:** crude oil is a natural, unrefined petroleum product composed of hydrocarbon deposit and other organic matter.

**Extension Services:** these are services offered by extension experts or officers to enhance good agricultural practices that can increase the standards of living of the people and also boost the economy of the state.

**Economy:** the state or condition of life of a country and how man makes decisions (individual's decision, family business, etc.) in the face of scarcity.

**Exportation:** this is sending products or goods produced in a country to another country for sale.

**Foreign Exchange:** this is the conversion of one country's currency into another at a specific rate known as foreign exchange

**Farming:** this is the activity of tilling the ground in order to grow crops- planting seeds and growing edible plants.

**Innovation:** this is a new idea or method introduced to cocoa youth farmers to facilitate their interest and bring about an increase in the production of cocoa.

**Learning;** the mental exercise one goes through in order to become skillful and knowledgeable like learning cocoa farming.

**Modernization:** this is a way of making or doing something that conforms with what is obtainable all over the world instead of traditional pattern formerly practiced.

**Mass Media:** the channels of mass communication through which information is disseminated to cocoa youth farmers in the study area.

**Non-Governmental Organization:** this is an independent organization formed by an individual or a group to help majorly in empowering the people in rural communities for them to be independent and self-reliant.

**Participatory Communication:** this is the interaction of the people in a particular group or community with the government or other stakeholders for the purpose of attaining self-reliance or empowerment for the overall development of a community.

**Project:** this is a task or work embarked upon by a group of people in a community to ameliorate their conditions.

**Partake:** this means to be informed in an activity, exercise, or discussion alongside other people whom one shares common purpose.

**Perception:** this is the level of comprehension of an individual about how things are done or why a particular thing is not done the way it is expected to be done.

**Participatory Strategies:** these are systems or methods employed directly or indirectly by government, agents of government or the stakeholders in the agricultural sector, especially, cocoa sector to get the youth interested in cocoa farming.

**Researchers:** these are experienced or trained people who identify problems affecting a particular community, person or thing and search for solutions to such problems.

**Stakeholders:** these are people who play major roles in the cocoa sector by coming together to address the problems militating against cocoa production and provide solutions to those problem.

**Transformation:** a process of changing the conditions of a place or how something is done to meet the required latest conditions of living.

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## Chapter Two

### Review of Related Literature

- 2.1 Conceptual Studies
- 2.2 Theoretical Framework
- 2.3 Review of Empirical Studies
- 2.4 Conceptual Model
- 2.5 Summary of the Reviewed Literature

#### 2.1 **Conceptual Studies**

This is the review of key concepts discussed in the research and their relevance to the study. The chapter also reviews related literature on participatory communication, conceptual review work and theories.

##### 2.1.1 **Participatory Communication in Agricultural Development**

Agriculture has widely and generally been acknowledged as the main stay of African economy and the driver for economic growth<sup>1</sup>. From various research findings, it is ascertained that most of those engaged in agricultural practices in different rural communities across Africa are either stark or semi-illiterates. With this notion, experts are of the view that the crop of people engaged in farming, the level of extension services offered and the quality of extension officers engaged in farms are part of the reasons agricultural produce, especially cocoa, is low in quality and quantity, and hence the low proceeds realised annually<sup>2, 3, 4</sup>. This scenario necessitated the need for agricultural extension agents to play a critical role in the development of agriculture by bringing community information on new technologies, which the people can adopt to increase productivity, incomes and standards of living<sup>5, 35</sup>. This also emphasizes the importance and need for innovation on sustainable strategies to enhance agricultural development. In the eighties, the National Agricultural Research System (NARS) concepts were developed in Sub-Sahara Africa to guide investments in agricultural development. In the nineties, the concept of the European Commission on Agricultural Knowledge and Information System (AKIS) focused on the links between research, education and extension to identify farmers' demand for new technologies. That is why it is imperative for members of a rural community to understand the basic participatory communication and participatory strategies they are to adopt whenever any innovation is being introduced to them. Based on the above, it is clear to say that before considering what should be adopted to propel any innovation sought for, it is essential to consider the basic participatory communication initiatives essential for physical and human development. They are:

- i. First, the farmers in a given rural community are expected to determine the vision of their agricultural production. In a community where government's efforts at

improving the condition of the rural people are not felt, the people in such a community determine the way forward whether to accept any innovation being introduced on agriculture or reject it. Their decision should be based on their present needs and future benefits of such innovation. The innovation should not be imposed on rural farmers if their vision is to be kept alive. Normally, individuals' vision maybe to have a good road for marketing their goods, establish a market for easy marketing of their products, etc. The group's goals or vision must be identifiable. In the study areas, cocoa youths' farmers look forward to receiving loans from the government and any well-meaning individual to take care of their cocoa farms. Lack of funds could be one of the impediments that may mar the vision of any youth that wants to go into cocoa farming in the study communities. The vision of farmers could be to be the greatest producers of cocoa. This should be identifiable by each farmer before and during the planting season.

- ii. After the determination of the vision and goals to be achieved by farmers, the next stage is to 'describe the obstacles' that may prevent their vision from being attained. The obstacles vary based on the needs and aspirations of each farmer. The farmers' impediments at realizing their vision could be access to land, availability of fund, inputs, extension agents, social amenities, etc. The obstacles are to be mapped out.
- iii. The third is the identification of those obstacles and the agreement on how they can be effectively tackled to attain the desired vision. Findings have revealed that the nature of participatory communication entails joint efforts by concerned groups to achieve their goals. In this case, reaching a goal sets by a group of farmers requires that the farmers must first conquer or overcome the looming problems awaiting them. And it is by their joint efforts in terms of opinions and

actions at their disposal that the problems can be solved. In the study communities, the youths are confronted with problems that need concerted participatory efforts of the stakeholders to solve.

- iv. The last one is setting out plans and their implementation. To record any form of development in agricultural practices, farmers are expected to take action. All must be ready to work to make a change.

On participatory communication strategies, it must be emphasized that the purpose of having a strategy is to solve a problem. A strategy involves a systematic steps or actions combined with different methods, techniques and tools put together as a unified whole to achieve an intended change or objective utilising all available resources within a given time<sup>49</sup>. In this regard, a strategy simply refers to as a plan of communication of different forms directed at achieving set objectives. Here are the participatory strategies that will help enhance youths' involvement in cocoa farming in the study communities if well implemented by government at all levels:

- i. **Establishment of Agro-Tourism by the Government, NGOs and Any Well-Meaning Individuals:** This denotes people visiting agricultural operations or farms for education, inspection, relaxation or for active involvement. In many rural communities in Nigeria, hardly would anyone from the city visit any cocoa or plantain farm simply for recreational purpose. The reason could also be the positions of most of many farms in Nigeria. Many are not made attractive and accessible either cultivated for cocoa, cassava, plantain or palm trees <sup>64</sup>.
- ii. **Awareness about Agriculture as a Vocation not Only for the Illiterates and the Poor:** In many African Communities, the perception of many is that people who engage in agriculture as a vocation are illiterates and poor. This age-long belief needs to be changed through series of awareness made in the media, most

especially on local radio stations. Nowadays, agriculture is no longer a vocation for the poor or the illiterate. There are many educated Nigerians that are professionals like lawyers, doctors, teachers, engineers, architects, etc. who also engage in agricultural activities either as a vocation or second job that they earn a living from. If the youths in rural communities see agriculture as a vocation for all irrespective of their educational attainment, many would be moved to take agriculture as a vocation.

- iii. Free Access to Land:** the strategy to ensure agricultural development is to make land available to the able-bodied youths, most especially those in the rural communities. In Nigeria, many acres of forest land that are government owned are wasting away without being utilised for cultivation. Some of these pieces of land should be given to any willing youths to cultivate for agricultural development <sup>64</sup>. The forest reserved at Ago-Owu and Oyere in Ayedade and Ife-East Local Government of Osun State can be given to the youths to cultivate cocoa farms for economic development.
- iv. Provision of Agricultural Vocational Guidance:** Vocational guidance is a process of helping individual youth to choose agricultural vocation to plan a future and build a career decision <sup>67</sup>. In Ife-East Local Government Area, Modakeke, Agricultural Department is not functioning as machineries like tractors used for clearing the bush and the ones used for making hips have rusted and consumed by bush in front of the Department. This implies that no provision for agricultural vocational enlightenment organised by the local government. The only agricultural vocational guidance being carried out is the one taught by teachers teaching Agricultural Science in primary and secondary schools in the study communities. The teaching of this vocation can also take place on local radios

and television that are the most listened to by the farmers and youths in the study areas like Orisun FM, Oodua FM, and Crown FM all in Ile-Ife.

- v. **Organise Seminars where Experts Give Talks:** to properly integrate the youths in the study areas into agricultural vocation, the involvement of youths in seminars on best agricultural practices, especially cocoa farming is key. It will serve as an avenue to bring the youths together for meetings with a view to focusing their attention on how cocoa farms can be started and maintained using modern techniques <sup>64</sup>. To get the attention of youths, facilitators who are experts on cocoa production are expected to enlighten them having gained their attention. And at the seminars / trainings, the teaching is supposed to be interactive. The youths should be allowed to ask questions as well as respond to questions asked by the facilitator(s). In Ghana, seminars on cocoa farming are often organized by Cocoa Health and Extension Division (CHD) of COCOBOD.
- vi. **Provide Social Amenities to Discourage Rural-Urban Drifts:** to engage youths in cocoa production in the study communities, authorities concerned need to provide the communities with the basic social amenities needed to stop rural-urban drifts recurring in the study areas. In the study areas, it is perceived that the impact of governments at all levels has not been fully felt by people. There is no electricity supply, no pipe-born water, no maternity, no good roads, two different bridges linking other communities are at the verge of collapsing, etc. With this, it is clear to say that the environment may not that be conducive for the able-bodied youths to live and engage in cocoa farming <sup>64</sup>.
- vii. **Create Awareness on Agricultural Technology to Produce High Yield:** Day-by-day, new discoveries are made to make life more meaningful for man. All over the world, most especially, countries that cannot do without agricultural practices,

technological discoveries on agriculture have made farming easier. Thus, there are technological applications that the youths should be aware of through media campaigns, jingles, talk shows, playlets, news commentaries, documentaries, editorials and others in order to make cocoa farming simple and interesting as a vocation. The youths need to be aware that there are cocoa seedlings that can be harvested after three years of planting as against amelonado seedlings that takes six to seven years. Also, fertilizer application, agro-chemical and other improved methods of cocoa farming that can facilitate the interest of youth in cocoa farming.

- viii. **Availability of Agricultural Machinery:** For farming to become less labourious for farmers and youths willing to go into farming, mostly cocoa farming, agricultural machineries should be provided by government. For cocoa production, slashers (an alternative to weed control) and pruner are important equipment needed on cocoa farms for clearing weeds and cutting unwanted branches on cocoa trees to reduce the drudgery and discomfort cocoa farmers go through while managing their farms <sup>64</sup>. While the machineries needed are provided, during seminars, efforts should be made at training the end-users (youths) properly to prevent the breakdown of the machines.

Meanwhile, innovation in agriculture is viewed as an ideal practice or project that is perceived as new by an individual farmer. This implies that transferring knowledge to farmers is a tedious task that requires enough allotted time and resources. Many of these farmers gain their knowledge through many years of experiences passed on to them from generation to generation. Their traditional knowledge is adapted to local conditions, customs and culture in contrast to a more modernised one which they are to benefit from the extension services.

In order to improve the quantity and quality of agricultural produce and improve rural development, there lies a void to be filled by the extension experts. Thus, provision of extension services in agriculture is seen as an avenue to create the need for extension staff. In Cote d’Ivoire, Ghana and Indonesia research reports have shown that governments of these countries and international aids organizations have always supported and invested in agricultural extension services from time to time and this necessitated the positions these countries presently occupy globally in agricultural production, most especially, cocoa farming. Agricultural extension can be seen as one of the policy instruments that can be used to stimulate or enhance rapid agricultural and rural development. It is an on-going process of making useful information available to farmers and assisting them to acquire the knowledge, skills and attitudes to increase agricultural productivity. The extension officers are expected to increase technical competence which extension services demand<sup>44</sup>. With this, it is clear that the success of extension services depends on the role of extension officers because they provide the channel for addressing farmers’ problems by identifying research and policy modifications that will be of benefit to farmers, mostly those in rural communities. The system also provides a frame work through which farmers are organized in functional groups in order to gain access to production resources such as credit, inputs, marketing services and information on government development programmes <sup>36, 62, 63</sup>. The roles which agricultural extension performs are immense. Some of them are enumerated below:

It multiplies agricultural production.

It improves the state of rural livelihoods.

It enhances linkage between research centres and farmers.

It mobilizes the youths for agricultural and rural development.

It facilitates rural development and poverty reduction programmes.

It promotes climate change education.

It helps farmers to gain access to credit, farm inputs and market for their produce.

It hastens holistic development of the rural communities as well aids the collaboration of community needs with the donor NGOs.

It helps smallholder farmers to adopt agricultural innovation.

With these roles of extension services, it is obvious that extension agents are those charged with the responsibility of liaising between the government and the farmers in order to mitigate the challenges farmers go through in agricultural production. Extension agents are knowledgeable government workers who give advisory and consultancy services to farmers in order to bring the desired behavioural changes in farmers. Furthermore, they inspect farms in the rural areas on behalf of government and they interact with farmers concerning their observation, talk and holding meetings with farmers to know their problems and needs in order to solve and make necessary provision for their needs by conveying farmers' needs or grievances to the appropriate quarters. There are three identifiable and most common approaches of extension services. They are:

- i. Non-Governmental Organization Extension (NGOE): sponsored by individuals or groups.
- ii. Farmers Field School Extension (FFSE): this is common in the Ministry of Agriculture of a given state or country where a department is created to look into extension services. The duty of the department is to see into the

dissemination of useful information to farmers either on radio, television or at given locations convenient for both the extension agents and the intended recipients of the useful information. In Osun state, some youth farmers, men and women often visit Tree Crops Department, Ministry of Agriculture, Osogbo for information on best practices for cash crops farming, most especially, cocoa farming.

- iii. **Farmer to Farmer Extension (FFE):** this is an approach that is adopted by farmers to teach other fellow farmers the new innovations which they have learnt. This is often carried out in communities where the presence of extension experts are not felt. Farmers in the communities often resort to self-teaching to improve the condition of their agricultural productivity.

Apart from the approaches mentioned above, there are three types of extension methods which can be adopted for greater food production and economic development. They are:

- a. **Individual Extension Methods (IEM):** this is an extension method that is based on one farmer-to-one extension service provider rendered to individual farmers which could take different forms like farm visits, office visits, telephone calls and written correspondence meant for educated farmers or farm owners)
- b. **Group Extension Methods (GEM):** these include extension services rendered to groups of farmers by given open speeches, holding meetings, giving talks and seminars, giving demonstrations and organizing group discussions.
- c. **Mass Media Extension Methods (MEM):** This method of rendering extension services to the needy farmers includes information disseminated in the newspapers, magazines or any other publications that can be easily accessible to the intended

persons, internet, radio or television. Most of the recipients in this method are majorly those that can read and write (the literate ones).

Based on experts' opinions, many of these extension approaches and methods have not been able to meet their goals effectively as earmarked. Research reports on extension services indicate that extension agents often posit that they are not adequately given enough orientation to enable them implement new approaches. This shows that adequate training and exposure need to be given to extension agents for them to be up-to-date with the latest agricultural innovations. It has become an eye-opener that government at all levels, Non-governmental Organizations and the Stakeholders in the agricultural sector are charged to create an enabling environment for extension agents: training and retraining, access to vehicles to ease mobility and the required stipends are necessary factors to consider for any development in agriculture to be realized. The description of extension agents is given below:

**Catalyst:** A person who always wants something progressive to occur. The characteristic of extension agents as catalyst for change is, they have to know the latest technical knowledge as well as knowledge of human resource development. Extension agent should regularly interact with clients either in formal or informal situations. They must have a positive attitude to work as well as clients.

**Resource Linker:** a person who is able to identify and relate the resources internally and externally to meet the set goals. Such an individual should have a wide network of contacts as well as simple and easy to be accompanied by friends and relatives. He/she needs to exhibit behaviour that is outstanding and have a reliable method of communication.

**Solution Giver:** This is a person who aids; he is expected to be dependable and have a tract record of good problem solving. He should have the experience and knowledge of the community to solve their problems. An extension agent is someone who has always been a source to clients (farmers') referrals. In addition, he has to be willing with the clients regardless of his bus schedule.

**Process Helper:** A person who shows a method or means of doing something differently from the ways it was previously done and gives clients the opportunity to implement it. An extension agent also needs to have confidence in the ability of his clients. He is an agent of development. He should not give up easily when faced with failures. He should always encourage clients to achieve the highest level of development.

With all the roles of extension agents, if properly deployed to the communities used for this study in Ife-East Local Government Area, Osun State with the use of effective participatory communication to enhance participation of youth, no doubt, many of them will be influenced to take up cocoa farming as a profession which will automatically boost their standard of living and increase the GDP of the state and Nigeria.

Apart from the extension strategies, it is important that young cocoa farmers and the ageing ones adopt improved production technologies for high yield to be recorded. This is the more reason Cocoa Research Institute (CRI) found in many cocoa producing countries today was established. Cocoa improved technology is the complete stock of knowledge, including traditional skills for cocoa production, processing and marketing. Cocoa improved technologies like the control of capsids with insecticides, control of black pods diseases with fungicides, weed control with

herbicides, planting hybrid cocoa varieties fertilizer application, etc. are important to be learnt by youths and the aged cocoa farmers as they contribute to the quantity and quality of cocoa yields. Below are the improved production technologies and adopter categories to be adopted by individual youth cocoa farmers and the ageing cocoa farmers in the study communities:

**Table 2.1: “Adoption of some Cocoa Production Technologies” Francis Aneani, 2012**

	<b>Farm Activity</b>	<b>Adopter</b>	<b>Partial Adopter</b>	<b>Non-Adopter</b>
01	<b>Spraying against Capsids</b>	Farmers spraying the farm 4 times per year	Farmers spraying 1 to 3 times per year	Farmers who have not been spraying their farms.
02	<b>Spraying against black pod</b>	farmers spraying the farm 6 to 9 times per year	Farmers spraying the farm 1 to 3 times per year	Farmers who have not been spraying their farms
03	<b>Weeding</b>	Farmers weeding the farm 4 times per year	Farmers weeding the farm 1-3 times per year	Farmers who have not been weeding their farms

04	<b>Cocoa varieties Planted</b>	Farmers who planted only Hybrid cocoa varieties on their farms	Farmers who have planted a mixture of Hybrid and Amazon cocoa varieties	A farmer who has planted amelonado on their farms
5	<b>Fertilizer Application</b>	Farmers who have been applying fertilizer on their farms		Farmers who have not applied fertilizer on their farms

The Capsid is known as cocoa mosquito because of its destructive capability that is the same as the devastating impact of mosquitoes unleashed on humans globally. Capsids remain the important causes of low or virtually no yield in all cocoa producing farms. The loss caused by capsids is complex as their control. The major insecticides recommended by Cocoa Research Institute of Nigeria (CRIN) for control of capsids are Confidor 200, Cocostar (Actellic/Talstar) and Carbamult 20 EC. Also, Ivesctor, Actara, Exiom and Cypertrin can be used to control capsids on cocoa farms. To adopt the improved production technologies, the youth and the aged cocoa farmers are expected to spray their cocoa farms against capsids four times a year at monthly intervals which can occur from August to December. It is recommended that November can be skipped to create a gap in the spraying exercise. Research findings on different cocoa farms in West Africa indicate that many farmers find it difficult to adopt this improved technology primarily because of high cost of required inputs. Considering the constraints, some of the youths and aged cocoa farmers often decide not to spray the cocoa trees and they end up relying on whatever they could harvest on their cocoa farms per annum<sup>46</sup>.

Furthermore, a cocoa farmer that plays ignorant to the importance of spraying a cocoa farm against capsids and black pod will definitely record poor harvest for the season. The black pod is caused by a fungus (Phytophthora) that spreads rapidly on cocoa pods under condition of excessive rain and high humidity, insufficient sunshine and

low temperature. To control this, it is recommended by researchers that timely treatment with copper-containing fungicide and immediate removal of infected pods from the cocoa trees, will help improve cocoa yield. Improved production technologies require that a cocoa farmer should be able to spray his cocoa pods against black pod six to nine times per year in order to increase production per year<sup>47</sup>. This recommendation, to many cocoa farmers, especially in West Africa, is cumbersome and money draining considering the economic situation encountered at the moment in many of these cocoa producing communities. In the study areas, the situation is the same and it is heart-rending considering economic implications occasioned by lack of urgent attention by concerned government at all levels and stakeholders in the cocoa sector. It is also of note that weeding a cocoa farm four times per year increases cocoa yield in no small measure and it is part of the technologies recommended to boost cocoa production. The constraint of cocoa farmers on the adoption of this method centres on the non-available resources and labour at their disposal. In many cocoa producing communities, one of the greatest problems confronted by cocoa farmers is the non-availability of labour to work on cocoa farms. This has left many cocoa farms bushy, rendering cocoa trees unproductive, and which subsequently mars economic development. Research findings show that many cocoa farmers in Nigeria engage in weeding their cocoa farms only once in a year and this falls short of the technology adoption recommended by Cocoa Research Institute of Nigeria (CRIN). Thus, weed operation per year is required to ensure good harvest. If cocoa farms cannot be weeded manually, there are recommended chemicals that can be used to control weed. The chemicals as recommended by (CRIN) are glyphosate (Kalash360 SI), Glyphader 360 SL, Round up 360 SL, Bifaga 360 SL, Glyphalm Heros 360 SL. Each of these

chemicals can be used on a rate of 100-130 ml per 15 litre sprayer can of water<sup>48</sup>. Furthermore, 'Touch down', 'Round up', and 'Clear weed' are good herbicides that can be used to control weeds on cocoa farms.

To have the expected cocoa yield per annum, the kind of cocoa seedlings planted determines the annual yield. In all cocoa producing countries all over the world, the cocoa varieties planted are hybrid TC1 to TC8, amazon and amelonado. Report findings on many cocoa farms in Africa reveal that many cocoa farmers are in the habit of planting a mixture of both hybrid and amazon cocoa varieties. But as recommended by Cocoa Research Institute found in cocoa producing countries as in Nigeria (CRIN), the hybrid TC1 to TC8 is the best cocoa variety recommended for planting because of its growth speed, high yield, and disease resistance. In the study areas, many cocoa trees are taller than a two-story building which shows that the maintenance of these kinds of cocoa variety will be difficult: they will be difficult to spray when attacked by cocoa diseases like black pod and difficult to harvest. Upon this, many cocoa farmers in the study communities are not ready to cut down the unyielding and tall cocoa trees to accommodate the hybrid cocoa variety because of fear of economic loss which they think might hit them if an attempt of such is made. With this, it has become clear that cocoa farmers are to stay away from planting amelonado cocoa variety for the reasons given above. This implies that extension officers, government and agencies of government have key roles to play in educating cocoa farmers and getting them engaged to adopt cocoa farming best practices by disseminating useful information through the media and through any other means of reaching cocoa farmers.

In cocoa farming, fertilizer application is very important for the purpose of having a bumper harvest. In African setting, the issue of poverty affect many cocoa farmers

and that is why many cocoa farmers still find it difficult to apply fertilizer on their cocoa farms. The proceed of cocoa beans is used for feeding, sending their children to school and taking care of other domestic needs. Expending money on fertilizer, to them, is found uncomfortable. There are many brands fertilizers approved by researchers that can be used on cocoa farms to hasten their development and improve yield. Some of them as recommended by (CRIN) are NPK 15: 15: 15, NPK 20: 20: 20 and so on.

Meanwhile, many cocoa farms in West Africa, and most importantly in the study communities are old- over forty years as well as poor maintenance has resulted in low yields. Many research reports revealed that a healthy cocoa tree produces 25-50 pods per year. Based on research reports, it implies that a cocoa tree that produces less than 15 pods per year is unproductive and the owner should think of what to do immediately to improve its productivity<sup>42, 43</sup>. Thus, to improve the productivity of cocoa trees, there are other improved technologies which extension agents are to deploy in rural communities through their collaborations, joint activities, organization and exchange of ideas with the cocoa youth farmers. They are:

- **Punning:** this is a method of cutting down cocoa braches to create desired shapes needed. The more branches a cocoa tree has, the more the energy and food it must provide for the branches which in turn reduces the size and number of pods to be harvested. Pruning can be architectural pruning or shade pruning. For architectural pruning, it implies that a cocoa tree is expected to be pruned every four years to ensure that it is not tall. Shape pruning is done when some cocoa branches are cut off to form a canopy. This is done majorly to capture sunlight during the rainy reason.

**Regenerating:** this is about grafting (planting new cocoa seedlings onto the old rootsystem. With this, it replaces the cocoa tree that is unproductive or dying as a result of long years of existence.

**Replanting:** this occurs when an unproductive cocoa tree is cut down to pave the way for a new replacement.

**Removal of Black Pods:** also, part of improved production technologies is the removal of black pods on cocoa trees after every under brushing which is key to improving cocoa yields. In a situation where a man has a large household, he can be doing the under brushing while his wife and children remove the black pods to ensure that no black pod is left in the plantation after each season.

**Shade Management:** all harmful trees that can mar development of cocoa trees and cocoa yield should be removed. This implies that all trees that are not shade trees are to be removed. Shade trees are trees that are not harmful to cocoa trees as they grow. They are plantain suckers, cassava, cocoa yam, etc.

It is important that farmers understand what happens to their cocoa farms as well as be knowledgeable about the problems affecting the crop, know the nature of pests, diseases or natural damage and take the best improved technologies to overcome the problems for improved productivity. All these can only be achieved through trainings, workshops or seminars the youth cocoa farmers and the aged ones are regularly exposed to.

### **2.1.2 Concept of Communication**

All over the world, every human engagement and interaction is a form of communication. That is, there is nothing that can be achieved by man without proper

communication. It is the means through which people relate and work with one another. Communication specialists are of the opinion that communication is supposed to share information with individuals in order to manage activities, reduce burdens and improve on the goal achievement. According to them, communication involves the passing of meaningful and understandable ideas, information or messages from one person to another through an appropriate medium and channel so as to have a corresponding feedback<sup>53, 63</sup>.

The concept of the word communication can be traced to the two Latin words, 'Communis' and 'commuicare' which imply 'to share', 'to impact', 'to inform', 'to join' and 'common'. Different communication scholars have given different definitions of communication. Communication is the process through which information can be transmitted between individuals or organizations by means of previously agreed symbols or codes. It is the process by which one person or a group of persons distribute and impact information to another person or group in a way that everyone in the group clearly understands one another<sup>54, 63</sup>. Many communications scholars define communication as any means through which thought is transmitted from one person to another. They posit further that communication is not just the giving of information but the dissemination of understandable information in a way that it can be acted upon. Other communication experts see communication as an interpersonal relationship either direct or indirect, involving the transfer of the whole range of messages conveyed through the medium of communication. With this, it implies that communication is the act of transmitting messages to various channels which connect individuals to the languages and symbols used to transmit messages; the means through which messages are received and stored; the rules, customs and

conventions which define and regulate human relationships and events <sup>54, 63</sup>. Based on the definitions given above, it can be deduced that:

- i. Communication is a step-by-step way of sharing information, ideas and feelings.
- ii. Communication is a transactional (interaction between people) concept.
- iii. Communication is the exchange of meaningful codes or symbols.
- iv. Communication is a process of sending and receiving information <sup>54</sup>.

**Communication as a Thinking Process:** Communication is the interchange of facts, emotions, feelings and action which are exchanged through identifiable symbols from persons to persons who are expected to think in terms of, ‘Who says what?’ ‘To whom?’ and ‘With what effect?’ This indicates that good communication cannot occur without good thinking.

In communication, there is a communicator known as sender or encoder of information, and at the same time, there is a receiver of information also known as decoder of information. Relatively, there is a message that is expected to be transmitted. The events that occur around man stimulate communication. Man sees things that surprises or makes him happy, and at the same time, he hears noises of people, animals etc. This is to say that all the experiences of man are expected to stimulate his communication through the eyes, ears and other sensory organs and passes through information into the nervous system to the brain and from the brain it forms feelings and tension. All these are transmitted into words. Therefore, it is important to point out that there must be unambiguous thinking on the part of the sender as well as the receiver of information before one can say thoroughly that communicating is taking place.

**Communication as a Two Way Continues Process:** Communication is a two-way process because the moment it commences, it is ever rotating and when communication

stops, it can begin again, moving from one person to another, majorly from the person whom it began. Thus, at least, two persons are needed for successful communication to occur. A sender sends a message and it is received by receiver and thereafter makes feedback. In this regard, the receiver must not necessarily mean an individual. Information can be disseminated to a group of people at the same time. This implies that communication involves two or more individuals before we can say that communication cycle is complete <sup>59</sup>.

**Communication as a Social Process:** Effective communication is said to involve two individuals. For instance, when a letter is written, it is meant for someone to read or receive it. The same thing is for conversation which expects that someone should listen to and respond to what is being communicated. With this, the receiver of the information would be able to take necessary actions that can influence other persons. In other words, communication as a social process involves every member of a community.

**Communication as a Symbolic Process:** Communication as a symbolic process indicates that symbols and signs can be used to pass information from one person to another. While using symbols to pass any information, it is important that the originator of any symbol must take cognizance of what each symbol represents which must also be in agreement with the interpretation the receiver is expected to give to it when received. For instance, in the African setting, a piece of red cloth tied to a pawpaw tree indicates that such a pawpaw tree should not be touched let alone harvesting the pawpaw. The same is when strands of broom are tied to an African man's door, mostly in rural communities. The strands of broom are said to prevent strangers, especial the men of the underworld from stealing from the occupants of the house where strands of broom are tied to the wall of its entrance door. Also, for science students, H<sub>2</sub>O means water while

the different sounds made by animals are symbolic as they show that they want something or in danger<sup>59</sup>.

## **Types of Communication**

**Written Communication:** This type of communication entails the conversion of the idea or message of an oral communication into visual alphabetical symbols. This implies that written communication is the organization of printed or written letters and symbols to convey ideas or messages. As writing is a life-long activity, written communication is very important to all literate people.<sup>53, 58</sup> Written communication are newspapers, letters, magazines, memos, reports, circulars, etc.

The knowledge of the formats of written communication is very important as each type of written communication takes a different format. At times, written communication is preferable because its formal means of communication and its information cannot be distorted because it is permanent. That is, the information contained in any written communication can be retrieved.

### **Advantages of written communication**

There is probability of preserving messages of written communication through time and space. This means one can communicate in writing with people who are miles away from one. Its good example is William Shakespeare's work which is still being read all over the world today. Passing information across through writing is novel because there is limit to what man can pass down orally without any form of distortion. <sup>58</sup>. Written communication gives the reader the avenue to read the written message over and over again at one's convenient time until the information/message

is understood. Written communication can only be effective in an environment where the majority are literate.

It is a more formal medium of communication than oral communication. And it carries more weight of authority than the oral medium. It is very easy to confirm.

It reduces the risk of distortion of information, especially when the information is expected to pass through different levels of people.

Written communication can be reproduced. With this, identical reproduction can be made using reprographic processes which can be disseminated.

It is more exact than oral medium because it is more planned and organized.

### **Disadvantages of Written Communication**

The skills required for written communication is more complex than oral communication. The sender and receiver must possess the ability to read and write before communication can take place.

On many occasions, written communication like correspondences are impaired by time factor. For instance, in government establishments, many top government officials are preoccupied that they have little or no time to go through lengthy technical correspondences.

**Oral Communication:** This form of communication refers to the use of human speech organs to produce vocal sounds through which organized speech can be formed and meaningful ideas and messages conveyed to people.<sup>53</sup> Oral communication can also be referred to as spoken communication which can be intra-personal or inter-personal communication.

- (a) Inter-personal Communication: this is face to face communication which occurs between two or more people. The communication here is direct and its feedback or response is immediate. Information dissemination can be achieved through face to face conversation, by telephone or other gadgets used for communication. This form of communication is common in our daily activities. It helps to foster mutual understanding and harmony that can enhance goals achievement of a group.
- (b) Intra-personal Communication: This is the foundation of all other forms of communication. It is the communication that takes place within a person as a result of what one has seen, read or heard. Here, thoughts and ideas are not always transmitted as soon as they are stimulated and generated within us. The ideas and thoughts are weighed, pondered on before deciding on how to relay them to ensure effective communication.

### **Advantages of Oral Communication**

The following are the advantages of oral communication:

**Immediate Response:** there is an instant feedback from the recipient that would enable the encoder to adjust or proceed if need be.

**Reinforcement:** it enables the encoder to reinforce the communication with gesticulations, facial expression, and the use of paralanguage. This makes the transmission of information practical and easy thereby creating an atmosphere that would enable the decoder to grasp effortlessly.

**Mutual Understanding:** amongst the best ways of maintaining and sustaining social contacts and good relationship is through conversation which helps to dispel conflicts and ill-feelings.

### **Disadvantages of Oral Communication**

It is not often planned and well thought like written communication. This implies that oral communication may be inaccurate in a bid to prove instant feedback.

It is not permanent. Although, nowadays, electrical gadgets are used to record information. But in some instances, there are recorded oral communication that may not be clear leading to distortion of information.

**Non-Verbal Communication:** This type of communication is applied to sign behaviour in man or animal which may be informative.<sup>58</sup> According to communication scholars, non-verbal communication is used to support, reinforce or contradict the verbal means of communication. Non-verbal communication is also an important aspect of human communication because many things can be communicated without saying anything and this is likened to the saying that “actions speak louder than voice”.<sup>53,58</sup>

Non-verbal communication is classified thus:

- (a) **Gestures:** these are used by man and animals to pass information across to the intended recipients. The use of gestures such as eye movements, head nods, facial expressions, shrugging etc serves as supplement for human speech communication.<sup>58</sup>
- (b) **Kinetics:** this is the study of human body movement. Research findings have revealed that through the position or movement of the body, a person’s psychological state is possible to be displayed or indicated.

- (c) **Para-Language:** This is about communication that has to do with vocal reflexion such as sneezing, coughing, yawning and snoring. All these are signals because they can be interpreted by the receiver. It is important to note that non-verbal communication codes are learnt and differs from culture or language to language.

### 2.1.2b            **Communication Patterns**

There are various ways or channels of communication within a group or in an organization in order to achieve the goals of such a group or organization. They are downward or top-down communication and bottom up or upward communication

- i.     **Top down or Downward Communication:** this is the flow of information from the leaders to the subordinates. In the study communities, if information flows from the stakeholders on cocoa development to the youths' cocoa farmers, it is a good example of top down or down ward communication. Here, what these leaders or the stakeholders do is to give directive and instructions to their subordinates without any form of consultation <sup>53, 60, 61</sup>. If this persists, it would slow down cocoa development in the communities.
- ii.    **Upward or Bottom-Up Communication:** this is the transmission of information from the subordinates to their superiors. It is communication from youth cocoa farmers in the study communities to the stakeholders on cocoa development in Osun State. Most often this usually takes the form of a feedback response to the messages of the superiors or stakeholders. The components of upward communication are messages on clarification of instructions and directives, objections to plans, policies and it can be suggestions on the best ways youth can be motivated to go into cocoa farming. With upward communication, it boosts the

morale of the subordinates and enhances performance in any task engaged in <sup>53,60,61</sup>.

iii. **Horizontal Communication:** this is the communication that occurs between people are on the same level in an organization or in any gathering. For instance, in an office where there is a director and his subordinates, definitely, to maintain team work and achieve organizational goals, the subordinates must communicate with one another and the communication that takes place is known as horizontal communication because the subordinates communicate on the same level. While the communication that occurs among the directors of an establishment can as well be referred to as horizontal because they are all equal in rank and status. There is no any form of intimidation that can be perceived <sup>53,57,60</sup>.

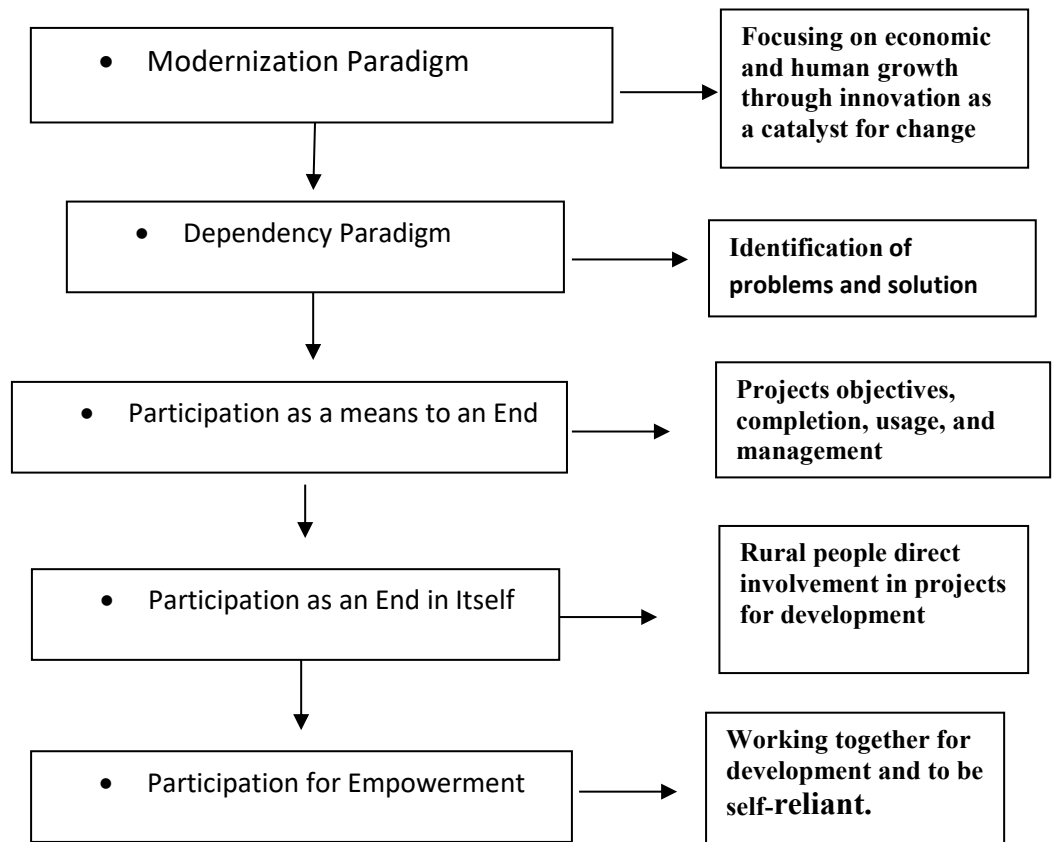
In the study areas, the form of communication among the youths is also horizontal because they all have same status. This type of communication helps share information and ideas among colleagues. In participatory communication, using the researcher's model as a case study, the kind of communication that occurs during the stakeholders' meeting horizontal communication because all are to communicate on the same level irrespective of the social status of any of the stakeholders which is the beauty of participatory communication.

iv. **Vertical Communication:** This kind of communication is reserved for sensitive information or if an organization follows a hierarchical structure. It is the information transmission between various levels. The information transmission could be downward or upward pattern. This means that information can emanate from a subordinate to his boss or from a boss to his subordinate. The essential thing to note in vertical communication is that, communication here is meant to pass across vital information <sup>61,78</sup>

### **2.1.3 Participatory Approaches to Development Communication**

Development communication scholars hold that development communication was introduced as a fundamental part of rural development in Africa in the 1950s and 1960s to uphold and make possible the participation of the rural poor in sharing of the benefits of development as well as the responsibility for the development decision making. During this period, development communication models derived essentially from dominant economic development theories of the west which emphasized information, and persuasion, increase in production and consumption, technological innovation, high level of capital investment and benefits. Scholars are of the view that one way flow of information from development workers at the top to the rural peasantry at the bottom known as top-down approach encouraged authoritarian, oppressive, manipulative and persuasive communication that created dependent messages<sup>26</sup>. The model postulated that mass media has the power to influence people's behaviour, and that was why mass media are used as weapons for changing attitudes and behaviors of the people in the developing countries.

## Participatory Approaches to Development Communication



**Figure 2.1: Participatory Approaches to Development Communication**  
 Source: Researcher, 2022

The diagram above indicates the Approaches to Development Communication

To criticize the Modernization Paradigm in this diagram, it is not suitable to be adopted in the study communities because it would not allow the youths cocoa farmers the opportunity to speak their minds. It tends to be authoritarian in practice

and top-down embedded. Its adoption in the study areas would mar cocoa development and subsequently retard.

### **2.1.3a Modernization Paradigm**

In the 1970s, scholars across different disciplines around the world down-played this concept, most especially, the Latin American scholars who rejected the proposition and affirmed that Dominant Paradigm proposition was dictatorial in nature. The scholars further posited that to better fine-tune the concept, modernization paradigm should better incorporate dialogue <sup>50</sup>. Modernization Paradigm suggested that traditional, cultural and information insufficiency lie beneath development problems that prevented developing countries from attaining rapid physical and economic growth. The model states that Third World countries lacked the necessary culture to move into a modern stage. Culture was viewed as an obstacle that prevented adoption of modern development practices. The low rate of agricultural output, and low level of literacy found in the underdeveloped world were occasioned by the persistence of traditional values and attitudes that prevented modernization. The aim of modernization paradigm shift is to encourage modern principles and information through the transfer of media technology and adoption of innovations and culture of the western world. Modernization paradigm is presented as a model to be practiced by all countries of the world. It promoted capitalist economic plan that focuses on the economic aspect of development. The modernization model is of the view that the Western pattern of economic growth is the right way to development which other countries are to emulate and follow. The spread of the use of modern technology was

believed to be a solution to the problems of development initiatives and innovations in the developing countries <sup>24, 50</sup>. Modernization Paradigm has the following assumptions:

- i. interaction between developed and developing countries should be strengthened and sustained to bring about greater development
- ii. a high level of technical assistance (knowledge and application) is needed for development in developing countries
- iii. developing countries should practice an open economy where developed countries can participate.
- iv. developing countries are to adopt the political structures and institutions of developed countries

### **Criticism of Modernization Paradigm**

The dominant paradigm of development communication has often been criticized for imposing development on the people at the grass root which is regarded as a top-down approach. With the above, it can be concluded that modernization paradigm is likened to top-down approach of communication which should not be encouraged by the stakeholders on cocoa development in the study areas because of its dictatorial nature which cannot help the rural farmers to adopt improved production technologies. The Modernization paradigm approach requires that the youths' cocoa farmers are to take orders from the stakeholders instead of making communication participatory and this cannot encourage the involvement of youths in cocoa farming as the youths want their voices to be heard, they want equal participation in decision making, especially, on matters that directly affect their well-beings.

Other notable criticism against the modernization paradigm is given below:

- i. emphasis is placed too much on civilization at the expense of basic needs and poverty alleviation
- ii. it is one-way, top-down and vertical information dissemination
- iii. it centres more on persuasion rather than strengthening trust and mutual understanding.
- iv. It exaggerates the power of the mass media.
- v. It gives more attention to national level programmes rather than local one (grass root).
- vi. It overlooks the power of inter-personal communication which is embedded in the populace <sup>26</sup>.

### **2.1.3b Dependency Paradigm**

The dependency paradigm scholars posited that modernization paradigm inability to recognize the horizontal communication flow for the development of developing countries led to its total rejection and criticism. The dependency paradigm proponents condemned the top-down information flow of the mass media that led to the domination of the developing countries. This model advocated that for development countries to achieve any level of significant development, political solutions in developing countries should be regarded as the top most priority to attain development. The dependency paradigm theorists condemned modernization approach to development as they posited that for development countries to move forward, it was necessary to re-trace their history, present condition and causes of their under development. In Nigeria, which is also a developing nation, she depends heavily on developed countries for security, funds and the nation still adopts the political systems of the developed nation like America to attain political stability which dependency paradigm crusaders frowned at. This model emphasizes that where

development interventions are concerned, the mass media are to use grassroots communication mechanisms (programmes on radio that are grass root targeted) for development. According to the paradigm, grassroots participation enhances the chances that the rural communities will adopt activities appropriate for them<sup>26, 27, 31, 50</sup>. The approach is more of allowing people to identify the cause of their problems and how those problems could be resolved or allowing them to form their opinions and thoughts instead of imposing on them, plans that are foreign and which are being formulated elsewhere. Thus, the concept of interactivity and participation, with the small media (traditional communication) as its operational instrument makes possible the indigenous acquisition of knowledge and skills within the frame work of a search for solution to the identified problems<sup>26</sup>. Thus, the people in the rural communities will adopt activities appropriate for them through local radio, local television, newspaper and magazine which will be fully discussed under mass medial roles in the transfer of agricultural practices. It is quite understandable that the role played by radio in the dissemination of valuable information to the people at the grassroots is immeasurable. Using radio channel for information dissemination at the grassroots aids people's quick engagement in activities that directly affect their well-being compared to television, newspapers and magazines as channels of information dissemination to the rural dwellers. Apart from the popular modern means of communication which are commonly identified and used in many communities today in disseminating important information to the people the cities and rural communities, traditional media of communication is also seen as a channel through which the people in many rural communities have always been informed of the events ongoing which they need to be aware of. To fully engage the people at the grassroots in

meaningful activities that can help in alleviating their conditions as well as make them self-reliant, the following traditional media of communication are very important:

Some of these traditional media of communication used are:

- a. **Village Market:** this can be referred to as village institution because the village market is expected to bring people from different villages together for economic purpose and this is why village market is known to be the economic centre of the community. In rural communities, every village market is sited near the village and the dates for buying and selling are fixed, either daily, every five days, weekly or quarterly. At the market, news is freely relayed among the market men and women which is fast spread to all the nooks and crannies of the village and beyond. In order to instill the virtues of the village/community, good virtues are upheld while vices are condemned in its totality. These are exemplified when a warrior is carried shoulder-high into the village market as well as when a thief or a murderer is paraded at the village market in full glare of the traders and buyers.
- b. **Town Crier:** This is also known as ‘Village Gong Man’, ‘Village Broadcaster or Journalist’ because of his role in disseminating timely and useful information to the members of the community. A village town crier has a mastery of oratory skills. He is someone who is knowledgeable about the history and terrain of his community. While discharging his official duties, he is often seen carrying a short log of wood which he hits on a metal gong at intervals to get the attention of his target audience to action, because at times, his message might be for a selected members of the community: the youths, elders or the women. The town crier is expected to move round the village to announce to the people about an urgent meeting or the looming dangers that need to be averted.

- c. **Smoke Signal:** Smoke signal cannot just be made use of by anyone without the user and the intended recipient being in same accord. Smoke signal is used to exchange information. For instance, a farmer can make smoke signal to tell his fellow farmer of his presence or departure at the farm depending on their agreement.
- d. **Oral Tradition:** Before the invention of alphabets, communication had been taking place among the people. In the African setting, African history, heritage and cultural values have always been handed down from generation to generation. The oral traditions that have become part of the community up till date are songs, proverbs invocations etc., and they have been passed down from community to community and they are now permanent with the people. Nowadays, at different ceremonies, songs and proverbs are used to pass information from one person to another.
- e. **Talking Drum:** this instrument is commonly used in the South Western part of Nigeria. It is used to call for a meeting; make announcement as well as used as an instrument to strengthen warriors during a war.
- f. **Age Group:** This group also help in the dissemination of information in rural communities. It is a group of people who are mostly males of the same age bracket that work to together for the development of their rural communities. In Igbo traditional communities, age grade is formed for various purposes. The major purposes of age grade are to implement the tradition of their community, clearing the footpaths, organizing traditional shows, discipline of tradition offenders as ordered by the community head. Information that can be of benefit to the community is often disseminated by this group. Other ways of disseminating information in rural communities are through the following:
  - i. **Interpersonal Communication:** this is a channel of communication that is more powerful to create or change strong attitudes held by an individual. It is a process

by which two persons or a group of people exchange information, feelings, and meanings through verbal and non-verbal modes otherwise known as face to face communication. In inter-personal communication, what is said is as important as how it is said because inter-personal communication makes use of facial expression, tone of voice, gestures and body language to express feelings and thoughts. In the study areas, inter-personal communication is used to disseminate information to the youth while a meeting of the stakeholders is on-going which deeply reflects the mood of the youths if the meeting is going to achieve its desired result at the end of it or not. Inter-personal communication has been found as one of the best ways of disseminating useful information in less developed communities in rural African countries<sup>73, 77</sup>. Interpersonal communication skills are classified into the following four categories: verbal, non-verbal and listening skills, conflict resolution and negotiation skills, collaboration and teamwork skills, and cross-cultural skills<sup>73</sup>.

- ii. **Group Communication:** This consists of two or more people that have come together with the same goal or objective in mind. Their main purpose may be to make decisions on what affect their lives or how to improve their conditions.
- iii. **Public Communication:** this occurs when a person or a group of persons come together and begin to share information, ideas or opinion with an audience. Public communication may be formed to dialogue with an audience to persuade them, build their relationships or create connections. In rural communities, public communication can be crated to teach the youths best cocoa practices.

### **2.1.3c Participation as a Means to an End in Itself**

In many rural communities in the sub-sahara Africa, irrespective of backgrounds and the conditions of the inhabitants, research reports have shown that many are

knowledgeable motivators, initiators and executors of meaningful development projects. Participation as a means to an end entails full involvement of the local people in activities that require their involvement for their overall development as they have been ascertained to be intelligent, well-cultured and endowed with that zeal for development. In other words, participation here is human centered: equal transfer of feelings and experiences. It is about rural people having the desire to engage themselves in activities that can lead to their empowerment. Thus, the rural people are the change agents of their environment and the need of all hands to be on deck cannot be ruled out <sup>31, 50</sup>.

#### **2.1.3d Participation as a Means to an End**

Research findings have revealed that in many rural communities in Nigeria, there are cases of projects being introduced which ended half way till date while many were almost at levels of completion but were later abandoned. The cases of those abandoned projects foretell that the objectives of initiating the projects were completely not followed. Participation as a means to an end is tailored towards making sure projects embarked upon are completed and used by the benefactors. This implies that participation as a means to an end is an approach that is considered as genuine participation for rural development and in transforming social relation. It is based on the assumption that every target community or group is of people primarily responsible for its own development. In this regard, participation in any project is guided by the principles of self-reliance and motivation. It lays much emphasis on the full involvement of the people at the grass root for their overall development. It is about how to empower the poor, strengthen their ability, build and increase their confidence in handling and managing the projects at their disposal. It advocates freedom for the oppressed in the community, mostly, those at the grass root and equal

sharing of feelings and experiences that give room for collective actions and decisions to be taken<sup>27, 31, 50</sup>. It allows the grass root people to take communication in a way that paves the way for community empowerment and development.

### **2.1.3e Participation for Empowerment**

The reason for having incessant state unrest in Nigeria today is caused majorly by unemployment. An individual that is empowered to be self-reliant and independent will think twice before joining bad gangs. Empowerment is a situation in which people are engaged in activities that can boost their well-being and the economy of their immediate environment. . Participatory communication for empowerment is about how to empower the people for social change and development. The success of any development plan depends greatly on the recognition of the needs of the beneficiaries and also its incorporation of local initiatives and execution of development projects. To change the way of life of the poor, communication is key. Participatory communication for empowerment considers communication to be based on dialogue and the identification of the culture of such a community. Participatory communication is used in communities to canvass for support for the betterment of community members. In participatory communication, community members are expected to be involved in the initiation, implementation and execution of projects in their various communities. In the course of this, the community members are grouped according to their age and gender based on their pressing needs<sup>26</sup>. The implementation of participatory communication in communities ensures that community members are at the fore front of executing their planned course of action. Participation for empowerment places emphasis on individuals being self-confident, self-reliant, self-independent and be economically buoyant. When this occurs, the community is believed to have the tendency to develop<sup>31, 50</sup>.

### **2.1.3f Participation for Sustainable Development**

Sustainable development and rural development rely on the perception of the stakeholders on matters /issues that directly affect the rural people and the ways they arrive at solutions to those issues identified. In any innovation that is aimed at arriving at any sustainable development, the people who are the beneficiaries should not be neglected. Thus, the people are key in sustainable innovation that is aimed at bringing any development. That is why it is important to plan effective communication that can facilitate people's participation for sustainable development. The implication of this is that, without effective communication, there cannot be any sustainable development. This implies that communication can be used to involve the people in projects implementation before such a community can have any sustainable development. It is a known fact that participation for sustainable development requires that communication should be used judiciously in exchanging information with concerned stakeholders, strengthening relationship, identifying and defining the projects objectives <sup>31</sup>. For a community to develop, it needs the vigorous involvement of the community members in any development projects. Participatory for sustainable development is about active participation of people in decision-making, receiving and giving information and speaking out for the purpose of development. Participatory communication for sustainable development advocates social change, economic change, political development, poverty alleviation<sup>26, 27</sup>.

### **2.1.4 Factors Affecting Participatory Communication**

The potential of Participatory Communication being capable of sustaining Development Communication has been upheld and praised as a hopeful path to

attaining sustainable growth. As important as Participatory Communication, there are factors that can limit its implementation of genuine participation. The factors are:

a. **Economic Perception:** for a community, a state or country to plan for any meaningful development, the sustainability of the community in terms of food security is key. From the economic view, development is about how a community increases its income. In the cocoa producing communities covered for this study, cocoa production is the major notable means of realizing the people's economic stability but the irony of it is that, the cocoa plants are gradually going into extinction which may lead to poor economic growth and unattainable human and physical development. Economic perception of development is about how natural resource can be protected just the exact objective of this study: to protect the cocoa trees from going into extinction in the study communities and Nigeria as a whole. Also, economic perception is about agricultural development, access to rural water supply and social, cultural and political dimension of a community. If all these are not taken into account by the concerned authorities, it may hinder the implementation of participatory communication. And this is a major concern of (PC).

#### **b. Top-Down Development Approach**

A development programme without the involvement of the immediate recipient (the local people) is said to be a top-down approach of development. It means that development projects are designed without the active involvement of the local community who are the direct beneficiaries of such projects. With this method, local needs and concern are not felt and incorporated. This method of development does not allow the people in the local community to control resources as well as make decisions. The top-down development approach is mainly designed to fulfill the

requirements of the donors (USAID, WHO, UNDP etc) who directly give orders on how a project should be carried out within a specified allotted period. It is a common thing that in rural areas, the dwellers are often incapacitated in terms of funding a project. This often makes them solicit the assistance of donors for fund. If a project like health centre is funded by WHO, they make decisions about all the activities and programmers. In this regard, such community members are only involved in the implementation of the orders from WHO directly participate in decision making. Whereas, the type and where to site development projects are supposed to be determined by the people. With this, it is noteworthy to say that any pre-determined project brought to a local community cannot receive the participation of the much needed community members and such a project may end up being abandoned. The top-down approach does not give room for the full participation of the local community and this hinders their growth, ability to voice their opinion and empowerment.

### **c. Short Duration of Projects**

A project that will last a long time needs to be carefully handled, monitored and given enough required time for its completion. But it is a pity that a project that ordinarily ought to have taken four to five years is often hurried over within two to three years of its initiation and operation because the donor agency in charge would have set its time frame of completion without the knowledge and involvement of the beneficiaries. For most of these donors, all they want is the timely report of the projects not how the beneficiaries are directly involved in its executio. With this method, it is clear to say that local demands are not considered and thus mars building consensus.

### **d. Dependency Syndrome**

This is one of the major impediments of participatory communication. In local communities, dependency syndrome is common. Many rural dwellers depend on donors for labour compensation on a project that would bring development to their community before they can participate. Thus, the people always want to be settled with cash and material rewards before getting involved. This is one of the problems of participatory communication for community development. The local community expects some kind of temporary benefits they can enjoy before to take part in any development initiatives. They see development projects as an employment opportunity rather than something that must take control of and develop for them to be self-reliant and sufficient. And this dependency syndrome and absence of any form of payment often prevent the mobilization of the people for massive participation in projects that that they know have direct benefits in their lives.

#### **e. Perception About Communication**

How people perceive communication indifferent communities affect participatory communication because it is viewed as a persuasive activity instead of empowerment. Participatory communication for development is expected to be the dissemination of development information that will be of need to the people and the community. It is assumed that any communication tailored towards development initiative should not be persuasive but should rather be that which is aimed at empowering the people. Participatory communication for development should be about how to convey information that advocates development that overcomes poverty and secures hope for the hopeless. It should be how to motivate the rural communities to take charge of development initiatives.

#### **2.1.5 The Stakeholders on Cocoa Development in the Study Communities**

Stakeholders are a group of people who can effect or be effected by an organization or a person or a group of persons. The stakeholders are issues determined and they are self-defining for specific issues. In the study areas where cocoa production is not being intensified, some of the identifiable stakeholders in cocoa sector are Olam International, Producer Buyers, Tree Crops Department (Ministry of Agriculture, Abere), Golden Cocoa Growers Association (GCOGA)/ Osun State *Kokodowo*, Cooperative Societies, etc. All these stakeholders one way or the other have good working relationships with the youths, men and women in the study areas. Their major priorities are to see to the improvement of cocoa production in the areas to boost the living condition of the youths, the economy of the cocoa producing communities and that of the state in general.

### **The Roles of the Stakeholders**

The stakeholders in the study communities are the people from different associations who work directly with the youths for the development of cocoa farming in the areas.

They are:

- a. Agricultural Extension Officers:** These are men and women employed by government for the purpose of improving the agricultural economy of the state, most especially, cocoa. For instance, Department of Produce Services and Tree Crops Department, Osun State Ministry of Agriculture, are saddled with the responsibilities of generating income for the government through cocoa production. They render extension services to cocoa farmers to improve production. Through the availability of extension agents on cocoa farms, technology information can be easily transferred to the youths and the ageing cocoa farmers which would help improve cocoa farming. Their activities are duly funded by the government and through these officers, farmers

would be able to access valuable information. Because of the importance of extension officers on farmers' farms, the Tree Crops Department of Osun State Ministry of Agriculture deems it necessary to have one of its offices domiciled in Ife-East Local Government, Modakeke.

**b. Agro Input Dealers:** These are stakeholders that supply inputs to cocoa farmers for use on their farms. Most often, they supply cocoa farmers with the quantity of inputs need on credit and the amount worth is deducted from cocoa proceeds after harvest. This is done to motivate the cocoa youths and aged farmers just before the planting season begins in each cocoa producing communities

**c. Osun State Kokodowo (OSK)**

These are stakeholders that move from one cocoa producing community to another to ensure that cocoa production is taken up by the youths as a profession. One of the objectives of forming the association is to ensure that cocoa production is publicised to encourage the youths and any interested adults to take up cocoa farming. In order to engage the youths in cocoa farming, the association efforts to encourage youths to take up cocoa farming, just like many other stakeholders, distributed some agro-inputs to some selected youths in the study areas.

**d. Marketers:** these are people who ensure that cocoa beans produced by the youths and the aged cocoa farmers are satisfied as the best quality cocoa needed for marketing. Through produce buyers, they educate cocoa farmers on the need for their cocoa beans to be well sorted and dried, and fermented to bring the expected swell and colour. Marketers work directly with produce buyers by given they money to purchase cocoa beans from cocoa farmers. They are the ones that ensure that cocoa beans purchased by produce buyers get to them for transportation to chocolate

industries and other companies where cocoa beans can be processed. One of the cocoa beans marketers identified in the study community is Chief Benjamin Adeyemi who is a Managing Director, Benade Commercial Enterprises, Modakeke. Findings have it that he has been playing a major role in ensuring that cocoa farming by the youths and the elderly ones is intensified and this is done in all the lectures and trainings organized within and outside his community. As a cocoa marketer, he has a lot of 'Produce Buyers' who buy cocoa beans for him from the cocoa producing communities which he exports.

- e. **Agric Journalists / Communicators:** are the ones that make the condition of farmers known to the government in order to alleviate their sufferings. Their major role is to disseminate useful development information to farmers and all concerned authorities. These journalists can be referred to as development communicators who communicate the activities of the cocoa youths farmers and stakeholders on cocoa development to the general public and government for the purpose of having a developed and independent society.

f. **Olam International**

Olam International has branches in Madakeke, Ile-Ife and in many other towns in Osun State. In its efforts at ensuring that cocoa farmers and the youths in Ife-East Area Office, Modakeke participate actively in cocoa farming, meetings are always held with youths in different cocoa producing communities, especially during the planting season (April-July) where expert information on good agricultural practices are passed down to members. Apart from this, last year, the organization (OLAM) gave out cocoa pruning machines to farmers and youths in the study areas to serve as a motivation with the hope of selling their cocoa beans to the company in return. Another way the organization has been able to come to the assistance of the youth and

cocoa farmers in the study areas is by subsidizing agricultural inputs and offering extension services. A cocoa farmer who was also one of the beneficiaries, elder Adedeji Kolawole from Famia community reacted this way, “OLAM has been able to hold meetings together with women, men and the youths in this community. It is through this organization that some old cocoa trees planted by our grandfathers are going to be resuscitated. If this is the way government has been doing, cocoa farming would be encouraging. But as I speak with you, the government has forgotten about cocoa production in this community. We seek the solutions to cocoa production by joining different associations of which OLAM is one. On many occasions, we borrow money from the organizations we belong before we can weed our cocoa farms, buy agro-chemicals and pay labourers that would help harvest and remove the cocoa beans from cocoa pods. We also pay for moving the fresh cocoa beans from farms to the village centre for fermentation and drying. Cocoa farming is not an easy job because it takes a lot of money and energy from us”. As the new planting season begins soon for the year 2021, Olam international has promised the youths and the aged cocoa farmers in the study area an undisclosed amount with no collateral or interest to facilitate mass participation in cocoa farming.

**g. The Tree Crops Department, Ministry of Agriculture, Osogbo**

Cocoa is one of the major cash crops in Osun state that attracts foreign exchange. Before, cocoa farming used to be the work of elderly people; hardly would youths between 20 to 30 years of age be found on cocoa farms. And now, most cocoa farmers are as old as the cocoa trees. Cocoa farms in Osun state need to be rehabilitated so that there will be continuity in the production of cocoa which is the work of the ‘Tree Crops Department, Ministry of Agriculture, Osogbo. The Deputy Director, Tree Crops Ministry of Agriculture, Mr. Olatunbosun Olalekan Idris reacted,

“If you go to many cocoa farms, most of the cocoa trees there are between 50-60 years. At present, we have youths that have cocoa farms who are between ages 20-40 years. Because of the importance of cocoa to the economy of the state and to increase farmers’ standard of living, youths are being encouraged to take up cocoa farming. We have what is called ‘Farmers’ Field Schools’ (FFS) which is the forum used to sensitize cocoa farmers-men, women and youths and one of the conditions to be a member of this school is that such a per must be an indigene and the school comprises men, women and the youths who are expected to have a larger attendees where they are trained on good agricultural practices: how they can start cocoa farms, how to manage them from planting, harvesting to processing”. Record has it that (FFS) was sponsored by Bill Gate between 2011-2016 and after 2016, the state started its own ‘Independent Farmers’ Feed Schools’ where it sponsored the running of the school. It is one of the duties of the ‘Tree Crops Department’ to provide extension services to cocoa farmers: on many occasions, farmers would visit the department for information on cocoa farming and at times the department would visits farmers’ cocoa farms to ensure they adopt good agricultural practices. The state through Tree Crops Department has been trying to encourage the youths to take up cocoa farming by offering improved seedlings at subsidized rate, thirty naira per seedling (#30 per seedling). The department also liaises with the Department of Agricultural Services, Ministry of Agriculture, Osogbo, for provision of land where interested youths can have cocoa farms. Among those that have been visiting the ministry, the youths have the larger percentage. They often go there to ask questions on cocoa production and the officials have been responsive. Those that cannot go to the ministry to ask questions on cocoa production are availed the opportunity during their sensitization programs aired on OSBC radio, 104.5, Ara Station 103.1 FM Ilesha and Gold FM

95.5 Ilesha. The program is anchored by either the Director or Deputy Director, Tree Crops Department, Ministry of Agriculture, Osogbo. But the program could not hold in 2019 and 2020 because the state had no program for cocoa production as a result of Covid-19 outbreak and logistics issues. Some of the questions that are always asked are the type of land to use, the best cocoa to plant, how cocoa seedlings can be planted and the agrochemicals to be used. As youths that are interested in cocoa farming, the first thing to do is to get land to be cultivated for cocoa farming and it is not all land that can be used for cocoa farming. The best land for cocoa farming is loamy soil. This type of soil can be found in Ijesha zone starting from Ilesgha, Obokun and Oriade. Also, Ife zone has the best land for cocoa farming like Ayedade, Irewole, Ifetedo, Modakeke and Isokan. Part of the training the department offers young cocoa farmers in the State are best cocoa farming practices as summarized below:

- (a) During the first year, get plantain suckers, dig holes and plant the plantain that will create shades for seedlings.
- (b) During the second year, the plantain suckers would have blossomed to accommodate improved seedlings. At this stage, cocoa seedlings can be planted
- (c) Other method of planting cocoa seedlings is to dig wide holes that can occupy both plantain suckers and the improved seedlings. As the suckers are growing, cocoa seedlings are also growing. Having done this, regular weeding should be done and carry out spraying exercise when insect attack is noticed using Antara, Sikder and Axiom agrochemicals.

#### ***h.* Cooperative Societies**

There are some cooperative societies that the youths and the aged cocoa farmers (male and female) in the study areas belong purposely to get loans to maintain their cocoa farms. Each of these cooperative societies can be found in the study areas and

their meetings are held forthrightly at Cooperative building, Iraye Modakeke and other designated meeting points. In order to ensure that the reasons for setting up the societies are met, meetings are also held in the study communities to cater for those that may not be able to attend at the main office-the headquarters. The names of the cooperative societies which the youth and the aged cocoa farmers belong are: *Modakeke Ajibesin, Modakeke Awotobi, Ayedaade, Modakeke Owolowo, Modakeke Ifelodun, Modakeke Olaore, Ibukunoluwa, Ifelodun Akala, Modakeke Irepodun, Asiribo Oyere, Owoyemi Irepodun, Modakeke Omonigbeyin, Modakeke Omonigbeyinkeji, Modakeke Sognbaderun, Ojo Olorisa and Oredogbe*. But with this, the needs of the cocoa youth farmers and the aged cocoa farmers are not often met. The resources are not there to go round as market men and women, artisans and others who belong to different professions also join the societies in order to benefit from soft loans and any other benefits that may be derived as members.

**i. Golden Cocoa Growers Association (GCOGA)**

The Golden Cocoa Growers Association (GCOGA) was founded in 2004 by a group of concerned individual cocoa farmers from all the 14 cocoa producing states in Nigeria and it got registered with Corporate Affairs Commission (CAC) that same year. The purpose of forming the association was to increase cocoa production in all the 14 cocoa producing states. In Osun state, Alhaji Wahab Bello, is the first and the current president of GCOGA. Some of the roles played by this association include:

- a. Offering pieces of advice at all levels of government on the need to train cocoa farmers and youths on cocoa farming best practices.
- b. ensuring that cocoa farmers produce best quality cocoa and

- c. liaising with the stakeholders in the cocoa industry on how cocoa farmers can get soft loans, free improved seedlings and agrochemicals timely.

Through the association, Osun state has been able to provide land and free improved seedlings for interested youths for cocoa farming in all the nine (9) farm settlements the state has.

**j. Produce Buyers**

The Produce Buyers Association was formed in the study areas purposely to have access to all dried cocoa beans produced in the study areas. There is no cocoa producing community in the study areas that does not have at least two to three produce buyers that have established good relationships with cocoa farmers. And these produce buyers have their uniform cocoa price in the whole axis. One of the things the (PB) do that often endears them to cocoa farmers is the distribution of agrochemicals with an agreement that their dried cocoa beans would be sold to them. Also, the Produce Buyers in the study areas provide cocoa growers with access to credit Facilities (which is done between January and May every year) as most of these farmers are always in dire need of funds to run their cocoa farms. They play an important role in the development of cocoa as suppliers of cocoa beans, marketers of the produce, and providers of services such as storage and transportation. Based on their traditional knowledge, they also ensure farmers adopt quality standards and specific production techniques that meet rigorous export specifications. The produce buyers also help in diffusing cocoa production best practices, motivating small-scale farmers to change their crude practices in order to increase production. Since the communities have no cocoa market where farmers can take their produce to for sales, they highly depend on the PB before they can sell them. As part of efforts at having

more cocoa production in the study areas, the association holds meetings monthly with the youths and the aged cocoa farmers (male and female) in different communities for improved production. Once the beans are sold to (PB), they are stalled in cocoa stalls (small warehouses) before they are transported in wooden articulated vehicles to renowned big cocoa dealers in nearby towns-Modakeke town, Ipetumodu, Asipa, Odeomu or Gbongan for onward. Meanwhile, from any these towns, the dried cocoa beans filled in jute bags are further transported to cocoa exporting companies in big cities like Ibadan or Lagos for onward shipment overseas.

**k. FADU (Farmers Association Development Union)**

This is an association formed less than a decade ago by farmers in the study areas purposely to assist members. The association during their meetings at different communities always contributes money which they always use to buy agrochemicals which they share among members. As part of making farming attractive to the youths in the study areas, the knowledgeable men in modern cocoa farming among members always offer free extension services to them and other older interested members. The Baba Ijo of Anglican Church, Okuu-Omoni and youth leader, elder Lawrence Fadare reacted, 'We formed the association to help alleviate cocoa farmers' problems. Cocoa farmers need money to maintain cocoa farms; we need money to buy agrochemicals and we need money to pay the workers since the youths have taken up the business of *okada* riding. I do not blame them, at all but the government. The price of cocoa beans does not encourage the youths to become full cocoa farmers. Not only that, the last agrochemicals distributed by the association were contaminated/fake and this discouraged the youths who were members. In spite of this, the association still has youths as members and holds its meetings fortnightly. The association also offers free movement of cocoa beans from any member's village to wherever the cocoa beans

would be sold. And at times, any member may decide to sell to a fellow member who is a cocoa merchant”. Through FADU, cocoa growers who are members are exposed to alternative cocoa production technologies and can exchange ideas with other group members

### **2.1.6 The Concept of Development**

The word ‘development’ gained acceptance for socio-cultural, political and economic development in the 1960s. Development is a concept that is difficult to explain and this is why its definition means different thing to different people and in different disciplines. The idea of development communication has been there for quite a long time. In the discipline of Psychology, the psychologists see development as self-reliant, self-worth, achievement and self-actualization. For the sociologists, development is the process of differentiation that characterizes modern society. The political scientists see development as a ability to innovate change, increase political awareness, and improve the skills to resolve conflicts in political situations while communication specialists see development as the acquisition of new knowledge, and skills, increased self-confidence, control over oneself and one’s environment, greater quality, freedom, ability to understand one’s potentials and limitations, and wiliness to work hard enough to improve on the existing positive conditions. All the definitions given are interwoven and can be uniformly defined as a change for the better in the human, cultural, socio-economic and political conditions of individuals and society. It is about increased knowledge and skills, growth of new consciousness, expansion of human mind, the upliftment of human spirit, and the fusion of human confidence. Development is the improvement of the well-being of the individual and the betterment of the quality of his/her life. It is the systematic use of communication in the planning and implementation of development for the overall progress of the

society which can only be possible with appropriate communication measures, engaging every stakeholders, policy makers to bring about a social change that would create a positive impact in the lives of the people<sup>13, 23</sup>. Moreover, development is the art and science of human communication applied to the speedy transformation of a country (economic growth, modernization, industrialization, etc.) and the mass of its people (self-actualization, fulfillment of human potentials, grater social justice, etc.) through the identification and utilization of appropriate expertise in the development process that will help in rising participation of intended beneficiaries at the grassroots level. It is greatly oriented in toward the human aspects of development. This means that both physical and economic growth of man are important because they help to improve human condition<sup>23</sup>.

#### **2.1.6a Interface of Development and Communication**

Communication is a key element in development communication. It requires participation as an important variable for a community to arrive at any level of development. The ultimate objectives of national development are economic growth, equitable distribution of facilities, and of benefits, national cohesion and human development which are also the ultimate objectives of development communication<sup>23</sup>.

As a result of this, below are the main characteristics of communication and development:

- a. equality of the distribution of social and economic benefits, information and education.

- b. popular participation in development planning and execution, accompanied by decentralization of activities to local levels
- c. self-reliance and independence in development with emphasis on the potential of local resources and
- d. integration of tradition with modern systems.

### **2.1.6b Development Communication**

Development communication is about making use of communication tools to convey a message of development to the various sections of the society and using it for the advancement of social development for the advancement of society. Development communication is chiefly connected with rural development. It is also about urban and sub-urban problems, as well as social problems in developed societies. Furthermore, development plays two prominent roles and the first is the transformation role through which it seeks social change or justice while the second is the socialization role through which it strives to maintain some of the established values of society. While playing these roles, development communication tries to create a pleasant condition for exchange of ideas Development communication is about utilizing the communication tools to convey the messages of development to the various section of the society and for social development.<sup>13</sup> It is a purposive communication to a specific target audience that allows for the translation of information into action resulting into a higher quality of life. <sup>19</sup> Also, development communication is not just a matter of transmitting information about how things can be done better by using available resources and facilities; neither is it solely about the exchange of problem-solving information but about raising of aspirations and willingness to work hard to meet those aspirations, teaching new skills, and encouraging local participation in development activities. It is about helping people to

restructure their mental framework in interpreting specific events and to relate to the world beyond their immediate environment. This implies that true and effective community development requires the full participation of every segment of rural, urban community. For the sake of overall development, participatory communication is needed to help the people to know what to do, how to do it, willingness to do it and the resources to do it. It is of note that if any of these four elements is missing, development cannot occur. Effective communication ensures that the first three elements (know what to do, how to do it, and be willing to do it) are primary and they help create the environment. Development communication specialists are of the view that there are specific activities that development planners must strive to accomplish for effectively development<sup>13, 23</sup>. They are:

- a. determination of the needs of the people and the provision of sufficient citizens access to the communication systems to serve as effective feedback to the government
- b. provision of horizontal and vertical (interactive) communication linkage at all levels of society and communication channels through which people at all levels of society and in all regions and localities have the capability to communicate with one another in order to accomplish coordination necessary for human and material development
- c. provision of local community support for cultural preservation, and provision of local media to serve as effective channels
- d. provision of relevant information
- e. support for specific development projects and social services
- f. raising people's awareness of development projects and opportunities and helping to foster attitudes and motivations that contribute to development

#### **2.1.6c Process of Development Communication**

The process of development initiatives begins with just a step. Any communication is successful when it has the following elements in its process of development communication:

- i. Consultation: even before embarking on the process, a thorough research and consultation is important to provide direction to the process. Advocacy to help policy makers and social mobilization to get all the players like communities, schools, institutions etc engaged in the process is very important for coordination and smooth and easy acceptance of the message.
- ii. Proximity/Access to the receiver: receivers in a development process are always very doubtful of the very nature of the development process but an easy access to the communicator can dispel their fears and provide them with certain amount of encouragement to participate in the process.
- iii. Establish rapport: to get an acceptance of the message and get it readily applied, it is important that the communicator develops a rapport with the receivers and gain their acceptance.
- iv. Well-chosen Development Message: the tone of every developmental message should be friendly and the channels of communicating the message to the intended recipients should be carefully chosen carefully so that the goal of the message disseminated is realized.
- v. Involve receivers in planning: the receivers are the end beneficiaries of the information. Therefore, they should be consulted and incorporated as an important part of the development planning which will help in message design and breaking the different barriers in the process. Analysis of the participants and their behavior in the context of the society in which they live, the cultural norms that they follow is very important.

- vi. Message evaluation: it is important that a development message is monitored and evaluated for meaningful development to be realized.

#### 2.1.6d **Functions of Development Communication**

- a. **Raising Awareness:** Development communication allows people to be aware of any development project that is being situated in their community and how such a project can be monitored starting from the time of its initiation to completion. This is the duty of the media to disseminate information that will create the awareness of the beneficiaries of the project and why they need to give their full supports. Otherwise, such projects may end up being abandoned sine the beneficiaries are not in the know of their importance or why they need to guard them.
- b. **Providing Relevant Information-** The roles of development communication experts in giving relevant information cannot be over-emphasized. Development communication ensures that the right information is disseminated to the right people at the right time in the right direction.
- c. **Assessing the Needs-** every human being has needs peculiar to him/her. This implies that needs vary. Needs indicate the basic necessities of life and the right of every individual to live happily and feel comfortable. The major goal of development communication is to clearly identify the needs of the people in any geographical location and lend assistance to ensure those needs are attainable with utmost comfort. When needs are satisfied, peace in all nooks and crannies of the nation is in no doubt.
- d. **Access to Technology-** The invention of technological devices is to reduce the stress of man. In development communication, the introduction of technology as an instrument for development is expected to be utilized to its full potential to meet the expected development set goals. In agricultural practices, the

introduction of technology is bringing about economic, human and physical development which are the aims of development communication. For development to occur in rural communities, money, technologies and people who will use the money and technologies for development are key.

- e. **Access to Communication-** If a community needs to experience any change, communication is the key that holds that change. Communication is about empowering every individual irrespective of levels accomplishment, religion, education and background. This implies that to accomplish development in all ramifications, communication needs to be deployed effectively. In Ife-East Local Government study communities, the cocoa youth farmers and other villagers have access to radio which they listen to. Development information is what they need to make them stay in the communities and work to make a change of their condition. With this, no doubt, communication is needed to achieve meaningful development.
- f. **Providing Support for Preservation of Culture-**In rural communities which have been identified as underdeveloped, the people in such communities cannot just accept any development initiative brought before them without first of all identifying with their culture. In remote Zulu communities, a few years back, many were in the dark. They knew nothing about modernization. In a bid to bring development to the areas, one of the things development communication experts did was to identify with their culture which they were glad about. Through their culture, development innovations were introduced and accepted. Culture cannot be separated from any given rural community and the occupants. It is part of every social system which the people believe they have to preserve, promote and support through events and entertainments, awareness and participation.

- g. Providing Support for Specific Development Projects and Social Services-** Development issues like healthcare, agriculture, vocational skills, farming, education requires experimenting strategies and specific solutions to address the issues confronting the target society. This implies that there should be constant innovations of methods and technologies, focus oriented objectives, time-bound implementation, and a strict supervision and monitoring system along with regular feedback from the target audience.
- h. Fostering Positive Attitudes-**Development communication should be the one that will motivate the people and create positive attitude towards development initiatives. In the cocoa producing community under study, many youths in the communities see no reason they should go into cocoa farming because there is no motivation from the government and the stakeholders in the cocoa sector to provide them with the enabling environment. Development communication experts through well-structured and planned messages would ensure that the youth who are the target recipients are encouraged and motivated to take up cocoa farming as a profession.
- i. Supporting Economic Development Through Industrial Linkage-** Development of any society is impossible without economic prosperity. This implies that development communication is about having enough production of goods and services. Also, Industrial linkages ensure there is employment opportunities that would help in improving the living conditions of the people.

#### **2.1.6e Elements of Development Communication**

The key elements in the Development Communication approach are-

- a. **Positive Response-** Development communication is not supposed to be one directional way of communication but a two-way dimensional approach. Communication is expected to flow from all sides: from vertically to horizontal levels and from there to the grassroots, from grassroots to the policy makers. There should be positive responses from those concerned for development targeted to be achieved.
- b. **Innovation and Creativity-** One of the hall marks of development communication campaigns is innovation and creativity. Development communication experts should ensure that the development messages are designed in such a way that it addresses the issue in a simple and clear manner for solutions to be arrived as quick as possible. Every innovation is expected to bring development and the step to implement the innovation should also be mapped out creatively.
- c. **Purposive Communication Campaign-** there is no development communication campaign that does not have a purpose. The purpose ensures that the needs of the targeted audience are kept in mind in the objectives of any development initiative. Thus, communication without a defined purpose would automatically lead to failure.
- d. **Sustainability and Continuity:** research findings on rural African communities innovation adoption systems indicate that an innovation that is not tailored towards the pattern of lifestyle of many of such communities who are the beneficiaries of such an innovation would not be embraced. This means that communication has to be intensified to get their consent. This is to say that all every communication strategy adopted should be fashioned along the culture and practice of the intended beneficiaries.
- e. **Creating a Common Platform** – For a common platform to be established, there should be reach, up-to-date exchange of information and ideas. Development communication provides that gives room for people to interact and with this, it

enables the people to equip themselves with the resources that can help them sustain knowledgeable initiatives.

- f. **Community Participation** – Each and every community is unique in their structure, communication process, tradition and needs. Each of these therefore, needs to be addressed individually, and strategically. The messages should be designed in manner most suitable for that particular community in cooperation with the local people, where the communities and the developers have equal power, communication methods easily accessible to them and in the most simple and lucid language it is presented.
- g. **Accessibility to the Government** - People and government are expected to have uniform plans or agenda for development to be permanent. Often time, government do display apathy on rural development and this attitude of government makes the people to tend to distant themselves from any government plans that are not tailored towards their community development. But with the development communication approach, one ensures full responsibility of the public. The access and visibility of the government can be seen in the various development campaigns where the communities don't have to travel long distances and at great costs to avail the government services and information. The government in person needs to interact directly with the common people and they are to be accountable to eachother, which builds a greater reliability and credibility at all levels.

#### **2.1.6f Roles of Development Communicator**

The roles of development communicator in any development initiative are highlighted below:

1. He should be someone that knows his target audience and should accordingly be able to design his message in an easy and clear manner so that people can understand him and as well respond quickly with ease.
2. He should have a sound knowledge of the development issues that need to be addressed urgently for the purpose of development.
3. He should be one that can be easily consulted and must possess an endearing personality.
4. A development communicator should have a clear knowledge of the concepts of development and communication.
5. He should have the knowledge of the different communication tools, their technicalities and their utilization.

#### **2.1.6g Approaches of Development Communication**

There are five approaches to Development Communication. They are as follows

- **The Interpersonal Approach** – This is the oldest method taking communication to villages for rural development. The core value of this method is its dissemination of useful and practical information majorly on agriculture, health and environment. The dissemination of information here is done on face-to-face method. Here, the community development agents would have to travel from village to village, educating people on useful information on how new ideas can be implemented for agricultural development, good health care delivery and maintenance of clean environment to prevent communicable diseases. No doubt, rural communities are interested in new ideals that could bring about transformation of their communities and at the same time help in stabilizing their

culture. Also, development communication agents, as part of their responsibilities, travel from one community to another to teach the rural people through practical demonstrations on how to implement ideas and innovative practices. This is done primarily to enable the rural people to imbibe innovative ideas and nurse the desire to practice new them having been given the necessary resources for implementation.

- **The Mass Media Approach** – mass media has capacity for rapid dissemination of information but mass media cannot change people’s attitude except through face-to-face communication. Mass media need in the rural communities is not just to inform but to educate the rural populace with a view to heightening their aspirations in the proper direction. Such aspirations should be to work harder to improve their condition, aspiration to try innovative ideas etc. Opportunities are expected to be provided for the rural people to exercise their rights, which is, the right to be accessible to the relevant information at the right time.<sup>13</sup>
- **The Integrated Approach:** this is the combination of interpersonal and mass media approaches with the aim of eliminating their limitations. The purpose of integrated approach is to give relevant information using radio or face-to-face information dissemination that will lead to the achievement projects objectives as well as identify the positive roles played by each person for the attainment of the set objectives.<sup>13</sup> Thus there is no best communication strategy that may be considered to be successful except it considers the basic principles of traditional communication that are highly valued in many African rural settings such as respect for old age, supremacy of the community, the importance or usefulness of individuals. All these traditional modes cannot be left out if any development initiatives are to be made feasible.

- **The Centralized Mass Media Approach:** This approach is a method in which the mass media infrastructure, direction and content of messages are controlled within a central system (by the government). The problem with this approach is that a message of development used in one community is often used in another. Whereas, problems face in each community defers from one another and this may mar development in no small measure. For this approach, irrelevant information is duped on the people which rarely direct the people towards implementing development objectives. This approach relies on the mass media and message content that is often generalized which thus ignores the importance of the inter-personal method. Thus, any mass media message disseminated to the people without involving them in the activities is likened to ‘shooting in the dark’. It will yield no meaningful result.
- **The Localized Mass Media Approach:** This method relies on the use of local people through inter-personal approach, identifying issues and addressing them through local media like community radio. The approach is also based on the use of local dialects which is of paramount importance and this create an atmosphere of credibility and willingness to accept any new innovation message. Localized mass media is about ‘interacting with and among’ the people and for direct participation in mass media activities. Using this approach, problems are identified and solutions to those problems are proffered instantly by the beneficiaries themselves. This means that in localized mass media, relevance of media content is key.

### **2.1.7 Participatory Model of Development Communication in the Transfer of Agricultural Practices**

In Development Communication, the media outreach employed to capture individuals concerned could transform individuals and societies from traditional to modern. And that is why the media are seen as magic multipliers, which are able to accelerate and magnify the benefits of development<sup>28</sup>. The development strategies in developing countries are different but the pattern for broadcasting has been predominantly the same: informing the public about projects, illustrating the advantages of these projects and recommending their supports. The communication media, in the context of development, are generally used to support development initiatives through the dissemination of messages that encourage the public to support any development-oriented programmes or projects. And mass media is important in spreading awareness of new possibilities and practices<sup>28</sup> most especially, in the rural communities. The media can influence development in many ways. They can help to widen horizons, focus attention on relevant issues, raise aspirations, create an atmosphere for development, help change strongly held attitude or values not conducive for development, feed interpersonal channels of communication, confer status, broaden the policy dialogue, enforce social norms, help form tastes, affect attitudes lightly held and help substantially in all types of education and training<sup>23</sup>. The success of intervention in inspiring the youths to engage in cocoa farming depends on the type of the media and the way the contents are presented. Information about agriculture can be disseminated through the mass media to sensitize the people government agricultural programmes. The provision of information through the mass media is capable of turning mass media agenda into individual agenda of the members of the public. This is to say that the mass media has to mold the minds of the people and influence their decisions in private and public life. Its capacity to make and unmake individuals and institutions including the government cannot be

underestimated<sup>3</sup>. The mass media can be efficiently applied to the development of resources to meet the basic economic, political, social, educational and cultural needs of nations. Many scholars have advocated the importance of the media in the development process of a nation and they are of the opinion that the media are expected to explain, inform and educate the society on crucial issues affecting the society's well-being and progress. The media which consist of the radio, television, newspaper, magazine and the internet have been described as the, "Fourth Estate of the Realm" by Edmund Burk. Also, Thomas Jefferson, the third American President, in one of his statements, states that, "were it left to me to decide whether we should have a government without newspaper (media) or newspaper without (Media) without government, I should not hesitate to a moment to prefer the later".<sup>12</sup> Jefferson's assertion has given credence to the fact that a society can successfully operate without any form of government but it would be catastrophic for any society to exist without the presence of the virile press. To mobilize the youths in the study areas and the vast illiterate cocoa farmers for economic development in terms of cocoa production, extensive change in knowledge is required. The importance of the media in cocoa production is huge; they build public opinion, provide public advocacy and set research agenda. They also help in transmitting knowledge and information from source which could be the government, researchers or extension experts to the receivers or the end users-farmers<sup>12</sup>. Media usage in agricultural production brings about a positive change (skills buildings) among farmers and in farming. The use of the media: radio, television, newspaper and magazine make the receiver (farmers) aware of the presence of a new technology and for them to make use if the technology, they have to first acquire the skills which any of these media can help to transmit in any program that the youths or farmers cannot do without:

### **2.1.7a The Radio**

The radio is an open medium for people to express their opinions, concerns, issues bothering them or views. It is a medium/channel that is aimed at changing the popular flow of information, traditionally top-down information into a bottom-up. This implies that radio usage has been introduced for information and persuasion purposes and in the development world, it has been used in many ways with the main purpose of helping people to take control of their lives and improve their livelihoods. For the purpose of development, radio can be said to be multi-faceted. It can be used to pass messages, improve the capacity of calling upon and organizing groups and organizations, enlarge the forum for social interactions/dialogue, create avenue for capacity building of communities, raise awareness and knowledge of community issues, bring the people's voice to the higher level and mobilize the community to deal with issues of collective interest. The radio is that medium of mass communication that communicators of high repute would agree as the most appropriate for rural emancipation programmes. Radio is an important mechanism for rapid circulation of development information in different languages and its instant spread in remote communities is not in doubt. In rural communities, many youths and farmers have radio that they carry about within the community, and while going to farms, they listen to programs that can add values to their lives irrespective of their economic status. On the farms, while weeding, planting or harvesting cocoa, both old and young listen to different programs on radio without posing any form of distraction to them. Instead, it makes their work get done faster and better. Rural dwellers also listen to radio late in the evenings after the day's work to get the latest information that could have a direct impact in their lives or possibly get them entertained and educated. In the study areas, the youths and the aged farmers do listen to programmes

that are directly related to their concerns and issues bordering them on Orisun FM 89.5, Ile-Ife, Crown Fm 101.5, Ile-Ife, Oodua FM 90.9, Ile-Ife and Osun State Broadcasting Service (OSBC) Radio 104.5 FM. Each of these stations, through good programmes contents can serve as a source of motivation for the youths to massively go into cocoa farming to liberate themselves from the shackles of want they find themselves. Also, through radio, the youth who are interested in cocoa farming would be able to learn the modern methods of cocoa farming such as why it is good to prune cocoa trees, when to weed, why it is good to proper ferment cocoa beans, the improved seedlings to plant and where to find them. Meanwhile, below are some of the advantages of radio mostly among the rural dwellers in the study communities and elsewhere:

- a. Radio Beats Literacy Barriers. This implies that one does not need to know how to read or write before one can learn from the medium and this could be effectively recommended for rural developments. Today, the rapid spread of community radio as well as the growth of digital radio and interactive radio program format has helped to revive the participatory potentials of radio.
- b. Radio is individualistic and has that personal touch which gives support to attitudes and behaviours change. So, making use of radio for the dissemination messages on the modern techniques of cocoa farming to the youths will surely meet the target audience.
- c. Radio is the only medium of mass communication that is familiar with the rural people and cheap to maintain. In Okuu-Omoni, Famia, Goro-goro, Oyo-Onikeke and Dare cocoa producing communities, less than five per cent (5%) of the inhabitants have television sets which they used generating sets to power at leisure times. With

this, it is clear that the best avenue to reach the youth and other farmers in the study areas is through radio.

- d. It is a means of collecting local information on social or developmental issues.
- e. It is a tool for cultural expression and entertainment.
- f. It is a tool for dialogue and debate on the major issues of rural development.
- g. It is persuasive.

### **Basic Radio Approaches**

Based on the impact of radio as a form of communication, in the development context, radio can be classified into three categories with each approach different from others.

The approaches are:

**a. Participatory Radio:** this is about people in a community having access to radio for information sharing. This is the use of radio by the people and for the people. This approach enables people to express their views and opinions while contributing to programmes. All over the world and for the purpose of development of communities, some radio programmes are aired for that purpose with participants as the target audience. The voices of the people and their complaints are recorded and presented to the authorities for the purpose of feeding the people back. Report findings have it that for rural development to be accelerated in rural India, and other African countries, participatory radio has been the main focus<sup>49</sup>. To ensure youth participation in cocoa farming in the study area, the government and the stakeholders in the cocoa sector should use participatory radio to engage the youth in cocoa farming. This is one of the ways to effectively plan policies and programmes that will incorporate the findings gathered. In in 2018, before the outbreak of Covid-19, the Tree Crops Department, Ministry of Agriculture, Osogbo usually aired phone-in programme on Osun State

Broadcasting Service (OSBC) Radio which centred on cocoa farming and it was participate in nature.

- b. Educational Radio:** this provides knowledge and instructions on issues regarding having formal education. In rural communities where many have no access to education many of such people in the communities can be educated through the radio. Different subjects, especially English Language can be taught to enable them to know how to read and write. The more educated the people are, the more development is intensified. This approach is also known as distance education. Distance education can be listened to and carried about or recorded and played back at any convenient time.
- c. Documentary and Cultural Radio:** this approach provides testimonials on community life. This is done to draw the attention of the community to specific issues/matters and their solutions. Investigative journalism belongs to this approach and journalists and researchers are the ones that produce this type of programme. The purpose of having documentary radio programmes is majorly for the purpose of identifying problems confronted by people in different communities and the identified problems can be solved in order to attain any meaningful development.

To disseminate information to the right people at the right time, each approach can take any suitable format to achieve its objectives. Below are the radio formats that each approach can adopt:

- Lecture/ Talk
- Drama
- Music

- jingles
- Info-tainment

### **2.1.7b The Television**

The television has both audio and visual qualities and these make it special. The television has significant advantages over the radio in the field of development education. It is an effective way medium for rural development. Because of its visual quality, government, extension agents, development agents and other stakeholders in cocoa industry can make use of it to lend more credibility to their messages as seeing is believing. But in rural development, television may not be the best option for the disseminating developmental messages because in a typical rural community, a large number of rural youths/farmers do not have television. Many cocoa producing communities are not electrified; and the limited numbers of those with televisions would have to get fuel first before considering buying fuel to power the generating sets (if they have). This is a great challenge in cocoa producing areas and with this, using television to teach the youths the modern method of cocoa farming may not yield the desired result. The poverty of the rural citizens, if taken a look at, they cannot afford the high cost of television set and lack of electricity in rural communities further compound the use of television. As a result of this, the use of television for sensitizing and informing the youths on new methods of cocoa farming in cocoa producing communities may not work and it is therefore questionable.

### **2.1.7c The Newspaper**

The print media have an enduring characteristic which the radio nor the television has. The newspaper in any language, English, Igbo or Yoruba, has the feature of permanent records. The newspaper can be read and re-read at convenience. Thus

allowing for good and better understanding of message contents. It can be stored for future use, thus making for the preservation for future reference. Moreover, newspapers are often in regular supply and do contain current and varied information on cultural, social, economic, political, as well as rural development activities. They are also capable of having non-formal education for new literates. Thus ensuring that the rural population does not only learn to read but also reads to learn. Below are the limitations of Newspaper:

- i. The newspaper is a literate medium: people who are mostly illiterate cannot directly make use of a literate medium. The rural population aptly fits this description.
- ii. Problems of cost and of distribution as well as the urban-elite orientation of the content of newspaper.

All these seem to add up to making the newspaper an apparently inappropriate medium for rural development efforts.

#### **2.1.7d The Magazine**

A magazine is a printed and bound publications offering in-depth coverage of stories of timeless nature. The content of a magazine may provide opinion and interpretation and advocacy, and its production is aimed at a well-defined, specialized audience and it is published regularly with a format that is consistent. The disadvantage of magazine, as can be found in newspaper is that, it requires only the literate ones to have access to.

#### **2.1.7e Rural Education**

It is of note that education is the instrument for effecting national development in all areas of the country. The rural dwellers in Nigeria are often not recognized on

government development activities despite the fact that the nation's wealth is derived from the rural communities. For cocoa production, the impacts of the government at all levels are not felt as expected. Many rural communities are in the dark. They are not exposed to modern techniques of farming which has caused them economic hardship. Farmers need education if changes in farming methods are to be realized.

### **Other Communication Channels that can Influence Youths Involvement in Cocoa Farming**

Apart from the inter-personal, radio and television which have been identified as notable communication channels through which the youths can be communicated in order to get them engaged in cocoa farming, the social medial channels of communication are key in engaging the youths in the study areas into cocoa farming. Such channels of communication are Facebook, Twitter, YouTube and Skype which are the common social medial sites those many youths in the study communities are familiar with and which some use to share information with friends and relatives.

**a. Facebook:** This is social media site founded by Mark Zuchkerberg in 2004 that allows one to connect and share information with one's friends and relatives around the world using a mobile or computer device that has internet access. Facebook usage enables the registered users to share pictures, messages, video as well as join conversations with other people<sup>81, 82</sup>. In the study communities, limited number youths have access to smart phones and the communities used for this study are underdeveloped to access internet services. With that, many youths have Facebook accounts to communicate with their friends. The use of Facebook as a means of disseminating agricultural information to the youths cannot be overemphasized<sup>91, 92</sup>.

**b. YouTube:** this is social media site lunched in 2005 by Steve Chem, Chad Huley and Jewed Karim. Its purpose of creation is for video sharing. Today, YouTube is

being used for information dissemination either during meetings, seminars or workshops or to teach students some topics in their curricula. In the same vein, YouTube video streaming can be used to teach the youths cocoa farming strategies as many of them have YouTube accounts to either upload or view videos as well as connect with friends, colleagues and associates across the world for live streaming of events<sup>84, 90</sup>.

**c. WhatsApp:** this is a messenger app used to send pictures and videos to a person or a group of persons using a high or android phone and post such pictures or videos online for viewing. This app is used for direct communication and it is effective for communication in rural communities<sup>83, 88, 89, 91</sup>.

**d. Twitter:** this is a social media platform founded in 2006 by Jack for microblogging and social media networking services. It is an online social networking platform that enables registered users to send and read text-based messages of up to 140 character referred to as tweets<sup>85, 93</sup>.

**e. Skype:** This is an interactive social media site created for information sharing purpose. Thus, one can make calls and engage in conversations with another user of Skype application. On cocoa development in the study areas, Skype can be used to spread information to the youths on improved production technologies with users of this application<sup>86</sup>.

### **2.1.8 Cocoa Farming**

Cocoa is a very important crop because it provides food, income, employment, industrial materials and resources for poverty reduction. Besides the provision of livelihoods for millions of small holders' farmers, cocoa also provides raw materials

for the multi-billion global chocolate industries. Therefore, the maintenance of cocoa to ensure continuous production and supply is of international concern. The commercial cultivation of cocoa has always been affected by pests and diseases<sup>34, 37, 38</sup>. The diseases include black pod, witches' broom, frosty pod rot and the cocoa swollen shoot virus. The pests which infect cocoa include insects and vertebrate pests. Examples of insect pests are mosquito bug, cocoa mirid, cocoa mealy bugs, aphids, leaf-eating caterpillar, ring bark borer and cocoa pod borer. Examples of vertebrate pests are rats and squirrels. The damage these pests and disease cause on cocoa farms is huge and that is why the control of these diseases and pests need to be intensified using scientific methods to manage and control them <sup>39, 40</sup>. Meanwhile, over fifty African countries of the world have diversified into cocoa farming to earn foreign exchange in order to improve the economy of their countries. Thus, Ghana and Cote d' Voire, the top leading cocoa producing countries, cocoa farming is their major foreign exchange earnings and they have been intensifying efforts at producing cocoa in large quantities as evident in the policies and programmes tailored towards cocoa farming by the governments of the two countries. One of the reasons the households in these two leading countries grow cocoa is because it generates relatively high income than any other crop option. The growers often describe income from cocoa as 'good' and 'higher' than other crops. Cocoa farming in these countries are fixed and it increases over the time. Cocoa income allows them to take care of the household, including meeting costs such as food and healthcare for household members compared to Nigeria where cocoa farmers do not enjoy healthcare services, equitable cocoa price and free land acquisition for being cocoa farmers. Thus, it is important cocoa farmers in Nigeria are encourage with the necessary incentives for cocoa to

become, once again, the top foreign exchange earnings for the country as recorded in the past for human and physical development.

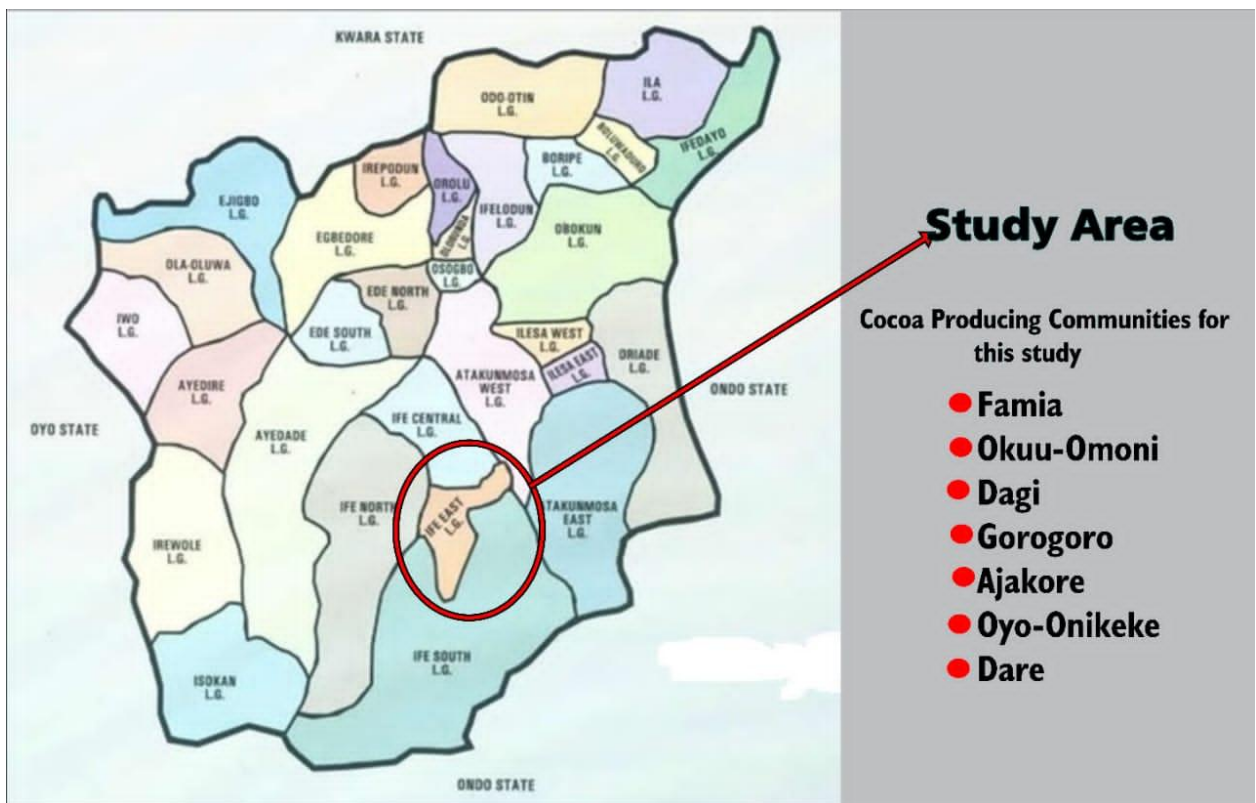
### **2.1.9 The Concept of Youth in Agriculture**

The Nigerian government characterizes the youth as ambitious, enthusiastic, energetic and promising<sup>3</sup>. They are considered susceptible in the society because of the rapid swiftness of change they experience at this time in their lives. It is believed that given the right incentives or motivations, the youthful energies could be directed into productive ventures, especially in agriculture to guarantee food sufficiency and earn the country foreign exchange <sup>3, 12</sup>.

Youth as a concept has been defined variously by different institutions, sub-regional organizations and even countries. The United Nations sees youths as those aged between 15 and 24 years. The Secretary-General of (UN ) first referred to the current definition of youth in 1981 in his report to the General Assembly on International Youth Year (A/36/215, para. 8 of the annex) and endorsed it in ensuing reports (A/40/256, para. 19 of the annex) The Secretary-General also recognized that the meaning of the term ‘youth’ varies from societies around the world<sup>16</sup>. However, African Union (AU) identifies youths as those aged between 15 and 35 years of age. The Federal Government of Nigeria sees those that are to be referred to as youths as “young males and females aged 18-35 years. Different research reports indicate that Africa posses the world’s youngest population, given the fact that it turns out about 12 million youths annually and 33 per cent and above of the African population is made up of youths and these young people are struggling to make impressions from the powers their age. On the other hand, the United Nations’ estimate records that the

youths make up 38 per cent of the population of developing countries and in Nigeria, the population of youths is put at about 70 million<sup>3,12,16</sup>.

### 2.1.10 Ife-East Local Government



**Figure: 2.3** Map showing cocoa producing communities in Ife-East Local Government Area  
**Source:** Google Map, 2022

Ife East Local Government Area consists of mainly cocoa farmers living in Modakeke which is the Headquarters of the Local Government Area. The Local Government

Area Office formally took off on 1<sup>st</sup> of April, 2002 and made up of what is historically known and addressed as Modakeke Akoraye. The area office Modakeke-Ife is centrally placed amidst towns and villages that comprised the defunct Oranmiyan Local Governemnet Area in Ife land. There are numerous towns and villages in the area. Some of them are Alabameta, Koola, Odole, Ajagun, Doya, Asabi, Ijugbe, Awoye, Aba-Oke, Olooyo, Fagunwa, Oyan, Abalemomu, Jahna. However, Ife East Local Goverenment Area shares boundaries with Ife Central, Ife North, and Ife East Local governments<sup>9</sup>. Hence, it has three wards. The indigenes of Ife East Local Government Area, Modakeke, are predominantly Oyo-speaking people bounded with the custom and culture. Meanwhile, non-indigenes from all parts of Nigeria and some foreigners reside in the local government area and they live with the indigenes happily. Yoruba and English language are the languages spoken by the people and they are the official languages for business transactions<sup>9,10</sup>.

On the other hand, the area office is surrounded with a highly literate and articulate populace who constitute enthusiastic and productive workforce. Traditionally, the people from the local government are very hard-working farmers while some engage in other commercial activities such as soap making, livestock feeds production, carpentry, etc. Ife East Area Office is situated in a semi-Urban centre (Modakeke) which is developing rapidly in size and population. The increase in population is attributed to the frequent migration of people to the town. The 2003 population census put the total population of the town to Eighty-four Thousand Six-Hundred and Seventy-Five. (84, 675)<sup>9,10,11</sup>.

**Occupation:** Many activities take place within Ife East Local Government Area office, which include trading, carpentry, motor mechanic, blacksmithing, lumbering, e.tc. Agriculture and forest resources form the backbone of the economy in

Modakeke. The area is well known for agricultural production both arable and cash crops. There are various locations of fruit orchard in Modakeke and its environs. Modakeke is endowed with various species of woods which promote lumbering activities in the town. There are numerous valuable natural resources found across the Local Government Area and its environs particularly, the steel deport at Afijagba and Odo-Okun, Granite at Oke Dio, Koola and Adesiyan, all these resources are in abundance but they have yet to be tapped. Modakeke is known nationwide as one of the highest producers of cash crops such as cocoa, kola nut, palm oil, etc. Today, findings have revealed that the population of Ife-East Local Government is put at two hundred thousand (200, 000) <sup>9, 10, 11</sup>.

**Table 2.2: Table showing past and current Chairmen of Ife-East Local Government Area**

S/N	Name	Post	Year
01	Mr. C. O. Alabi	Area Officer	2002-2004
02	Pastor Tola Aderibigbe	Area Officer	2004-2007
03	Hon. Rasaan Atitebi	Administrator	2007-2010
04	Hon. Wale Amusan	Executive Secretary	2010-2016
05	Mr. J. O. Adewole	Council Manager	2016-2017
06	Hon. Amola A. Abiodun	Chairman (present)	2017-till date

**Source:** G. A. Adeyemi-Ale, 'The History of Modakeke' 2019

### **2.1 11 Communities under Study in Ife-East Local Government Area**

In the study area, cocoa production is the major source of income for the cocoa farmers and that is why efforts at producing cocoa beans in large quantity are being intensified in the communities. The names of the seven communities covered for this study and a short description of each is given below:

#### **2.1.11a Okuu-Omoni Cocoa Producing Community**

The community is the largest in the area with over a hundred houses occupied by both indigenes and non-indigenes with each house having an average of three (3) occupants. The first settler in the community was a hunter and farmer named Omoni. Information revealed that the war between Ife and the Oyo in the 18<sup>th</sup> century made him settle in the village (which was then a forest) with his family. His exploit as a hunter and farmer made him known to many other famers and hunters that later joined him in the forest. Today, the community is the headquarters of the villages within the zone and their first king, Oba Michael Tayelolu, the great grandson of the first settler, was crowned on 2<sup>nd</sup> January, 2002. Before the coronation of the present king, the community had had a laid down rule of governance approved by the Ogosua of Madakeke and his council of chiefs. The highest position an indigene could attain before 2002 was the position of a ‘baale’ and many bales had ruled the community. Among them were: Baale Adesina Fadare Emmanuel, Baale Odeleke, Baale Laani Adeniyi, Baale Adiniyi Lawal and Baale Ayoola. Okuu-Omoni is the community with the highest none indigenes, most especially, the *Housas*.

#### **2.1.11b      *Famia Cocoa Producing Community***

The community is the second largest cocoa producing community with close to one hundred and fifty occupied houses and it has been existing since 18<sup>th</sup> century. The first settler was also a hunter and farmer named Famia. The community is situated in the middle between the seat of the local government (Ife East Area Office, Modakeke) and the last community known as *Kinkinyinhun*. *Famia* is the most popular among all the villages (*Famia* road which is popular among the town dwellers) and their current baale is Baale Oladunni James. Meanwhile, some of the baales that the community had had were: Baale Joseph Eegunsola Awolumote, Baale Jacobs Adedokun, Baale Olayinka, Baale Ayantoke and Baale Tijani Akanni,

### **2.1.11c      *Gorogoro Cocoa Producing Community***

The history of Gorogoro is not different from that of Okuu Omoni. The community has existed for over a hundred years with its first settler known as Oladiji, a hunter as well as a farmer. After Okuu Omoni, the largest cocoa community in the area, Gorogoro is next in cocoa production. The community has less than a hundred houses that accommodate both the indigenes and non-indigenes. The community has been ruled by different baales among them were: Baale Oladiji, Baale Laani, and Baale Gbadebo Oyeniyi, the current Baale of Gorogoro cocoa producing community.

### **2.1.11d      *Ajakore Cocoa Producing Community***

The founding father of *Ajakore* community was late Pa Ajakore, a hunter and famer as well. The community has about thirty (30) houses occupied by different tribes and the indigenes. Ajakore has a distance of 3.2 kilometers from Okuu-Omoni Community and 1.60 kilometers distance from *Gorogoro* Community. Also, it has a distance of 2.4 Kilometers from Oyo- Onikeke Community. The community has always been headed by a baale and the current baale is Baale Jabez Oyelakin. The past baale of the community were: Baale Ezekiel Oyelakin, Baale Samuel Akinyemi, Baale Akinkunmi and Baale Abraham Olojede.

### **2.1.11e      *Oyo-Onikeke Cocoa Producing Community***

As noted in other communities, the first settler in Oyo-Onikeke community was a hunter called Oyo Odeyinka with his family many decades ago. It was through him other many other people sojourned in the community for farming activities and hunting expedition. At present, the baale of Oyo-Onikeke community is Baale David Adeyeye. The previous bales in the community were: Baale Axdeyinka Otunwa,

Baale Adeniji, Baale Gabriel Iyiola, Baale Adedeji and Baale Titus Ogunkanmi. The community is the second community among the study communities that has a large population of Housas. About three years ago, no Housa tribe lived in the community but since the discovery of gold in large quantity in Mr Ogunsina Ogunbunmi's farm, it has attracted the attention of many Housas who have made the community their second home. Consequently, the attention of the government has been drawn to the presence of gold in the community. The mineral resource deposited in the village makes the community to stand out among others. The community has about forty (40) occupied houses and it is relatively peaceful.

#### **2.1.11f      *Dare Cocoa Producing Community***

The distance between Dare community and Oyo-Onikeke is 1.60 kilometers. Dare is bigger than Oyo Onikeke, Ajakore and Gorogoro in terms of numbers of houses occupied and population. It has close to sixty (60) occupied houses. The first settler in the community was late Pa Oladepo; and after his demise, his sons at different times, succeeded in leadership positions. Thus, the first Baale for the community was Baale Ogunbayo while the second was Baale Abraham Akinyemi.

#### **2.1.11g      *Dagi Coco Producing Community***

This is the smallest community among all the communities covered with less than twenty (20) houses. The current baale, Baale Samson Popoola, was the former Asipa of Okuu Omoni. Often time, just before the appointment of the present baale, the community was governed directly from Okuu-Omoni because of their close ties and proximity-just about 0.60 meters distance from Okuu-Omoni and it is situated along the major road that links the whole communities in that axis.

### **2.1.12 The Socio-Economic/Cultural setting of the study Areas**

The traditional settlers in the study areas are Yorubas whose origin is traced to Oduduwa of Ile-Ife in Osun State. However, there are many local dialects spoken in the study communities such as *Ekiti* dialect, *Akoko* dialect, *Ijesha* dialect and Ife dialects. Other inhabitants in some communities include the *Irobos*, the *Housas*, the *Tivs*, the *Egedes*, the *Igbos* and the *Ogojas* understand the Yoruba language spoken by the Oyo people and it is the only general language that unites them all. The presence of “foreigners” is a reflection of the interest of the people to engage in cocoa farming in the Local Government Area. In addition to the various Nigerian tribes in the area, there are Ghanaians and Ivoirians whose major occupation is palm wine tapping. The incomes from agriculture, mostly cocoa account for a vast proportion of the recourses for developing the communities as an average cocoa farmer produces not less than two jute bags of dried cocoa per harvest which amounts to about one hundred and fifty thousand naira given the present market price. With this, it is ascertained that agriculture is the main stay of the people’s economy and their means of livelihood. The principal industrial cash crops are cocoa, palm produce, kola nut, and timber while each household cultivates food crops such as yam, cocoa-yam, cassava, rice, beans and a variety of vegetables which they depended on for feeding and economic gains, too. The cocoa farmers in the study areas are small cocoa farms holders who constitute the backbone of cocoa production in the study areas. These farmers are not properly integrated into the world of cocoa markets for better cocoa production that can add values to the economy of the state and Nigeria as a whole. In the past, the inhabitants of the study areas lived in palm fronts-made houses and mud houses but with the advent of cocoa farming and increased incomes, they began to build bigger and better quality houses in the villages. Markets were also established and they put

their resources together to construct churches, mosques and schools. With all these, the study areas are getting expanded and most of the inhabitants live there throughout the year, paying just occasional visits to their homes or other towns for different ceremonies such as wedding, naming, funeral birthday, etc. each of these study communities has a leader called *baale*. *The baales are* the first recognized inhabitants in the community and among their functions include handling judicial matters, organizing and implementing community projects.

### **2.1.13 Economic Uses of Cocoa**

When cocoa is processed, there are three types of co-products: cocoa bean shells, cocoa husk and cocoa mucilage<sup>5</sup> (white pulp inside a cocoa pod). The cocoa beans can be used in different ways such as beverages and chocolate. Researchers have carried out investigations into the alternative uses of cocoa. The cocoa bean is said to be useful in making soft drinks and wine when its pulp is extracted. Also, it has been discovered that cocoa beans are good for pharmaceutical uses. This is to say that the advantages inherent in the uses of cocoa beans have a great impact in the economy of cocoa producing countries. Around 1980s in Brazil, a discovery was made about the uses of cocoa to produce cocoa pulp as soft drink has become a household drink in the country and this has helped to increase the economy of the country and provide employment for a large number of the unemployed inhabitants<sup>5, 6, 7, 8</sup>. Thus, investigations were carried out further and it was discovered that cocoa pod husk and the cocoa juice were found to be economically useful for the production of feed for the different live stocks. They are also used for the production of fertilizer, alcohol,

soap etc. This has indicated that cocoa beans is a major cash crop of the world. In Uganda, the electricity supply is a problem to the country's economic development as the country lacks the financial recourses to overcome electricity supply. But efforts have been made to ensure that the rural areas in the country are connected to mini-grids which are effective ways to providing solutions to erratic power supply to the rural areas by generating energy from cocoa pod husks<sup>6</sup>. The use of this agricultural waste (CPH) for energy generation is the most suitable option for the rural population in Uganda because it is pollution free and does not have competition for use. As a result of this, efforts are being made in Uganda to intensify efforts for its usage. Also, the cocoa bean shell which is a by-product that is generated while roasting the beans in the cocoa processing factories are economically valuable. It is said to be rich in protein and fiber<sup>7</sup>. Furthermore, cocoa shell is added to the meals of the broilers to decrease their weight and production of eggs. It is also use as food supplement for rabbit for optimum growth performance. Cocoa shell is in pig nutrition for their intestinal balance.

#### **2.1.14 Cocoa Production in Nigeria**

In Nigeria, the history of cocoa production, especially in the Western part of the country spread through the migrant cocoa farmers who at that time relied majorly on traditional institutions for the mobilization of economic resources required to cultivate cocoa farms. The introduction of cocoa to Western Africa in 18<sup>th</sup> century and its introduction to Nigeria in 1874 through the Spanish Island, Fernando PO where a plantation was cultivated by traditional chief, Squiss Ibningo at Bonny in the then Eastern Region.

In Lagos, around 1880, a cocoa farm was established and thereafter, more cocoa farms were cultivated in Agege and Ota respectively. It was in Agege and Ota farms that information was passed to the neighbouring Yorubas about cocoa farming and this caused the spread of cocoa to the other part of the then Western Region.

Currently, fourteen (14) States in Nigeria produce cocoa and they are grouped into three categories according to their levels of production. The categories are:

High Producer States: this comprises of Ondo, Cross Rivers, and Osun);

Medium Producer States: they are Edo, Ogun, Oyo, Ekiti, Abia, Delta, and Akwa-Ibom.

Low Producer States: they include Kwuara, Kogi, Taraba and Adamawa <sup>15, 38,40</sup>.

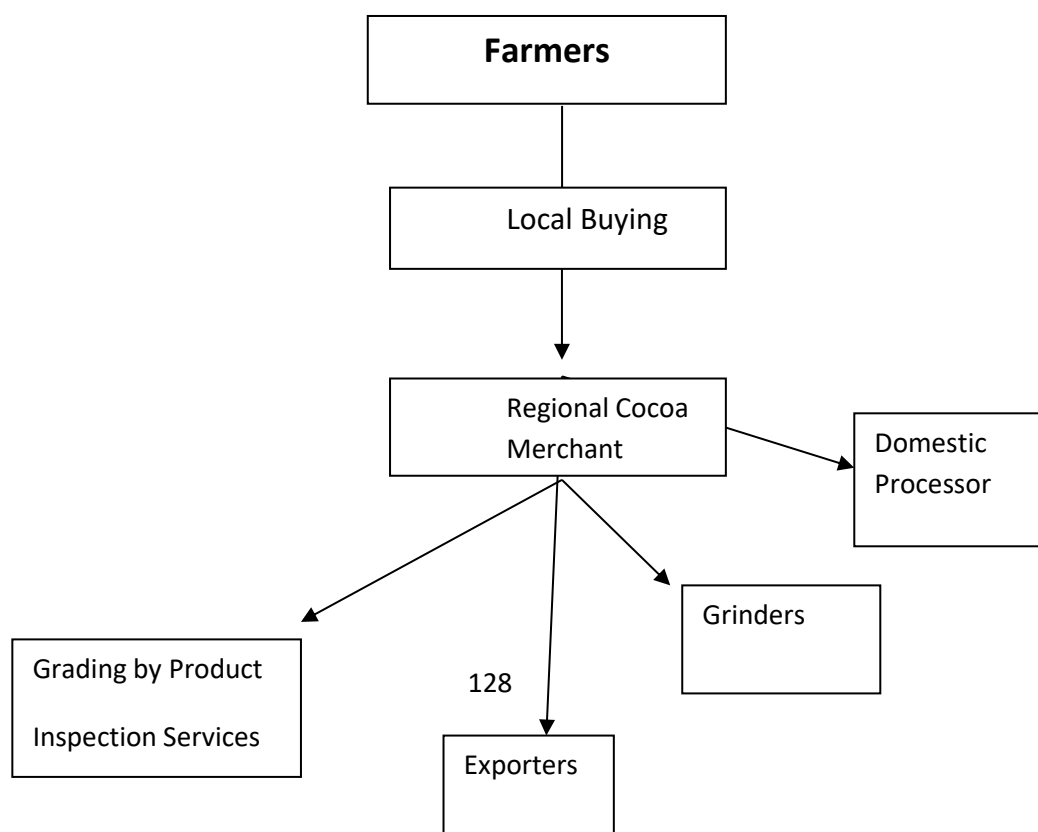
Findings have always shown that cocoa production in Nigeria is grown on small holdings and each farm is often less than one hectare while many cocoa farms were established more than forty (40) years ago. Nevertheless, the production was low at the beginning that by 1914, Nigeria was producing only about 4,000 tonnes per annum or less than two per cent of the total world output. Thereafter, expansion became more rapid and between 1913 and 1930, production increased to about 80,000 tonnes per annum. Nigeria's cocoa production continued to increase in quantity and as a proportion of total world productions, that by 1965, Nigeria became the second largest producer in the world with an annual output of about 270,000 tonnes and her share of total world production also rose from about two 18 per cent. However, the discovery of oil in large quantities has brought a downward trend in Nigerian production and position in the world<sup>15</sup>.

**Table 2.3 “Ten Major Cocoa Producing States in Nigeria”**

S/N	State	Description
01	<b>Ondo State</b>	The state is the first major cocoa producer in the country. The agricultural contribution to the GDP is 70 per cent with 77,000 tons of cocoa produced annually.
02	<b>Cross River State</b>	Fourteen out of eighteen local governments in the State are noted to be cocoa producing local governments. Out of the 14 cocoa producing local governments, 4 are major cocoa producers producing more than 30 per cent of State production.
03	<b>Oyo State</b>	The State is situated within the rainforest ago-ecological vegetation that supports agriculture. The State is the 4 <sup>th</sup> cocoa producing State in the country.
04	<b>Osun State</b>	<b>Osun</b> is the fifth cocoa producing State with recognized 11 cocoa producing Units.
5	<b>Akwa Ibom State</b>	Twenty-one out of thirty-one local government produce cocoa
06	<b>Ogun state</b>	Four local governments, Abeokuta are noted for cocoa production.
07	<b>Delte State</b>	A State known for crude oil deposit situated in the South-South part of the country also produces cocoa.
08	<b>Ekiti State</b>	Cocoa is produced in all the sixteen (16) local government of the State.
09	<b>Edo State</b>	The State is also known for agricultural production and cocoa is not left out of what the State produces annually.
10	<b>Kogi State</b>	Cocoa production in the State is low compared to all other State but the State produces the best quality cocoa sought for by Chocolate Industries

The notable thing about the development of the Cocoa industry in Nigeria is that it took place with no major departure from the traditional peasant method of farming. The first precise export figure of dry cocoa beans from Nigeria was in 1910. The importance of cocoa to Nigerian economy cannot be overemphasized. Cocoa export has been and will continue to be a significant factor in the economic growth of Nigeria. Despite the negative effects of government policy, cocoa remains the highest foreign exchange earner of all agricultural export crops. In bid to increase national output, the Federal government supplied 26 million seedlings to cocoa famers for new planting in 2006 and also established National Cocoa Development Committee in order to rehabilitate and improve cocoa production in Nigeria<sup>15</sup>.

Marketing of cocoa is an important stage in cocoa production and it is the responsibility of the government to ensure that cocoa market is stabilized in a way that would attract more young men and women into cocoa farming. Marketing cocoa begins with farmers selling to local produce buyers or buying agents. From buying agents to cocoa Merchants in different Geo-political zones of producing States. From Cocoa Merchant, it gets to the exporters and domestic processors as illustrated in this diagram below:



**Figure 2.3:** Cocoa Marketing Process in Nigeria  
**Source:** “Anti-Slavery International” David Ould, 2004

## **2.2 Theoretical Frame Work**

The following theories that are relevant to the study will guild the research work:

### **2.2.1 Participatory Theory**

Participatory communication evolved in 1950 through the participatory actions of Paulo Friere, the Brazilian adult education crusader and the propounder of Participatory Communication, while working as an adult literacy campaigner among the poor peasants in North-Eastern Brazil. Paulo Freire propounded this theory in his book, “*The Pedagogy of the Oppressed*” which was first published in Portuguese in 1968 and translated into English in 1970<sup>79</sup>. Research findings show that at the end of Paulo’s adult education campaign, participatory communication empowered the landless peasants to formulate their own demands for better life and liberate themselves from the oppressive conditions. With Paulo Friere’s remarkable feat, Participatory Communication has become a form of communication that involves the collective participation of all stakeholders. For participatory paradigm, development is not to be seen as something that can be imported out of the indigenous culture of the people at the grassroots. In other words, participatory theory is the genuine

participation of the local community<sup>33</sup>. The participatory Theory acknowledges dialogical and horizontal nature of communication for achieving development. This alternative advocates the indispensable roles of two-way communication for the empowerment. Thus, the basic tenets of participatory theory are empowerment, dialogical, action and reflection, acquiring skills, increasing self-confidence, control over oneself and one's environment, achieving good quality of life, freedom, and understanding one's ability and limitations.

Finally, Participatory theory stresses the impotence of cultural identity of local communities and of democratization and participation at all levels-international, national, local and individuals. It is about the right of all people to individually and collectively speak their world: not the privilege of some few members but the right of everyone. Thus, no one can say a true word alone-nor can he say it for another, in a prescriptive act which robs others of their words<sup>28</sup>. This theory is about people-centered development also known as bottom-up and it gives the people the opportunity to manage their own development affairs. This theory criticized the modernization paradigm on the ground that it promotes a top-down view of development. The theory views development as something that cannot be imported from the western tradition but something that should emerge from the indigenous culture of the people. This is called the people's native intelligence. It is a theory that requires real participation of the rural community and in this case, the youth cocoa farmers. It is aimed at expanding knowledge development concerning social equality, freedom and justice that can increase participation at the grass root level. Furthermore, participatory theorists identified the importance of communities being sensitive to cultural diversity and other points ignored by modernization theorists. Participation theory recognizes capacity building, empowerment, sustainability and self-reliance<sup>31</sup>.

It is assumed that participatory communication should not be based on top-down approach of communication and neither should it be something that is imported but must be rural based. People should be allowed take control of any productive activities that can help them to be empowered and self-reliant. Other notable assumptions of participatory theory include:

- i. **Cooperation:** it is important to share everybody's strength and weaknesses for accelerated development and peaceful coexistence in a group.
- ii. **Responsibility Sharing:** irrespective of status in the community or state, all stakeholders have equal responsibility concerning decision making and each should have clear responsibilities shared within a given process. Thus, all have equal responsibilities to be carried out.
- iii. **Knowledge Sharing:** all participants are expected to share knowledge to advance their plans. This creates an avenue for those that are more knowledgeable to enlighten others in order to meet up with the demands of obstacle they want to conquer which has brought them together. **Empowerment:** participants with special skills should be encouraged to take responsibility for tasks within their specialty and others should also be encouraged to get empowered in order to empower other people.
- iv. **Power Sharing:** power and authority should be balanced among all stakeholders to avoid the domineering tendency from any one. As noted that participatory theory is a two-way communication approach, power should emanate from all. This implies that every form of dictatorial tendency is forbidden.
- v. **Equal Partnership:** this recognizes that every person has the skill, ability, initiatives, and an equal right to take part in the development process irrespective of their status.

- vi. **Transparency:** all participants must be ready to create a conducive environment through open communication and dialogue. This implies that communication should be free from any form of restriction either from the donor agencies government or stakeholders. The beneficiaries are to be encouraged to make their intentions, challenges, needs and aspirations bare.

The theory is relevant to the study in the sense that for cocoa production in Nigeria to record any form of accelerated development, both the stakeholders and the youths have to work together to achieve this. Thus, all programmes and other activities organized by the stakeholders need to be participatory in nature by the rural community members. The involvement of the youths who are supposed to be the beneficiaries should not be neglected. Since the theory is about how to ensure that the people at the grassroots are directly involved in development projects to make it participatory, to get the attention of the youths to engage in cocoa farming in the study areas, it needs to be participatory and not a top-down approach.

### **2.2.2 Diffusion of Innovation Theory**

Diffusion of Innovation Theory (DI) developed by E.M Rogers in 1962 in his book, “Diffusion of Innovation” published in 1962, is one of the oldest social science theories. It originated in communication to explain how, over the time, ideas gain drive and spread (diffuse) through a given population. The fact about this diffusion, is that people adopt a new behaviour, ideas, practices or ways of life as part of a social system, and adoption implies that a person does something differently from the way it was previously done (a new method of planting cocoa seedlings, a new way of acquiring a new behaviour, buying a new product, etc) The main goal of adoption is

that the adopter must perceive the idea or behavior, way of planting cocoa as new or innovative. When this happens, it can then be said that diffusion is viable<sup>26, 27, 28, 62</sup>. Adoption of a new idea or behaviour known as innovation does not occur concurrently in any social system' Instead, it is a process whereby some people are quick to adopt the innovation than others. Researchers on diffusion of innovation have found that people who adopt an innovation early have different characteristics than people who adopt an innovation later. And this shows that when introducing an innovation to a target population, it is important to understand the characteristics of the target population that will help promote or mar the innovation being introduced. The adopters are in five categories of which majority falls in the middle categories. The categories of adopter strategies that can be used to appeal to adopters when promoting an innovation are:

- **Innovators:** these are the very set of people that always want to try to adopt the innovation. They are courageous and often interested in new ideas. These are the people that easily take risks and they are always the first to develop new ideas. It is obvious that little or no effort can be made to appeal to this group to adopt innovation.
- **Early Adopters:** these set of people are those performing various leadership roles in the society or anywhere they find themselves. They derive joy in leadership roles and like change opportunities. They are privy / aware of the need to change and they find comfortable to adopt the new ideas.
- **Early Majority:** These set of people like to adopt innovation but before they can adopt any innovation, they need to see evidence that the innovation being introduced to them actually works. The strategies that can appeal to these people are success stories and the effectiveness of the said innovation.

- **Late Majority:** these set of people rarely change. They will only wait to adopt the innovation when all must have tried it. The strategy to use in appealing to them is giving them convincing information on how many people have tried the innovation and have successfully adopted it
- **Laggards:** these people are bound by traditions and they are easily not changed. To change them to adopt an innovation requires mounting pressures by other adopters, using fear appeals and statistics.

Meanwhile, the stages by which a person adopts an innovation and diffusion is accomplished include awareness of the need for an innovation, decisions to adopt or reject the innovation, initial use of the innovation to test it and continued use of the innovation.

The main factors that influence adoption of innovation are:

- i. **Relative advantage:** This implies that the level at which an innovation is seen as good for the adopter which can better replace the old idea is key. An adopter that has seen an innovation as an advantage will be ready to adopt it.
- ii. **Complexity:** How difficult the innovation is to understand and use by the adopters is very important before it is adopted. In view of this, a new innovation that is to be adopted should be made as simple as possible to attract adoption by the majority.
- iii. **Compatibility:** how consistent the innovation is with the values, experiences and needs of the potential adopters is important. An innovation that does not go in line with what the people want would end up a failure.

The crude method of cocoa farming adopted years ago and the type of cocoa seedlings planted could still be attributed as contributory factors why low cocoa production is

being recorded in the study area, Osun State and Nigeria as a whole. A modern method of cocoa farming needs to be adopted coupled with planting the improved recommended cocoa seedlings. Diffusion of Innovation is relevant to the study because it is about how farmers can adopt new ways of planting cocoa for economic development.

### **2.3.0 Review of Empirical Studies**

#### **2.3.1 Origin of Cocoa**

The origin of cocoa was in Central America. Many scholars investigating the origin of the cocoa have suggested that the origin of cocoa trees are found to be at multiple locations, within the Orinoco and Amazon River Basins prior to 1900 B.C. Meanwhile, domestication would have occurred in these areas subsequently where they then spread throughout the region through trade. Cocoa was first introduced to Europe in the fifteenth century by Christopher Columbus who brought some to Spain after his travels in the “New World”. Scholars are also of the opinions that cocoa beans gradually spread throughout the Amazon Valley and were introduced into Central America and Mexico by humans in the Amazonian region. At that time, cocoa beans were being used by the inhabitant Americans to prepare chocolate and also it was used as a form of currency for trading purposes and payment of tribute to the King<sup>4, 21</sup>. One can buy a slave for one hundred nibs (100 cocoa beans) or the favour of a woman for ten (10) nibs (10 cocoa beans). It was also common to use the fruits of the cocoa beans for their sweet pulp to produce alcohol beverages. The Mayan paintings dated from 700 AD provide strong evidence that the people of this region had switched to consuming cocoa drinks made from the roasted and ground cocoa beans, with these beverages being consumed by the elites and used as a key element

during ceremonies. Meanwhile, cocoa beans were also used for everyday exchange and as a form of currency. Mayan relationship with cocoa started at birth, with a naming ritual in which the priest and mother presented cocoa to the newly-named baby. After death, an individual was buried with personalized cocoa cups. From the 14<sup>th</sup> to the 16<sup>th</sup> centuries, as the Aztecs dominated large parts of Mesoamerica, cocoa became integrated to all of their ritual occasions. Because the climate was not conducive to the cultivation of cocoa trees, the Aztecs traded cocoa beans with Mayas. It is believed that the Mayan and Olmec civilizations of Mesoamerica prized cocoa beans as a form of currency and as a food product. The Mayan feathered snake god Kukulcan and the corresponding Aztec deity Quetzalcoatl is also credited reference in the story of cocoa as the deliverer of the cocoa plant to the earth from Paradise. Quetzacoatl is also credited with teaching the Aztecs to ferment, roast and grind the cocoa beans to be mixed with water.

Meanwhile, the more widespread appreciation of the drink is attributed to an Italian traveler named, Antonio Carltti who in 1606 fell in love with the wonderful concoction and introduced it to his Italian brethren among others, teaching them the techniques for roasting and grinding the beans as he went. Cocoa bean is a believe to be a magical product and the Swedish biologist, Carolus Linnaeus was the one that gave the plant the name cocoa and for its to be honored, he gave the plant a place of honour with the name 'Theobrama' which in Latin means, 'food for the gods. Cocoa also spread to the British Dutch, France and Jamaica in the 17<sup>th</sup> century and Brazil in the 18<sup>th</sup> century. Meanwhile, from Brazil, spread to Fernando Po which is now part of Equatorial Guinea in 1840 and it was spread to the other parts of the West African countries such as Nigeria, Ivory Coast and the Gold Coast known today as Ghana. In Gold Coast, a report has it that the Dutch missionaries were the first to plant cocoa in

the coastal areas of the country as far back as 1815 and from there cocoa farming spread to Aburi, in 1987 <sup>20,21</sup>.

### 2.3.2 Coco Production in Osun

The production of Cocoa in Osun, monitoring and surveillance are fundamental. Osun State is divided into ninety-six (96) units and it is only in these units that inspections and grading can take place. The units are also grouped into eleven (11) cocoa produce areas such as presented in the table below:

**Table 2.3: Eleven Cocoa Production Units in Osun State”**

S/n	Units	Cocoa Produce Areas covered
01	<b>Ife 1 Produce Area</b>	this comprises Ife Central and Ife East cocoa producing communities
02	<b>Ife 2 Produce Area</b>	this comprises Ife East Area Office, Modakeke and Ife North, Ipetumodu cocoa producing communities
03	<b>Ife 3 Produce Area</b>	this comprises Ife South (Olode cocoa producing areas)
04	<b>Gbongan Produce Area</b>	this comprises Ayedaade Local Government and its environs
05	<b>Ikire Produce Area</b>	covers Irewole local government, Ikire and Orile-Owu

06	<b>Osogbo produce Area</b>	this covers Osogbo Local Government and part of Egbedore Local Government.
07	<b>Ede produce Area</b>	this unit covers Ede North, Ede South, Ejigbo Local Government and part of Iwo like Ife Odan and part of Egbedore
08	<b>Ilesha Produce Area</b>	covers Ilesha East Local Government, Ilesha West Local Government, Iperindo and Ifewara
09	<b>Ikirun Produce Area</b>	this covers Ifelodun Local Government, Iragbiji Local Government, Boripe Local Government and Ila Local government
10	<b>Obokun produce Area</b>	covers Obokun and Oriade Local Government
11	<b>Iwo Produce Area</b>	covering Iwo and other parts of the cocoa producing areas

**Source:** Department of Produce Services, Osun State Ministry of Agriculture, 2021

It is only in all these produce areas that inspections can take place for administrative convenience. The department of Produce Services which has sixty-six (66) officers often uniformly dressed is charged with the responsibility of quality determination, maintenance and control in the State of Osun and it is headed by Director, Produce Services, Mr Gboyega M. Olowoporoku of Ministry of Agriculture and Food Security. The department determines agricultural crops which are called scheduled crops. These scheduled crops are crops of government interest that their qualities will either make or mar the image of Nigeria when exported. The tree crops include cocoa, cashew, palm kernel etc. As a department that is charged with quality determination, the department inspects and grades cocoa in any of those eleven units using graded figure. Graded figure implies the total number of cocoa beans produced in the state for the year which is graded before being transported out of the state. Unfortunately, graded figures cannot be an accurate measure of production because many factors are involved. It is not impossible that some consignments from cocoa producing communities in the state may escape inspections and grading in which, it will not be accounted for. For instance, in 2019, the state recorded the highest figure of 23,670 metric tones of cocoa beans; with this, no one can say that the 23,670 metric tones

recorded for that year was the accurate figure of all cocoa beans produced for that year but the graded figure was the one given. According to the Director of Produce Services, he said, “By estimate, it has always been put that the state has the capacity to produce 30,000 metric tones but the production figure cannot be arrived at but can be close to 50,000 metric tones. At no time was the state ever graded 23,670 metric tones. Why the estimated figure was not more than that was as a result of the following factors:

- a. Smuggling cannot be ruled out because a typical Nigerian cocoa produce buyer is a tax evader because he is expected to pay for grading before he moves his cocoa out of the state. Through grading of the cocoa, it generates revenue for the state as no one must trade with ungraded cocoa-it is a rule. On every tonnage, an average of five thousand naira #5,000 is paid per a ton of cocoa and a ton is sixteen (16) standardized bags. A standard bag contains sixty-four (64 kg).
- b. Lack of operational vehicles for the Department of Produce Services hinders our performance as monitoring and surveillance are vital to revenue generation management. One or two vehicles are not enough to monitor and survey the whole cocoa producing communities in the state. To minimize the smuggling of cocoa into a neighboring state for onward export, more monitoring operational vehicles are needed.
- c. Price fluctuation discourages cocoa farmers from intensifying efforts at producing cocoa in large quantity. The non-stability of cocoa beans price has made youths to shun cocoa farming; and neither does the fluctuation in cocoa price motivate cocoa farmers to take care of their cocoa farms. This definitely affects the number of cocoa that the state produces yearly if not looked into.
- d. Government only depends on farmers for cocoa production which may not help the state in revenue generation. The state itself should have cocoa farm in order to

generate more revenue instead of depending solely on cocoa farmers for cocoa production.

- e. The activities of the unconventional gold miners in Ijesha land are challenges to cocoa production in Osun State. Many hectares of cocoa farms have been destroyed through gold mining, and owners of the cocoa farms where gold has been found never considered the implication mining gold on their farms. They are after immediate money to be realized instead of considering the future. With this, it is a loss on the part of the state in terms of revenue generation”.

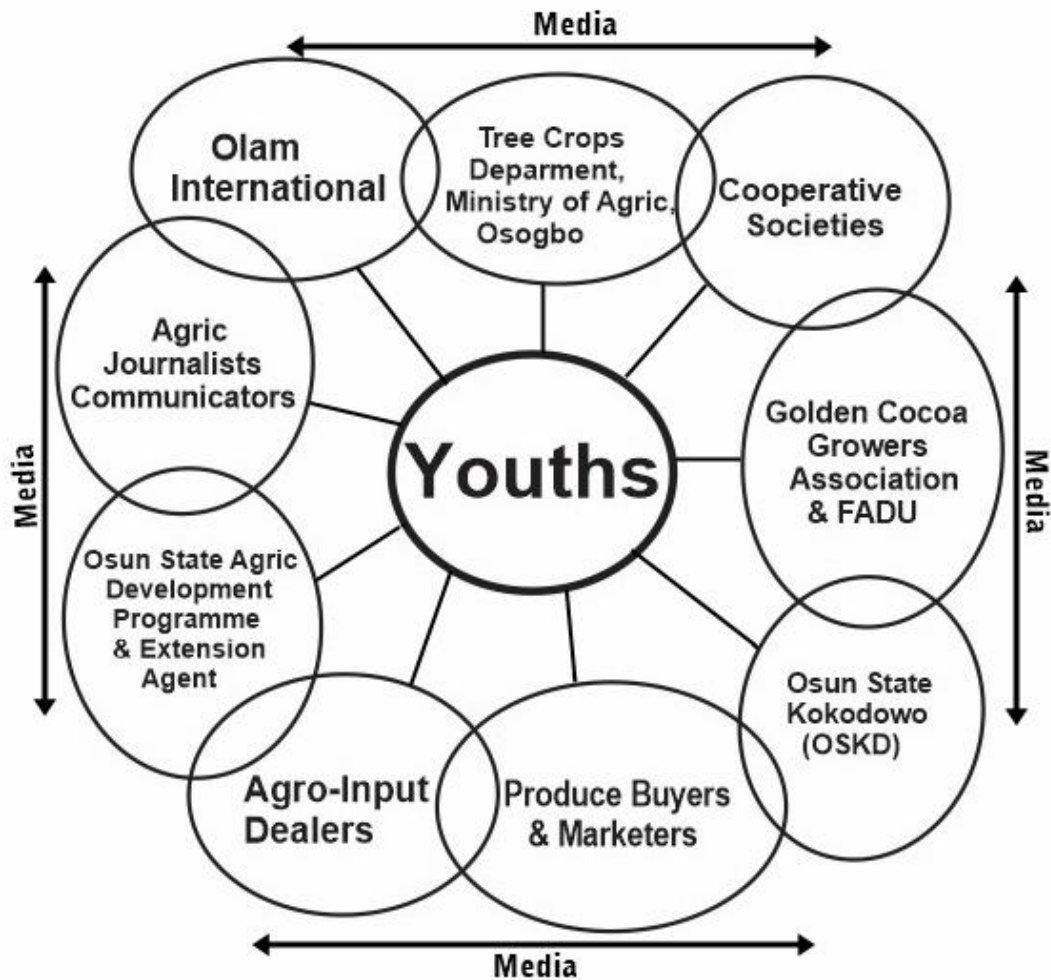
For the department to capture the activities of the merchants as a prerequisite, the parents’ merchants must register with the state and thereafter, they will have their own local store keepers. The local store-keepers too need to get registered with the state for the state to know where cocoa beans are aggregated before being moved out of the state. Whoever that is caught contravening the law amongst the cocoa merchants in the state are prosecuted and he may end up paying a fine. See (Appendix: B) for the total graded cocoa beans for the year 2018, 2019 and 2020 in Osun State.

### **2.3.3 Cocoa Production in Ile-Ife**

Ife is one of the cocoa producing units in Osun State. It has Ife East, Ife North and Ife South as major local government in Ile-Ife known for cocoa production. In Ife East Area Office, Modakeke, active participation of youth in cocoa production is at the lowest ebb. There is no program on cocoa production embarked upon by the local government. In fact, the agricultural sector in the local government is not inactive. The agricultural department in the local government is an eye-saw. Its building has become an abode for lizards, rats, spiders and possibly reptiles. The front of the Agric department is busy and the tractors bought for agricultural improvement have broken

down. The only sources of enquiries sought for by farmers in the local government are the Tree Crops Department that has a branch in the local government and OSADEP branch stationed along the Oke-DO, a few kilometers away from the local government. Meanwhile, both Tree Crops Department and OSADEP jointly offer extension services to arable crops farmers and sometimes, interested cocoa farmers. With this, the department of agriculture that has gone moribund in the local government if not resuscitated as quick as possible, will mar cocoa development in the local government, at state level and as well, Nigeria as a whole.

## **2.4 Conceptual Model**



**Figure 2.4: Conceptual Frame Work of Participatory Communication by Stakeholders and Youth Cocoa Farmers**

**Source:** Researcher, 2022

For cocoa development to achieve optimum level of production in the study areas and at the state level, there is a need for the stakeholders on cocoa development in the state to form a synergy in ensuring that annual cocoa production is greatly improved for economic development. The Conceptual model of participatory communication by the stakeholders and the youths' cocoa farmers above shows that an individual is an agent of change. It further implies that all are to experience freedom and equal access to express feelings and experiences in order to arrive at collective agendas for action. The model shows an environment where subject-object distinction does not exist in order to maintain a genuine dialogue. The role played by stakeholders in the above

diagram cannot be quantified. With the youths in the meddle, this tells how important they are as the focus of the dialogue. The gathering is an avenue for the youths to hear their views, ask questions and also suggest solutions to the problems militating their full involvement in cocoa farming. At the meeting, problems of cocoa farming are identified and solutions are proffered to enhance youths' engagement which is the main reason for the gathering. It is at this meeting that the youths are assured of the stakeholders' supports for their empowerment in terms of provision of improved seedlings, extension agents, access to land, making agro-chemical available, etc. and this is expected to metamorphoses into mass cocoa production in the study communities. At the meeting, techniques are negotiated; conflict management is strengthened; trust and reputation of every member are built as each is accorded the respect deserved.

Furthermore, at the meeting, the stakeholders are expected to discover from the youths, their readiness and capacity to bring about the desired change, believing that involving them to take decisions concerning their lives would in no small measure lead to their empowerment. This statement goes with Roggers' view that all it takes to get people to change their behavior and accept new ideas is to provide them with facts and figures According to him, this also ensures communication effectiveness-message production and distribution. At the meeting, the stakeholders ensure that the youths are made to see what they have not seen using the appropriate tool of dialogue that is devoid of every scheme of domination the youths may be feeling. With this, it is expected that all must participate actively and they are to see themselves as equal, irrespective of age, education and social standing. The role of the media at the meeting is to disseminate information gathered at the meeting to the general public in order to create awareness.

## 2.5 Summary of the Reviewed Literature

This section presents a review of associated literature relevant to the research topic being investigated and it began with the conceptual review of the variables by which related concepts such as participatory communication in Agricultural Development, Cocoa Farming, Youths, Ife East Area Office and Participatory Approaches to Development Communication were discussed. Literature reviewed under conceptual review centred mainly on effective communication. Through the participation of the stakeholders in development projects, beneficiaries were to be carried along for the innovation sought to be achieved. The literature reviewed for this section identified extension agents as key agents of change in cocoa production. Without adequate orientation and training of extension agents deployed in cocoa producing communities in the study areas, innovation in cocoa farming would be a mirage.

Therefore, the reviewed literature suggested that the remuneration of extension agents should commensurate with their daily activities as they engage cocoa youths farmers and the ageing cocoa farmers. This was followed by theoretical review such as Development Communication, Diffusion of Innovation and Participatory Communication which highlighted and clarified the need for the media to use communication to develop the interest of youths to take up cocoa farming, using the media to spread new ideas to the youths and cocoa farmers and encouraging stakeholders to desist from top-down approach of communication for development. The theoretical frame work was followed by empirical study of variables.

Literature reviewed identified that development is a systematic use of communication in the planning and implementation of development for the overall progress of the society which can only be possible with appropriate measures, engage

stakeholders and policy makers to bring about a social change that would create appositive impact in the lives of the people<sup>13, 23</sup>.

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## **Chapter Three**

### **Methodology**

This chapter covers the research method adopted by the researcher. The study centres on the Stakeholders’ Participatory Agricultural Communication Strategies on Cocoa Development Among youths, in Ife-East Local Government Area of Osun State, Nigeria.

#### **3.1 Research Design**

The study adopted descriptive survey to gather data from the youths in the study areas. The design is found appropriate because the study involves data gathered from relevant stakeholders in the cocoa production industry.

#### **3.2 Population of the Study**

The population of study for this research include the youths, produce buyers, marketers, agro-input dealers, extension agents and credit providers in Ife-East Local Government Area of Osun State.

#### **3.3 Sample and Sampling Techniques**

The sample for this study was drawn from among the youths in Famia, Okuu-Omoni, Gorogoro, Ajakore, Oyo-Onikeke Dare and Dagi cocoa producing communities all in

Ife-East Local Government Area of Osun State, Nigeria. Ife-east Local Government has a total of 120,000 youths' and many of them were into various segments of farming. In relevance to this study, the youths in these communities were selected to make up the sample size. Out of these 120, 000 youths, three hundred and eighty-three (383), 31 % of 120, 000 youth in the study area were picked for the administration of the research instrument.

The Taro Yamane formula was adopted for the calculation of the sample size and the formula is given as:

$$n = \frac{N}{1 + N(e^2)}$$

Where n is the required sample size, (N) is the total population, e is the margin error. Therefore, the study sample size with the total population of 120,000 is calculated as

$$n = \frac{120,000}{1 + 120,000(0.05^2)}$$

$$n = \frac{120,000}{1 + 12000(0.0025)}$$

$$n = \frac{120,000}{1 + 3000}$$

$$= 383$$

Therefore, the sample for the study involved a total of 383 respondents. Also, a total of eleven (11) stakeholders were interviewed. Stratified sampling technique was adopted to stratify Ife-East Local Government Area into seven (7) communities for the collection of the sample. The communities are listed in table.

**Table 3.3: Distribution of Respondents in the Study Areas.**

S/n	Location	No of Respondents
01	Famia	93
02	Okuu-Omoni	117
03	Dagi	17
04	Gorogoro	27
05	Ajakore	38
06	Oyo-Onikeke	42
07	Dare	49
	Total	383

Source: Field Survey, 2022

### 3.4 Description of the Research Instruments

The instruments used for data collection were questionnaire and interview schedule.

3.4.1 The questionnaire was named, “Stakeholders’ Participatory Agricultural Communication Strategies on Cocoa Development Among Youths”. The questionnaire was self-developed, structured and designed in order to capture the objectives of the study. The questionnaire was divided into two sections:

**Section A:** Data on the respondents’ demographic information on age, gender, educational level, marital status, parents’ occupation, respondents’ present occupation, years of cocoa farming experience and acres of land being cultivated for cocoa farming was gathered.

**Section B:** this section was designed in line with the objectives of the study which are six in number to gather data from the youths in the study areas. The six parts are:

- i. This part gathered data on participatory agricultural communication Strategies that can enhance youths’ involvement in cocoa farming (See Appendix A)
- ii. This part gathered data on improved production technologies that would make cocoa farming economically viable and lucrative for the youths in the study areas.
- iii. This part also gathered data on the factors militating against cocoa farming by the youths in the study areas.
- iv. This part gathered data on the incentives that can make cocoa farming economically viable and lucrative for the youths in the study areas.
- v. This part gathered data on the roles of participatory agricultural communication in influencing youths’ involvement in cocoa farming in the study areas.

vi. The last part gathered data on the participatory agricultural communication channels that influence youths' involvement in cocoa farming in the study areas. .

3.4.2 **Focused Group Discussion (FGD) Interview Schedule:** This was employed to gather data from relevant stakeholders like agro-input dealers, produce buyers, credit providers, Farmers' Association, and some youths in the study areas.

3.4.3 **Key Informant Interview Schedule (KII):** This instrument was used to gather data from the selected stakeholders with first-hand information on extension services, agro-input availability to cocoa farmers and cocoa farming enhancement and marketing. Tree Crops Department, Ministry of Agriculture, Osogbo Osun State, Input Dealers and marketers were interviewed in Osogbo, Ile-Ife and Modakeke respectively on October 20, 2021, April 19, 2022 and May 2, 2022. The themes of the discussion were in line with the objectives of the study and topics which included:

- a. youths' sensitization
- b. the need for improved cocoa farming best practices for the youth
- c. coco farming period and methods
- d. implementation of improved cocoa farming methods
- e. improved cocoa farming inspection
- f. extension officers' availability on cocoa farms
- g. loan and land availability for youths' cocoa farmers

### 3.5 **Validity of the Research Instrument**

The instrument for this study was tested for validity and approved by the researcher's supervisor before it was used. The questionnaire was tested for content, context and

face value validity by the Researcher's Supervisor and seven other lectures in the Department of Mass Communication and Media Technology.

### **3.6 Reliability of the Research Instrument**

The reliability of an instrument shows the extent to which the researcher can confidently rely on the information obtained through the use of the instrument i.e. questionnaire to gather data. For pilot study, twenty (20) copies of the questionnaire were administered to youths outside the selected study areas and under a different local government. Copies of the instruments were retrieved and subjected to statistical analysis to determine the reliability test. The reliability test was calculated using Cronbach Alpha Reliability Analysis and it yielded a Cronbach Alpha of 0.75.

### **3.7 Method of Data Collection**

The research instrument was administered by the researcher with the assistance of two Research Assistants in each community in the study areas. The Research Assistants were trained for two weeks before administering the instrument to ensure error-free administration and collection of the questionnaire. A total of 399 copies of the questionnaire were distributed among the participants of this study, of which 390 copies were retrieved after the administration. However, 383 were rightly filled and subjected for analysis. The other were rendered invalid. Focused Group Discussion (FGD) was also conducted to engage all relevant stakeholders in the study communities in discussions while Key Informant Interviews schedule (KII) were also deployed to engage the extension agents and marketers. This was achieved with the

aid of two research assistants covered within two months. The communities used for this study were selected because they are known to be the major cocoa producers in the local government and they are located in the tropical agrarian areas.

The meetings were held May 20, 2021, April 7, 2022, April 19, 2022, April 30, 2022 and May 2, 2022 in the study communities with minimum of eight (8) participants in attendance. The themes of the discussion were in line with the objectives of the study and topics which included:

- a. Sensitization of the youths
- b. Cocoa farming best practices
- c. Cocoa farming practiced before and after improved production introduction
- d. Improved seedlings planting compliance
- e. Extension services
- f. Land availability
- g. Reward for youths cocoa farmers
- h. How the youths can quickly and easily be reached

### **3.7 Methods of Data Analysis**

The research questions and demographic information of the respondents were analyzed using simple percentage and charts for easy understanding. The information gathered from the interview conducted was analyzed and presented.

### Endnotes

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## **Chapter Four**

### **Results and Discussion of Findings**

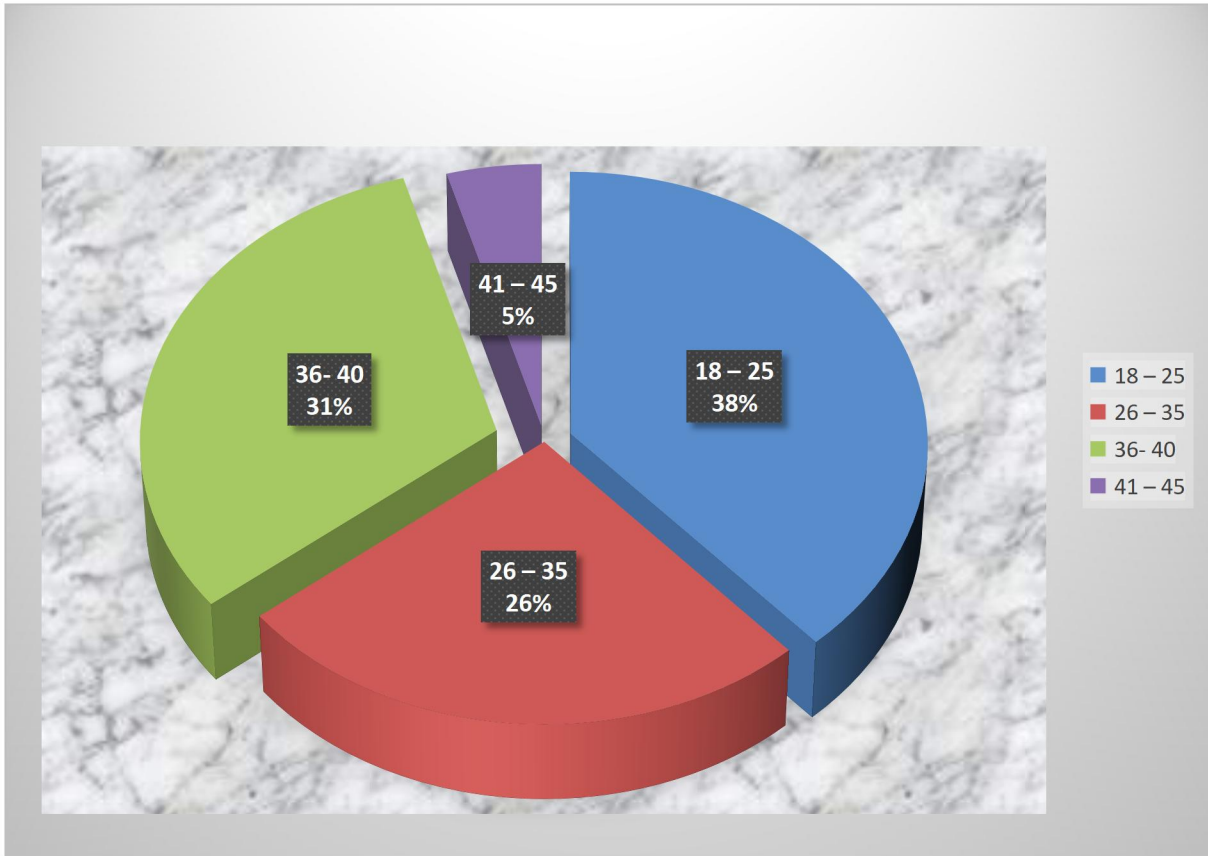
This chapter focuses on the presentation and interpretation of data obtained from the sampled population of the youths in Famia, Okuu-Omoni, Gorogoro, Dagi, Ajakore, Oyo-Onikeke and Dare cocoa producing communities in Ife-East Local Government Area of Osun State, Nigeria. The interpretation of findings is used to discuss the research questions raised in the study with a view to bringing out the findings alongside the objectives of the study.

#### **37.1 Presentation of Data**

The Study shown in tables and charts illustrate the various issues addressed in the questionnaire.

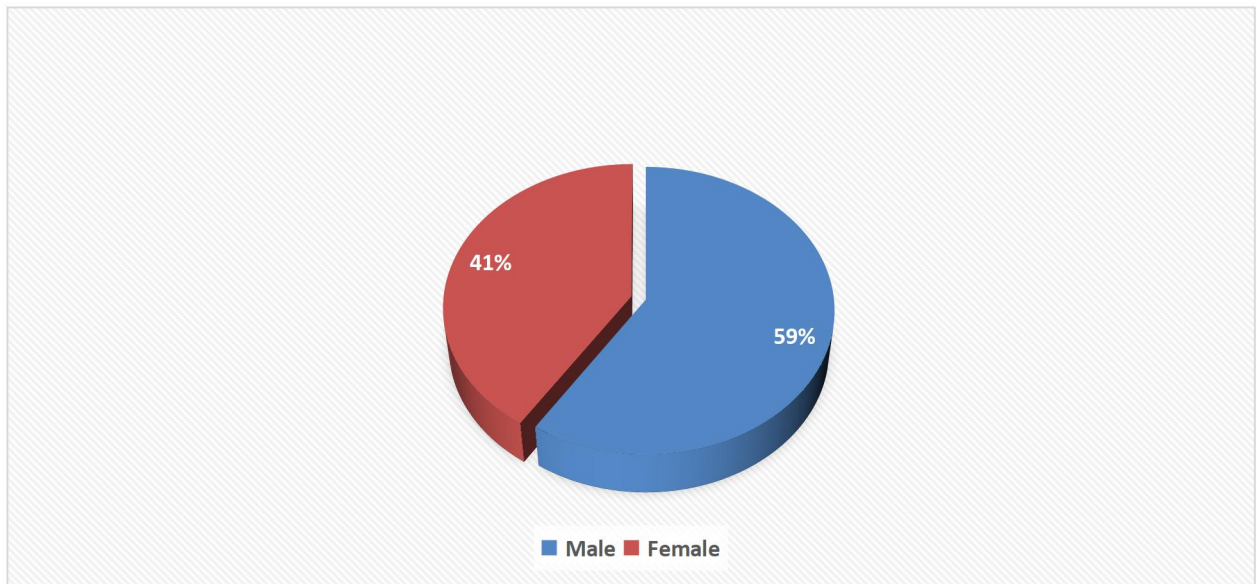
##### **37.1.1 Socio-Demographic Data of Respondents**

This section shows in bar charts the demographic information of the respondent.



**Figure 4. 1: Demographic Respondents by Age**  
**Source:** Field Survey, 2022

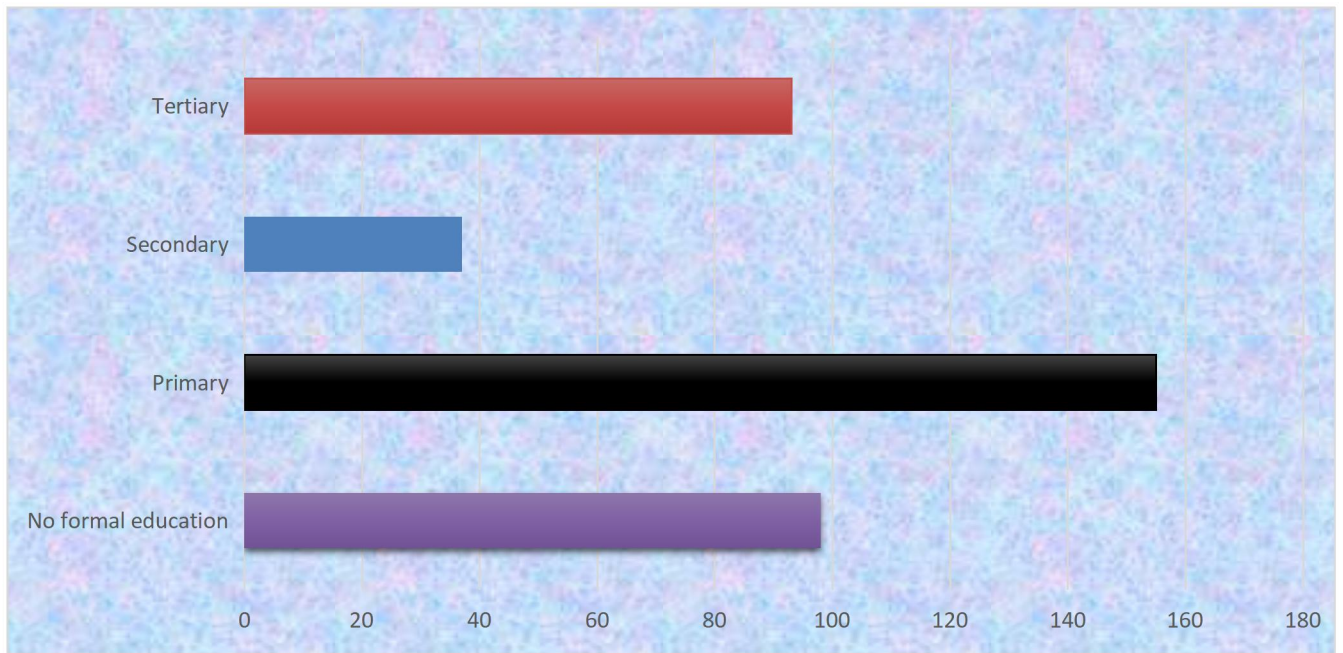
The figure 4.1 shows the socio-demographic characteristics of the respondents where 147 (38.4%) of the respondents revealed their age range to fall between 18 – 25 years, 99 (25.8%) were within the age range of 26 – 35 years, 120 (31.3%) respondents were within 36 – 40 years and 17 (4.4%) falls within the age range of 41- 45 years. This implies that in the study area, majority of the study participants were within the age range 18 – 25 years.



**Figure 4.2: The Distribution of the Respondents by Gender**

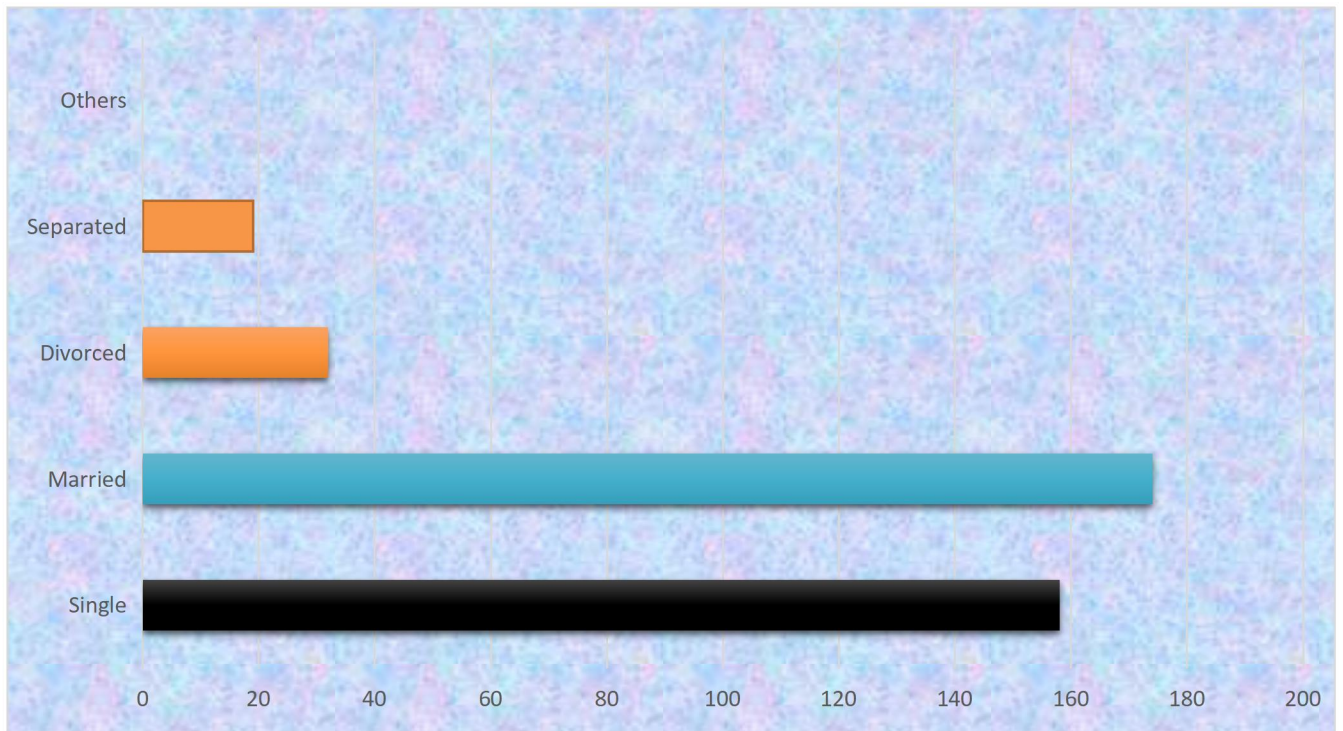
**Source:** Field Survey, 2022

Figure 4.2 above shows the gender distribution of the respondents, it was established that in the study communities used for this study, majority of the study respondents indicated their gender as male with 227 representing (59.3%) while 156 (40.7%) were female. This implies that majority of the study participants who engaged and those that intended to be engaged in cocoa farming as a venture were male by gender.



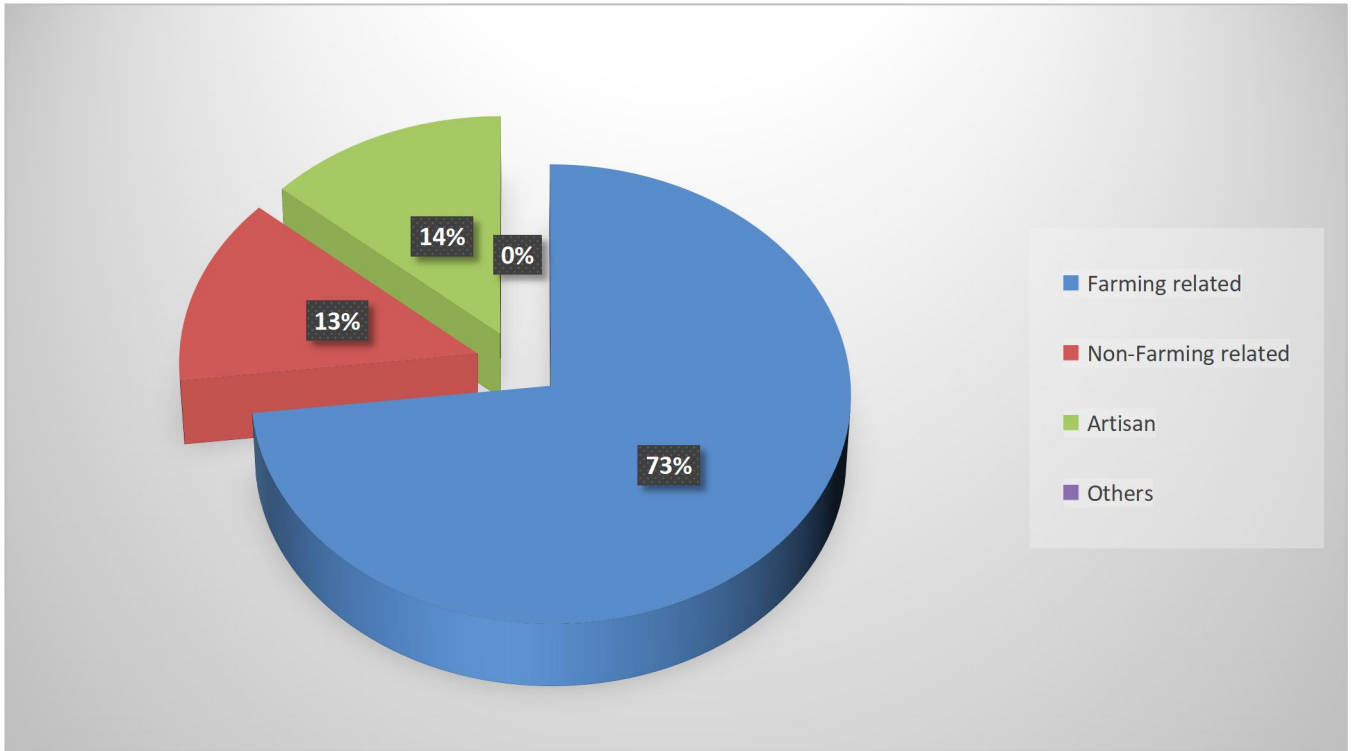
**Figure 4.3: The Distribution of the Respondents by Educational Levels**  
**Source:** Field Survey, 2022

Figure 4.3 reveals the educational level of the study participants. This shows that 98 (25.6%) of the study participants had no formal education. A total of 155 (40.5%) had primary education, also 37 (9.7%) revealed secondary education as their educational level, while 93 (24.3%) stated that they had tertiary education. This implies that the level of education of the youths could encourage cocoa farming participation since we have 24.3% of the study participants with tertiary education.



**Figure 4.4: The Distribution of the Respondents by Marital Status**  
**Source:** Field Survey, 2022

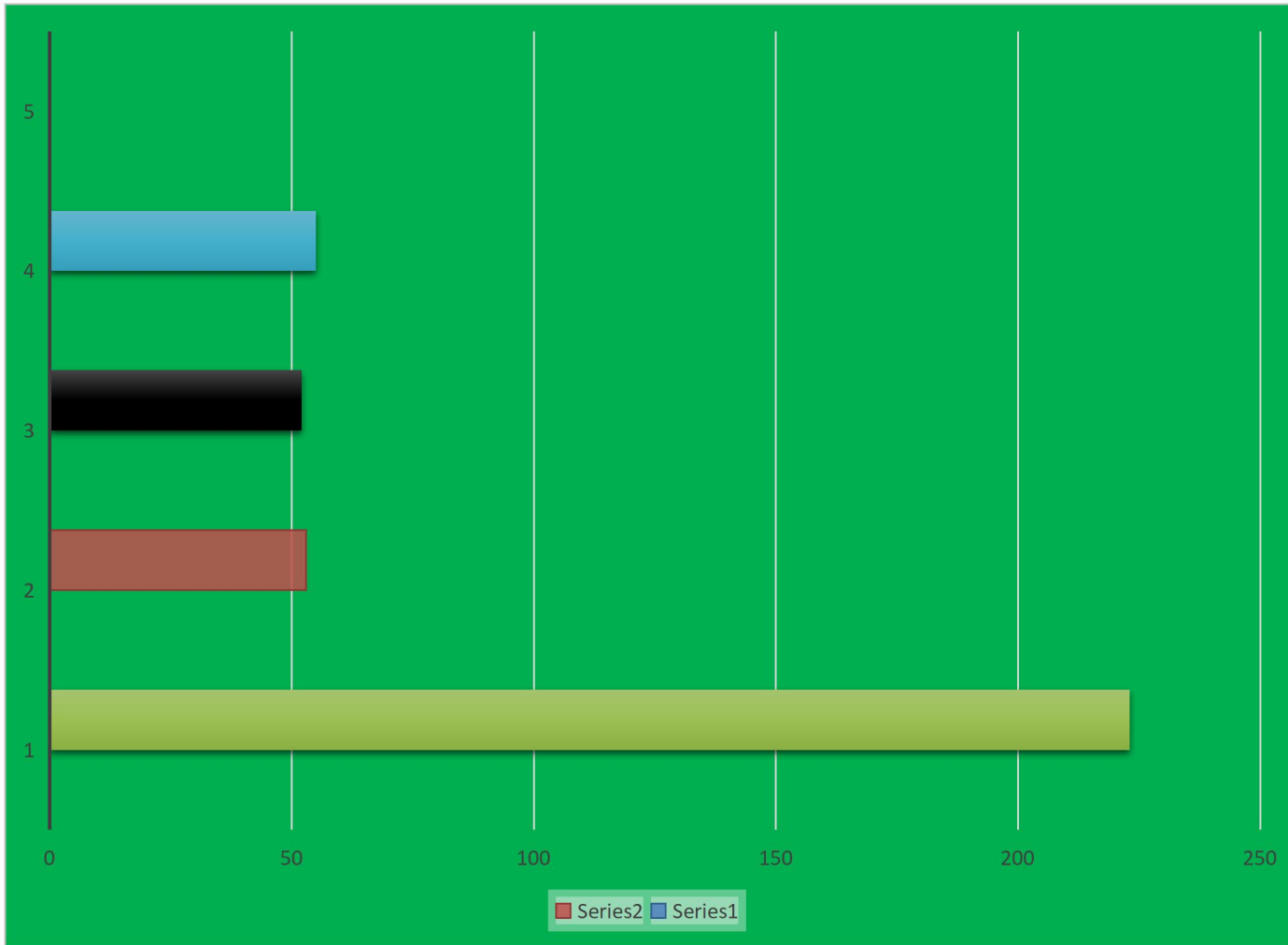
Figure 4.4 shows the marital status of the respondents, it was observed that 158 (41.3%) were single. A total of 174 (45.4%) were married, 32 (8.4%) were divorced of their marriage which could perhaps be due to the socio-economic factors that have been bedeviling the nation while 19 (5%) were separated from their respective spouses.



**Figure 4.5: The Distribution of the Respondents by Parental Occupation**

**Source:** Field Survey, 2022

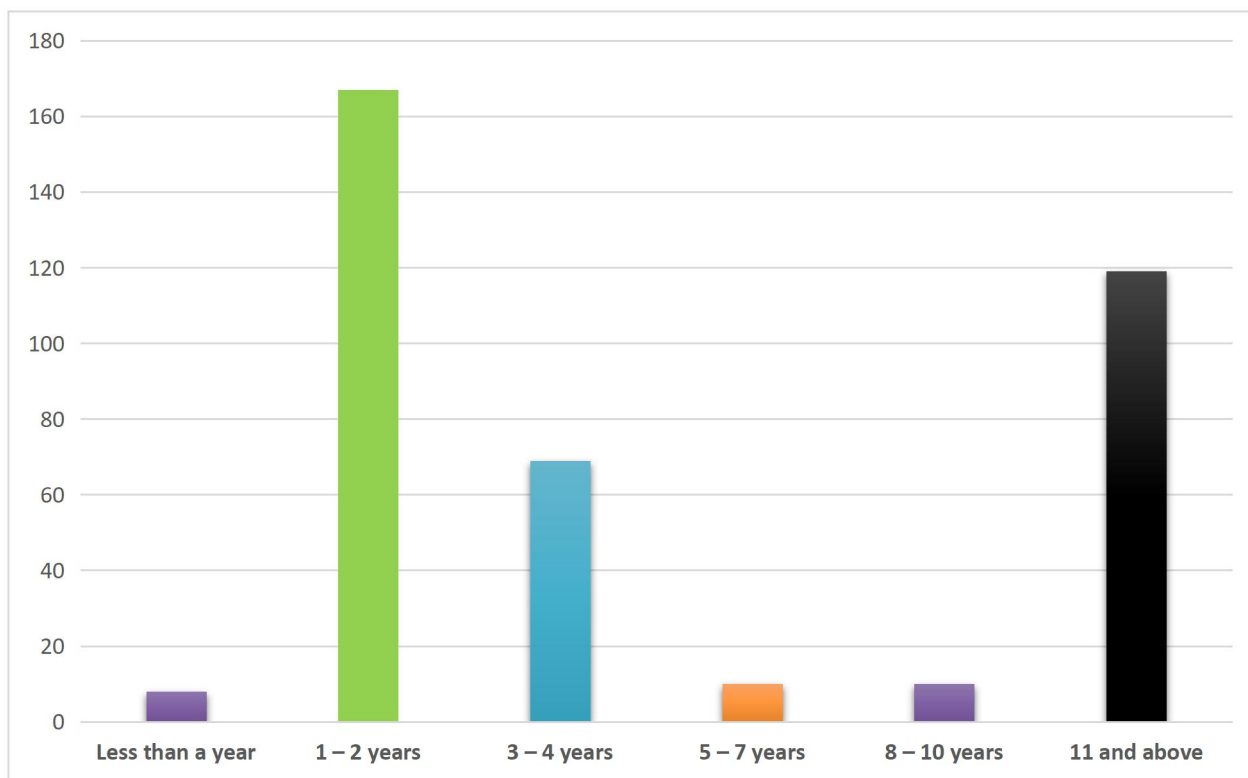
Figure 5 shows that 280 (73.1%) of the participants revealed their parents' occupation as farming related, 51 (13.3%) reported that their parents engage in non-farming related occupation but showed an interest in cocoa farming while 52 (13.6%) showed that their occupation different from that of their parents. parents' occupation is artisan in nature but they have shown an interest in an they have shown an interest in an interest in an occupation different form that of their parents.



**Figure 4.6: The Distribution of Respondents on their Present Occupation**

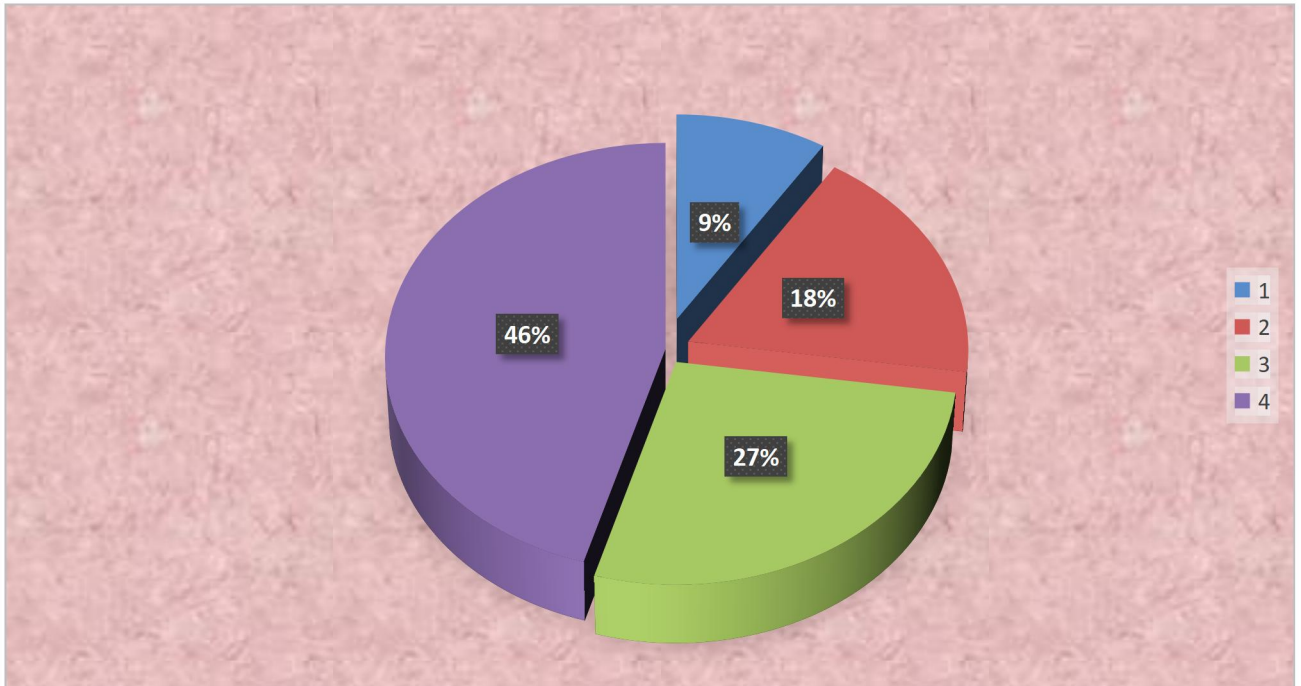
Source: Field Survey, 2022

Figure 4.6 shows that 223 (58.2%) of the study participants stated that they engage in cocoa farming currently, 53 (13.8%) stated that they engaged in other form of activities that that are non- farming related while 52 (13.6%) practices arable crops farming and 55 (14.4%) showed that they practice cocoa farming, hunting as well as arable crops farming.



**Figure 4.7: Respondents’ Years of Cocoa Farming Experience**  
**Source:** Field Survey, 2022

Figure 7 indicates the years of cocoa farming experiences of the study participants where 167 (43.6%) have had 1- 2 years experiences, 69 (18%) had 3-4 years, 10 of the study participants representing 2.6% indicated 5-7 years and 8 -10 years respectively, while 119 (31.1%) of the participants stated that they have had 11 years and above farming experience.



**Figure 4.8: The Acres of land used for cultivation of Cocoa**  
**Source:** Field Survey, 2022

Figure 4.8 shows the acre of land used for cultivation of cocoa, 107 (27.9%) revealed that they planted cocoa on an acre of land, 104 (27.2%) cultivated 2 acres of land, 119 (31.1%) cultivated 3 hectares of land for cocoa farming while 53 (13.8%) cultivated 5 acres. Majority of the study participants 119 (31.1%) revealed that they have cultivated 3 acres of land in the community.

#### 4.2.1 Answering Research Questions

**Research Question One: What are the participatory agricultural communication strategies that can make youths interested in cocoa farming?**

**Table 4.1: Participatory communication strategies that enhance cocoa farming for the youths**

N/n		SA	A	U	D	SD	Mean	Std. Dev.
1	Organizing Agricultural shows within or outside my community will motivate youths to go into cocoa farming.	358 (93.5%)	7 (1.8%)	14 (3.7%)	4 (1.0%)		1.14	.550
2	Rewarding youths with highest produce in my community by stakeholders will motive more youths to go into cocoa farming.	339 (88.5%)	1 (0.3%)	30 (7.8%)	13 (3.4%)		1.19	.576
3	Provision of social amenities in my community will discourage rural-urban drift.	262 (68.4%)	24 (6.3%)	24 (6.3%)	7 (1.8%)	66 (17.2%)	2.02	1.59
4	Visiting agro-tourism centres within or outside my community will motivate youths to take up cocoa farming.	218 (56.9%)	27 (7.0%)	109 (28.5%)	16 (4.2%)	13 (3.4%)	4.09	1.14
5	Creation of awareness on agricultural production, especially cocoa farming on local radios enhances youth involvement in cocoa farming.	264 (68.9%)	50 (13.1%)	41 (10.7%)	19 (5.0%)	9 (2.3%)	4.41	1.02
6	Making loans availability to youths without collateral facilitates youth participation in cocoa farming.	258 (67.4%)	28 (7.3%)	26 (6.8%)	34 (8.9%)	37 (9.7%)	4.13	1.39
7	Free access to land made available to youths for cocoa farming enhances youths participation in cocoa farming.	279 (72.8%)	28 (7.3%)	18 (4.7%)	25 (6.5%)	33 (8.6%)	4.29	1.31
8	There is availability of financial packages for the youths who are into agriculture	49 (12.8%)	38 (9.9%)	23 (6.0%)	7 (1.8%)	266 (69.5%)	1.94	1.51
Weighted mean							2.90	

The table 4.1 shows the participatory communication strategies that enhance cocoa farming for the youths where 358 (93.5%) of the respondents strongly agreed that

agricultural shows within or outside their community, would motivate the youths in the community to take up cocoa farming as a profession. Almost same number of respondents 339 (88.5%) also strongly agreed that youths with highest produce in their community are rewarded by government or non-governmental organisations (NGOs) will motivate more youths to go into cocoa farming. In addition, when asked if lack of social amenities encourage rural-urban drift, 262 (68.4%) of the respondents strongly disagreed that provision of social amenities in their community discourage rural-urban drift. Furthermore, 218 (56.9%) strongly agreed that visiting agro-tourism Centre's within or outside the community motivates youths to take up cocoa farming. Also 264 (68.9%) of the respondent strongly agreed that creation of awareness on agricultural production, especially cocoa farming on local radios enhances youths' involvement in cocoa farming. In the vein, it was strongly agreed by 258 (67.4%) respondents that making loans available to youths without collateral will facilitate youths to participate in cocoa farming. In conclusion 279 (72.8%) strongly agreed that free access to land made available to youths for cocoa farming enhances youths participation in cocoa farming while 266 (69.5%) strongly disagreed that there is availability of financial packages for the youths who are into agriculture.

**Focused Group Discussion (FGD) Question 1 and answers on the influence of Participatory Communication strategies on youths' involvement in cocoa farming.**

**Summary of Comments by (FGD One A): Oyo-Onikeke Group Leader April 30, 2022**

Awareness is being created by the stakeholders, specifically, Olam via village-to-village sensitization. Also, through itinerant cocoa buyers who are being financed by Olam, many of us joined the stakeholder's meeting through them and the experience as members has been remarkable. We were given some money for our upkeep, although we expect loans from government and other stakeholders in the cocoa sector to encourage us to be more involved in cocoa farming. To attract more youths into cocoa farming, two knapsacks were given to our group for spraying cocoa farms and some herbicides for weed control. What we were given are not enough. Imagine a group of seventeen members sharing two knapsacks! We still need more from government and the stakeholders in the cocoa sector to make cocoa farming more interesting and encouraging for more youths to join.

**Summary of Comments by (FGD One B): A youth COCOA Farmer from Oyo-Onikeke Community, April 30, 2022**

Some of us got to know about best cocoa farming practices through Olam. The participatory communication strategies adopted were through inter-personal communication and village assembly. During the sensitization, Olam officials are always clad in uniforms moving from village to village in order to make them more distinct in the community, sensitizing us on the importance of cocoa farming and the need to take adequate care of our cocoa farms. The training we have undergone is going to make a difference in our cocoa production. Small amount of money, sets of kits for spraying our cocoa farms and pairs of glasses were given to us by the stakeholder. We have been able to receive first aid materials from the stakeholders in order for us to make use of first aid treatment as we know that health is wealth. This has also been encouraging.

We want to call on government to extend loans without collateral to us. The establishment of agricultural shows and agro-tourism centres within our axis will further enhance more youths' involvement in cocoa farming.

**Comments from Key Informant Interview (KII) on the influence of participatory communication strategies on the adoption of cocoa farming techniques by the youths at Ife-East Local Government Area**

**Summary of Comments by (KII One A) 2<sup>nd</sup> May, 2022.**

Available records from Key Informant Interview scheduled with key players that were directly involved in the development of cocoa production in the study areas show that through participatory communication, the youths have been able to acquire relevant skills needed for the adoption of cocoa production best practices. One of the key players in the cocoa sector, is the Managing Director, Benade Commercial Enterprises, a Modakeke-based cocoa buyer and exporter. He has this to say on the benefits of participatory agricultural communication and how the youths have been better engaged in cocoa farming:

*I have made efforts to ensure that the youths and the aged cocoa farmers engage in cocoa farming and this is exhibited in my lectures, seminars and trainings which are frequently organized to ensure that all get engaged in cocoa farming. Why youths have always shown disinterest in cocoa farming is because of government's failure to support them and has led to cocoa trees dying. My campaigns on the need to have many youths in cocoa production still continues. Government is not supporting the right people except those identified on papers (their political associates). They don't go to the real cocoa farmers in the rural areas directly.*

### **Comments from KII on the influence of participatory agricultural communication strategies and improved production strategies on the youths**

#### **Summary of Comments by (KII One B) 20th October, 2021 and 19<sup>th</sup> April, 2022**

Through the training and workshops that were organized for the youths from village to village, we have been able to reach out to many of them. Even on radio, Orisun FM, Unique FM and Osun State Broadcasting Corporation (OSBC) radio and through one-on-one visits. The results of the training show that there are improvements in the ways the youths go about cocoa farming now. Many of them now plant improved seedlings which we got through Tree Crops Department, Osogbo compared to before and they are still implementing the strategies

they were taught. Recently, Federal government gave us some sprayers and agrochemicals but they were not enough to go round. At least, in each local government in the state, we have up to one thousand youth members who are youth cocoa farmers. We need more assistance from government and Non-governmental organizations to enable the youths maintain their cocoa farms. **President General, South-West Zone, Kokodowo Association, 20th October, 2021 and 19th April, 2022.**

**Research Question Two: What are the improved technologies that can make cocoa Farming economically viable and lucrative for the youths?**

To answer this, the questions under number 2 in section B will be analysed.

**Table 4.2: Improved production technologies that would make cocoa farming economically viable and lucrative.**

S/n		SA	A	U	D	SD	Mean	Std. Dev.
1	I spray my cocoa trees four times per year against capsids	68 (17.8)	86 (22.5)	58 (15.1)	103 (26.9)	68 (17.8%)	2.95	1.38
2	I spray my cocoa farms against capsids one to three times per year.	52 (13.6)	100 (26.1)	59 (15.4)	109 (28.5)	63 (16.4%)	2.91	1.32
3	I spray my cocoa farm once per year.	174 (45.4)	150 (39.2)	52 (13.6)		7 (1.8%)	4.26	.828
4	I don't spray my cocoa farm.	47 (12.3)	65 (17.0)	85 (22.2)	73 (19.1)	113 (29.5%)	2.63	1.37
5	I spray my cocoa trees against black pods 6-9 times per year.	26 (6.8%)	14 (3.7%)	62 (16.2)	117 (30.5)	164 (42.8%)	2.01	1.16
6	I spray my cocoa pods 1-3 times per year against black bod.	8 (2.1%)	101 (26.4)	100 (26.1)	71 (18.5)	103 (26.9%)	2.58	1.19
7	I spray my cocoa farm once per year against black bod.	177 (46.2)	55 (14.4)	103 (26.9)		48 (12.5%)	3.81	1.35
8	I don't spray my cocoa farm against black bod every year.	16 (4.2%)	111 (29.0)	160 (41.8)	87 (22.7)	9 (2.3%)	3.09	.877
9	I weed my cocoa farm four times per year.	8 (2.1%)	60 (15.7)	61 (15.9)	122 (31.9)	132 (34.5%)	2.19	1.13
10	I weed my cocoa farms three times per year.	5 (1.3%)	47 (12.3)	102 (26.6)	229 (59.8)		2.55	.756
11	I weed my cocoa farm once per year.	221 (57.7)	1 (0.3%)	112 (29.2)	1 (0.3%)	48 (12.5%)	3.90	1.41
12	I rarely weed my cocoa farms as a result of non-availability of labour.	51 (13.3)	29 (7.6%)	208 (54.3)	23 (6.0%)	72 (18.8%)	2.91	.377
13	I plant only Hybrid CT1-8 cocoa on my cocoa farm.	2 (0.5%)	70 (18.3)	189 (49.3)	71 (18.5)	51 (13.3%)	2.74	.925
14	I plant hybrid and amazon cocoa varieties alone.	139 (36.3)	16 (4.2%)	114 (29.8)	91 (23.8)	23 (6.0%)	3.41	1.34
15	I planted only Amelonado on my cocoa farm.	123 (32.1)	53 (13.8)	47 (12.3)	139 (36.3)	21 (5.5%)	3.31	1.38
16	I Prune my cocoa farm regularly.	122 (31.9)		106 (27.7)	107 (27.9)	48 (12.5%)	3.12	1.43
17	I don't prune my cocoa farm.	118 (30.8)	81 (21.1)	18 (4.7%)	145 (37.9)	21 (5.5%)	3.33	1.40
18	I apply fertilizer on my cocoa farm regularly.	51 (13.3)		4 (1.0%)	169 (44.1)	159 (41.5%)	1.99	1.27
19	I don't apply fertilizer on my cocoa farm.	285 (74.4)	50 (13.1)	20 (5.2%)	8 (2.1%)	20 (5.2%)	4.49	1.05
<b>Weighted mean</b>							<b>3.06</b>	

Table 4.2 shows that improved production technologies would make cocoa farming economically viable and lucrative to the youths. From the table, it is revealed that 103 (26.9%) of the respondents disagreed that they sprayed their cocoa trees four times

per year against capsids, 109 (28.5%) disagreed that they sprayed their cocoa farms against capsids one to three times per year. When enquired how often they sprayed their cocoa farm, 174 (45.4%) strongly agreed that they sprayed their cocoa farm once per year while 113 (29.5%) strongly disagreed that they do not spray their cocoa farm. In another view, 164 (42.8%) of the study participants strongly disagreed with the statement that they sprayed their cocoa pods 6-9 times per years against capsids, 103 (26.9%) also stated that they did not spray their cocoa pods 1-3 times per year against black pod while 177 (46.2%) strongly agreed that they sprayed their cocoa farm once per year against black pod. In addition, 160 (41.8%) were undecided as regards the frequency at which they spraying their cocoa farm against black pod every year.

From another perspectives, 132 (34.5%) strongly disagreed that they weeded their cocoa farms four times per year and on the same note, 229 (59.8%) disagreed that they weeded their cocoa farms three times per year. Furthermore, 221 (57.7%) strongly agreed that they weeded their cocoa farm once per year while 208 (54.3%) of the respondents were undecided, which is an indication that they rarely weed their cocoa farms perhaps as a result of non-availability of labour. Moreover, 189 (49.3%) were also undecided that they planted only Hybrid cocoa on their cocoa farm while 139 (36.3%) strongly agreed that they planted both the hybrid and amazon cocoa varieties alone. As this practice is meant to contribute to crop growth, 139 (36.3%) respondents disagreed that they planted only Amelonado on their cocoa farm while to control weed, 122 (31.9%) strongly agreed that they pruned their cocoa farms regularly because they were newly introduced to improved production technology and fear of losing their cocoa trees while 145 (37.9%) did not prune their cocoa trees. In conclusion, 169 (44.1%) disagreed that they applied fertilizer on their cocoa farms regularly because of its non-availability and poor knowledge of its importance and

usage in the past (before the improved technology was introduced) while 285 (74.4%) strongly agreed that they did not apply fertilizer on their cocoa farms. The results above are in line with Roggers who stated that adoption of a new idea or behavior known as innovation does not occur concurrently in any social setting. He said it is a process where some people are quicker to adopt the innovation than the others. The opinion of Pierhagen does not differ from Roggers' when he said that adoption process involves five stages: awareness, further information and knowledge, evaluation, trial and adoption. Based on the above findings, it is assumed that the youths are on trial stage which leads to adoption of the new innovation in cocoa farming.

From the table, the weighted mean of 3.06 is greater than the criterion mean of 2.50 which implies that youths in these communities have a positive perception that improved production technologies would make cocoa farming economically viable and lucrative

**Focused Group Discussion (FGD) Question 2 and answers on the adoption of improved technologies introduced to them by the stakeholders**

**Summary of Comments by (FGD Two A): A Youth Cocoa Farmer from Oyo-Onikkeke Community, April, 2022**

Before we were introduced to best cocoa practices, we used to spray our cocoa trees once or twice per year. We never knew that cocoa trees were to be sprayed 4 to 9 times per year against pests and black pods and that was why we could not record high yields yearly as we were made to understand at the training/workshop. But now, we have learnt new skills that will help us make more profits during the harvest season. We have learnt that we should weed our cocoa farms four (4) times per year. Before, we used to weed our cocoa farms once per year and we have been told at the training that weeding our cocoa farms once per year was one of the reasons we recorded low yields yearly. We have learnt that we should apply fertilizers on our cocoa trees which we never thought of before the training began. My dad and I used to plant amelonado cocoa seedlings which resulted in having cocoa trees that are very tall and unproductive. But at the training, we were told to be planting TC1 to TC8 which are hybrid cocoa seedlings. At the moment, we have just begun the implementation of those improved production technologies. We believe, it will give us the quantity and quality of yields we want. But to fully embark on cocoa production best practices takes a lot of sacrifice, energy and money. If I am to weed my cocoa farm four times per year, I need money to pay for labour four times, buy agrochemicals as many times as possible, buy fertilizer, etc. Olam, Produce buyers and other stakeholders are trying in their little ways. We want government to provide us with all these free to enable us implement all the strategies learnt. Before majority of us did not know that fertilizer could be applied on cocoa trees. But now, we will make use of it to give us the yields we want. The Relevant stakeholders should make

fertilizer available and affordable for us if not given freely to encourage us to be more involved in cocoa farming.

**Summary of Comments by (FGD Two B): A Youth Member from Dare Community, 19<sup>th</sup> April, 2022**

I ventured into arable crop farming since my childhood and at present, I have one hectare of land where I planted some arable crops. I just learnt a new method of cocoa farming and this has motivated my interest. I have not been fully into cocoa farming before because I have a chemist shop which I currently oversee in town. I could not believe that within three years, I can begin to harvest my cocoa and this has kept me wondering and that is why I want to try if I can make it a venture. Everything about cocoa farming has been learnt starting from the recommended seedlings, how the seedlings can be planted, how they can be shaded from the sunlight by planting banana or plantain suckers, how the weeds can be controlled from time to time, how to spray the cocoa trees and so on. Now, I am trying to get two hectares of land where I can have as my own and this requires money. The one hectare of land I have is not enough for me to fully go into cocoa farming. If government can help us purchase land within this community, it would be encouraging.

**Summary of Comments by (KII Two A) on the Influence of Participatory Communication Strategies and Improved Production Strategies on the Youths**

There are some youths who are already engaged in cocoa farming but the way they went about it would not give them the optimum yield and income because of the practices engaged in. The way to encourage them and to put their mind in cocoa production is to first attract them with the best cocoa production practices, otherwise, they will be discouraged. With best cocoa production practices, it is certain that their

cocoa farms would record optimum yield that is far better than what they have been getting on their farms before. Awareness on cocoa farming is carried out through youths' associations like Famers Association of Nigeria (AFAN) Youths wing, Cocoa Association of Nigeria (CAN) youths wing, Kokodowo Association etc. The response of the youths to the training shows that if they continue to implement what they have been taught, there will be different in their cocoa yield and income positively. By the time we go for an inspection in September, they will now tell us the difference noticed. The workshops/trainings have just taken place (February –Mach) and the youths have seen the benefits being part of the training/workshop. This implies that we cannot embark on extension service now until after their production which usually falls between September and November every year. At this time, they are implementing the strategies learnt and they are to be given time to experiment those strategies learnt. In spite of that, we still meet with the youths anytime we have new programmes at hand which we want them to benefit. The main problems the youths are confronted with is finance, Although, government is taking its own responsibilities in terms of finance, ordinary farming alone, one cannot go into it without its being financed. Cocoa farming is capital intensive because labour is scarce. One cannot do cocoa farming alone unless you have labour. So, scarcity of labour and inadequate finance affects youths' involvement in cocoa farming. On rendering extension services to cocoa farmers, this is government duty. Many civil servants are being retired from service but there is no recruitment exercise being carried out. It is only when government recruits extension officers that we can now send them to the fields to provide extension services. **Director Tree Crops Department, Ministry of Agriculture, Osogbo, Osun State, 20<sup>th</sup> October, 2021 and 19<sup>th</sup> April, 2022.**

**Research Question Three: What are factors militating against cocoa farming by the youths?**

**Table 4.3: Factors Militating Against Cocoa Faming by the Youths**

NO		SA	A	UD	D	SD	Mean	Std. Dev.
1	Poor incentives	223 (58.2%)	48 (12.5%)	28 (7.3%)	30 (7.8%)	54 (14.1%)	3.92	1.49
2	Low cocoa price	278 (72.6%)		14 (3.7%)	56 (14.6%)	35 (9.1%)	4.12	1.46
3	Traditional methods of cocoa farming	148 (38.6%)	136 (35.5%)	54 (14.1%)	17 (4.4%)	28 (7.3%)	3.94	1.16
4	Land ownership system	100 (26.1%)	150 (39.2%)	102 (26.6%)	16 (4.2%)	15 (3.9%)	3.79	1.00
5	Inadequate extension services.	186 (48.6%)	142 (37.1%)	21 (5.5%)	18 (4.7%)	16 (4.2%)	4.21	1.03
6	Inadequate credit facilities.	210 (54.8%)	92 (24.0%)	22 (5.7%)	34 (8.9%)	25 (6.5%)	4.11	1.24
7	Absence of subsidized agrochemicals	226 (59.0%)	54 (14.1%)	21 (5.5%)	40 (10.4%)	42 (11.0%)	3.99	1.43
8	Lack of modern agricultural equipment and machinery	144 (37.6%)	115 (30.0%)	78 (20.4%)	30 (7.8%)	16 (4.2%)	3.89	1.12
9	Lack of continuity in cocoa farming programmes	98 (25.6%)	188 (49.1%)	53 (13.8%)	24 (6.3%)	20 (5.2%)	3.83	1.04
10	Inadequate training of extension agents	109 (28.5%)	186 (48.6%)	67 (17.5%)	14 (3.7%)	7 (1.8%)	3.98	.879
11	Social and psychological effects of being called a farmer	51 (13.3%)	149 (38.9%)	61 (15.9%)	119 (31.1%)	3 (0.8%)	3.32	1.07
12	Non-availability of improved seedlings	359 (93.7%)	5 (1.3%)	9 (2.3%)	8 (2.1%)	2 (0.5%)	4.85	.599
<b>Weighted mean</b>							<b>3.99</b>	

The table 4.11 shows the factors militating against cocoa farming by the youths. It was revealed that 223 (58.2%) of the respondents strongly agreed that poor incentives is one of the debilitating factors. Also, 278 (72.6%) respondents strongly agreed that low cocoa price is one of the factors that militate against youths involvement in cocoa farming, 148 (38.6%) strongly agreed that traditional methods of cocoa farming is a factor that affects youths participation in cocoa farming, 150 (39.2%) agreed that land ownership system is a factor affecting cocoa farming by the youths in the

communities as it is difficult for youths to own or get pieces of land for cocoa cultivation. In addition to this information, it has been revealed by 186 (48.6%) that inadequate extension services really deprived youths from engaging in cocoa farming. Availability of loan/credit facilities has been revealed to be another factor as revealed by 210 (54.8%) respondents that strongly agreed that inadequate credit facilities has really deprived them from cocoa farming. Another factor that is strongly believed to militate against cocoa farming in the study communities is the absence of subsidized agrochemicals for cocoa farming which most cocoa youths' farmers complained about. The table revealed that 226 (59%) of the study participants strongly agreed that absence of subsidized agrochemicals for the youths militates against cocoa farming. Furthermore, 144 (37.6%) of the study participants revealed that lack of modern agricultural equipment and machinery is one of the factors militating against cocoa farming among youths in the communities used for this study. Another factors that might contributes to lack of active participation of youths is the inadequate training of extension agents who could have been offering the youths timely information needed for good development and yield of their cocoa farms, as it was revealed that 186 (48.6%) of the respondents were of the opinion that inadequate training of the extension agents could mar cocoa farming plantation among the youths. Even, in some cases, when cocoa farming programmes were rolled out, 188 (49.1%) of the respondent agreed that lack of continuity in the cocoa farming programmes hindered a number of youths who are interested in cocoa farming. In conclusion, 149 (38.9%) agreed that social and psychological effects of being called a farmer hindered them from participating in cocoa farming. On the same note it was revealed by 359 (93.7%) of the respondents that non-availability of improved seedlings hindered them from getting fully involved in cocoa farming.

From the table above, the weighted mean of 3.99 is more than the criterion mean of 2.5 which implies that a number of factors mar many youths from getting involved cocoa farming, while if these factors are considered and looked into, it is assumed there will be an increase in the production of cocoa in the communities as well as enhance more youths in participating in cocoa farming.

**Summary of Comments by (FGD Three C): An Agro-Input Dealer, Famia- Dare Axis, 20th October, 2021**

I offer credit sales to youth cocoa farmers along Famia-Dare axis. This is done to boost our sales and at the same time, to assist cocoa farmers by making chemicals available to them at the right time. On a number of times, I visit their farms to know the type, quantity and quality of chemicals to recommend and I offer services on the usage of chemicals given to them. For instance, for *herbicides*, I do recommend ‘*touch* down, round up and clear weed for the youth and the aged cocoa farmers just as recommended by CRIN. For insects’ control on cocoa trees, I do recommend *actara*, *axiom* and *cypermerin* as well. All these are given to any of youths that have identifiable cocoa farms which I need to see before giving him or the chemicals with an agreement, either written or oral that he or she would sell his or her produce to me. This is how I have been able to assist them in my own little way. I also need government assistance to give us loans to enable us reach more youths who need more chemicals to maintain their farms.

**Research Question Four: What are the incentives that can make cocoa farming lucrative and enhance youths' participation?**

**Table 4.4: Incentives that can make Cocoa Farming Lucrative for Youths' Participation**

S/n		SA	A	UD	D	SD	Mean	Std. Dev.
1	Increase in the price of cocoa.	280 (73.1%)	25 (6.5%)	26 (6.8%)	17 (4.4%)	35 (9.1%)	4.30	1.31
2	Availability of social amenities.	245 (64.0%)	1 (0.3%)	31 (8.1%)	95 (24.8%)	11 (2.9%)	3.97	1.41
3	Availability of improved seedlings.	237 (61.9%)	9 (2.3%)	35 (9.1%)	76 (19.8%)	26 (6.8%)	3.93	1.45
4	Access to loan facilities.	363 (94.8%)		8 (2.1%)	2 (0.5%)	10 (2.6%)	4.83	.723
5	Availability of subsidized agrochemicals.	303 (79.1%)		1 (0.3%)	72 (18.8%)	7 (1.8%)	4.35	1.25
6	Knowledge of modern cocoa farming techniques.	286 (74.7%)	25 (6.5%)	26 (6.8%)	34 (8.9%)	12 (3.1%)	4.40	1.13
7	Availability of extension agents that visit cocoa farms regularly.	79 (20.6%)	219 (57.2%)	79 (20.6%)	3 (0.3%)	3 (0.3%)	3.96	.717
8	Distribution of improved cocoa seedlings.	78 (20.4%)	197 (51.4%)	96 (25.1%)	7 (1.8%)	5 (1.3%)	3.87	.794
9	Mass media campaigns on cocoa farming	154 (40.2%)	158 (41.3%)	71 (18.5%)			4.22	.736
10	Knowledge of the benefits from the venture	175 (45.7%)	196 (51.2%)	5 (1.3%)	6 (1.6%)	1 (0.3%)	4.40	.627
11	Effective government policies on cocoa farming	48 (12.5%)	183 (47.8%)	75 (19.6%)	77 (20.1%)		3.52	.950
<b>Weighted mean</b>							<b>4.16</b>	

The table 12 shows the perception of the respondents on how provision of incentives could make cocoa farming lucrative. It was observed that 280 (73.1%) strongly agreed that increase in the price of cocoa would make cocoa farming lucrative, 245 (64%) of the respondents strongly believed that the availability of social amenities will make the youths stay permanently in the rural communities and cultivate cocoa farms

because there is going to be mobility of the products. In a related development, 237 (61.9%) of the respondents agreed that availability of improved seedlings will enhance cocoa farming. It is of general knowledge that cocoa is perennial in nature, with the advent of technology, of improved seedlings that will produce within a short period of time. Thus, 363 (94.8%) respondents agreed that access to loan facilities by youths will enhance their involvement in cocoa production. Some of the participants, 303 (79.1%) were of the opinion that availability of subsidized agrochemicals will make cocoa farming lucrative. Furthermore, having the modern knowledge of cocoa farming techniques is known to contribute to cocoa farming as revealed by 286 (74.7%) respondents. This could be corroborated with the visit of extension agents to the farms regularly which 219 (57.2%) concurred with. Moreover, 197 (51.4%) of the respondents agreed that with the distribution of improved cocoa seedlings, it will make cocoa farming lucrative. Some of the respondents, 158 (41.3%) agreed that mass media campaigns on cocoa farming would enhance cocoa farming. Mass media channels are known to be good mode to improve farming generally. In conclusion, 196 (51.2%) also agreed that knowledge of the benefits from the venture will enhance the lucrativeness of the farming while 183 (47.8%) agreed that effective government policies on cocoa farming will make the cocoa farming lucrative. From the table above, the calculated weighted mean of 4.16 is greater than the criterion mean of 2.5 which implies that with the provision of some incentives for youths, it will enhance cocoa production in the community.

**Focused Group Discussion (FGD) Question 4 and answers on the incentives that can enhance youths' involvement in cocoa farming**

**Summary of Comments by (FGD Four A): A Youths Leader, Okuu-Omoni Community, 20<sup>th</sup> October, 2021**

In FADU, Farmers Association Development Union, we formed the association to help cocoa farmers who comprised both the youths and aged. What we do is to help members by buying agrochemicals as a group and sell to members at lesser prices. Among us, we do contribute money to assist members to maintain their farms and with this, we enliven the hope of the youths and make them interested in cocoa farming. At times, we do sell our cocoa beans to members who are into buying and selling of cocoa beans just to keep the group moving. There are some stakeholders who also gave the association some incentives like Olam, which we shared to members. We need more incentives to keep members permanently in cocoa farming venture. We need government to help us on social amenities, provision of free improved seedlings, provision of agrochemicals and loans with zero interest. Otherwise, some of the youths that are in the village trying to get permanently into cocoa farming will be lost to okada riding.

**Summary of Comments by (FGD Four B): A Youth Cocoa Farmer, Famia Community, 20<sup>th</sup> October, 2021**

We have received some incentives such as agrochemicals and knapsacks as a group from the stakeholders and we are still expecting more to keep cocoa farming by the youths growing. On loans to maintain our cocoa farms, individuals joined cooperative societies in order to borrow money because government has no plan for us regarding cocoa farming.

**Summary of Comments by (FGD Four C): A Produce Buyer, Famia-Dare axis on 19<sup>th</sup> April, 2022**

As a produce buyer, I relate directly with both the youths' cocoa farmers and the aged cocoa farmers respectively. Thus, through interpersonal communication, group meetings, workshops and trainings, the youths and some aged cocoa farmers have been able to learn cocoa farming best practices. I have been able to lend money to some youths' cocoa farmers to buy some inputs for the maintenance of their cocoa farms while I bought some agrochemicals for some for use on their cocoa farms. During the harvest time, whatever that I gave to each of them is expected to be deducted from their proceeds.

**Research Question Five: What are the roles of participatory agricultural communication in influencing youths' involvement in cocoa farming**

To answer this, the questions under number 5 in section B will be analysed.

**Table 4.5: Roles of participatory Agricultural Communication in Influencing Youths' Involvement in Cocoa Farming**

N/n		SA	A	U	D	SD	Mean	Std. Dev.
1	I attend stakeholders' meetings regularly	153 (39.9%)	135 (35.2%)	63 (16.4%)	18 (4.7%)	14 (3.7%)	4.03	1.04
2	I don't attend stakeholders' meetings	88 (23.0%)	17 (4.4%)	16 (4.2%)	100 (26.1%)	162 (42.3%)	3.62	1.22
3	There is no stakeholders' meeting in my community	5 (1.3%)	13 (3.4%)	1 (0.3%)	104 (27.2%)	260 (67.9%)	4.09	1.37
4	I am allowed to speak my mind at the stakeholders' meetings	146 (38.1%)	19 (5.0%)	5 (1.3%)	201 (52.5%)	12 (3.1%)	3.22	1.47
5	I am not allowed to talk at the stakeholders' meetings.	82 (21.4%)	45 (11.7%)	38 (9.9%)	190 (49.6%)	28 (7.3%)	2.90	1.32
6	The stakeholders meeting is interactive and educative	176 (46.0%)	6 (1.6%)	81 (21.1%)	120 (31.3%)		3.62	1.33
7	I have received improved seedlings from the stakeholders	28 (7.3%)	11 (2.9%)	65 (17.0%)	279 (72.8%)		2.45	.863
8	I have received knapsack, agrochemical and other incentives from stakeholders	232 (60.6%)	74 (19.3%)		8 (2.1%)	69 (18.0%)	4.02	1.52
9	Extension agents visit my cocoa farm regularly	6 (1.6%)	124 (32.4%)	231 (60.3%)	16 (4.2%)	6 (1.6%)	3.28	.642
10	Interacting with the stakeholders helps me to improve my cocoa production	9 (2.3%)	118 (30.8%)	174 (45.4%)	70 (18.3%)	12 (3.1%)	3.10	.836
11	Interacting with the stakeholders has not yielded any positive results.		103 (26.9%)	199 (52.0%)	76 (19.8%)	5 (1.3%)	3.04	.720
12	Relevant information on improved cocoa production is provided at the stakeholders' meetings	179 (46.7%)	62 (16.2%)	107 (27.9%)	13 (3.4%)	22 (5.7%)	3.94	1.18
13	I receive improved seedlings at the beginning of planting season during the stakeholders meeting	121 (31.6%)	38 (9.9%)	11 (2.9%)	118 (30.8%)	95 (24.8%)	2.92	1.63
14	I am able to access some of my needs for cocoa farming at the stakeholders' meeting	223 (58.2%)	3 (0.8%)	6 (1.6%)	38 (9.9%)	113 (29.5%)	3.48	1.84
15	Attending stakeholders' meetings has empowered me to acquire more knowledge on cocoa farming.	305 (79.6%)	28 (7.3%)	11 (2.9%)	13 (3.4%)	26 (6.8%)	4.51	1.99
<b>Weighted mean</b>							<b>3.48</b>	

Table 4.5 shows the role of participatory communication in influencing youths involvement in cocoa farming where 153 (39.9%) strongly agreed that they attend

stakeholders meeting regularly, 162 (42.3%) of the respondents strongly disagreed that they do not attend stakeholders meetings while 5 (1.3%) of the respondents strongly agreed that there is no stakeholders meeting in their community, while 201 (52.5%) disagreed that they are allowed to speak their mind at the stakeholders meetings perhaps because many of the respondents just joined the stakeholders' meeting if compared to the old youths members who have been frequent at the stakeholders' meetings. On the same note 190 (49.6%) disagreed that they are not allowed to talk at the stakeholders' meetings. While 120 (31.3%) of the participants disagreed that the stakeholders meeting is interactive and educative. This implies that majority of the study participants 176 (46%) strongly agreed that the stakeholders meeting is very interactive and educative. One of the advantages of staging participatory communication is to receive improved seedlings from the stakeholders which 279 (72.8%) disagreed with, that in their community during stakeholders meeting, they received improved seedlings from stakeholders. Although, 232 (60.6%) of the participants revealed that they received knapsack, agrochemicals and some other incentives from stakeholders during the meeting as a means of empowerment. While 231 (60.3%) were undecided that Extension agents visit their cocoa farm regularly to their cocoa farm.

In addition, 174 (45.4%) of the respondents were undecided that interacting with stakeholders helps them to improve their cocoa production, 199 (52%) of the respondents also were of the opinion that interacting with stakeholders has not yielded any positive results, on different note, 179 (46.7%) of the respondents strongly agreed that relevant information on improved cocoa production is provided at the stakeholders meetings, 121 (31.6%) of the respondents were of the opinion that they received improved seedlings at the beginning of planting season during the

stakeholders meeting, In conclusion, 223 (58.2%) strongly agreed that they are able to access some of their needs for cocoa farming at the stakeholders meeting. Above it all, 305 (79.6%) of the respondents strongly agreed that attending stakeholders' meetings has empowered them to acquire more knowledge on cocoa farming. The table above shows that weighted mean of 3.48 is greater than the criterion mean of 2.5 which implies the role of participatory communication in influencing youths' involvement in cocoa farming. When there is an active participatory communication, it influences youths' involvement in cocoa farming.

**Research Question Six: What are the participatory communication channels that can influence youths' involvement in cocoa farming?**

**Table 4.6: Participatory Communication Channel that can Influence Youths' Perception for Cocoa Development**

NO		SA	A	U	D	SD	Mean	Std. Dev.
1	Participatory communication influences youths to be involved in cocoa farming.	270 (70.5%)	28 (7.3%)	36 (9.4%)	39 (10.2%)	10 (2.6%)	4.32	1.15
2	Use of local radio in teaching cocoa farming helps youths to adopt cocoa farming techniques.	338 (88.3%)	6 (1.6%)	12 (3.1%)	18 (4.7%)	9 (2.3%)	4.68	.918
3	Inter-personal methods of teaching is preferred by youths to adopt cocoa farming	264 (68.9%)	103 (26.9%)	2 (0.5%)	6 (1.6%)	8 (2.1%)	4.59	.773
4	Use of local tv in teaching cocoa farming influences youths' participation.	241 (62.9%)	107 (27.9%)	6 (1.6%)	12 (3.1%)	17 (4.4%)	4.41	.998
5	Use of Newspapers to educate youths on cocoa farming enhances youths' participation.	234 (61.1%)	114 (29.8%)	12 (3.1%)	9 (2.3%)	14 (3.7%)	4.42	.942
6	I learn more about cocoa farming at the village meetings	224 (58.5%)	108 (28.2%)	51 (13.3%)			4.45	.717
7	Teaching cocoa farming via Facebook enhances youths' involvement	177 (46.2%)	173 (45.2%)	5 (1.3%)	13 (3.4%)	15 (3.9%)	3.36	.749
8	Teaching cocoa farming via whatsAapp video influences youths' participation	65 (17.0%)	89 (23.2%)	123 (32.1%)		106 (27.7%)	3.01	1.42
9	Teaching cocoa farming via You Tube increases youths, participation	141 (36.8%)	108 (28.2%)	19 (5.0%)	78 (20.4%)	37 (9.7%)	3.88	.653
<b>Weighted mean</b>							<b>4.12</b>	

Table 4.14 shows the participatory communication channel that can influence youths' perception for cocoa development where 270 (70.5%) of the respondents strongly agreed that participatory communication influences youths to be involved in cocoa farming, 338 (88.3%) strongly agreed that the use of local radio in teaching cocoa farming helps youths to adopt cocoa farming techniques as this is known to aid communication about varieties of programme for youths. In addition, 264 (68.9%) of

the respondents strongly agreed that the use of inter-personal methods of teaching is preferred by youths to adopts cocoa farming in the community. It was also advocated that the use of local TV in teaching of cocoa farming among youths will enhance their participation, this is revealed in the table by 241 (62.9%) of the study participants.

234 (61.1%) of the study respondents strongly agreed that the use of Newspapers to educate youths on cocoa farming enhances youths' participation. This indicates that it is not only the youths living in the rural communities that should be targeted to be involved in cocoa farming but many of those unemployed ones who have deserted the villages for white collar jobs. The table also shows clearly that 224 (58.5%) of the study participants revealed that holding village meetings serves as one of the sources of information for them to learn how to engage in cocoa farming. The use of social media has been found to have an impact on how youths can be motivated to take to up cocoa farming. From the table, it was observed that 177 (46.2%) of the study participants strongly agreed that teaching cocoa farming via Facebook enhances youths' involvement while 123 (32.1%) were undecided that teaching cocoa farming via WhatsApp video influences youths participation due to cost of procuring data to be used to access the information and it is also believed that it will be limited in information compared to teaching of cocoa farming through YouTube which is believed to increase youths participation as revealed by 141 (36.8%) of the study participants. The table also affirms that the weighted mean of 4.12 is greater than the criterion mean set for 2.5 which implies that having Participatory communication channel for youths can influence youths' perception for cocoa development in the community.

#### **4.3 Discussion of Findings**

Participatory agricultural communication has been identified as one of the easiest ways of engaging the youths in cocoa farming in order to empower and make them economically independent. Participatory communication is an open exchange of ideas where the receivers have access to interact continuously, think constructively about a situation, identify development needs and problems, decide what is needed to improve the situation and act upon it. Table 4.9 shows that 218 (56.6 %) strongly agreed that it is good for the youths to be visiting agro-tourism centres within or outside their communities as a source of motivation to take up cocoa farming.

Also, to create awareness on cocoa farming in the study communities, 264 (68.9%) of respondents strongly agreed that using local radios as a means of information dissemination to the youths would encourage more youths to be involved in cocoa farming. This table also shows that the respondents strongly agreed that availability of financial packages and free access to land would encourage the youths to participate in cocoa farming. On the other hand, the respondents strongly agreed that agricultural shows if organized in the study areas would enhance youths' participation. Furthermore, the respondents also strongly agreed that the youths with the highest produce in the study communities could be rewarded, it would motivate more youths to participate in cocoa farming.

“To enable more youths to engage in cocoa farming in the study communities it is important the youths should be made to visit agro-tourism centres for inspection, be given free access to land, be convinced that agriculture as a vocation is not meant for only the illiterates, there should be provision of social amenities, availability of agricultural machinery, and fund should be made available to them promptly <sup>5,6</sup>.”

To engage youths in cocoa farming is all about educating them on cocoa best practices. Table 4.10 shows the improved production technologies which would make

cocoa farming economically viable and lucrative to the youths. From the table, it is noted that the respondents did not spray their cocoa trees four times per year which was found out to be as a result of the high cost of agro-chemicals. Also, it is observed that respondents did not spray their cocoa farms up to three times per year. The table also shows that cocoa farms were not weeded up to three times per year as a result of labour scarcity and high cost of herbicides. On the type of seedlings planted, the respondent agreed that they planted both hybrid and amazon cocoa varieties on their cocoa farms.

This is an indication that the respondents' cocoa farms have a combination of cocoa seedling varieties planted. It is observed from the table that 145 (37.9%) did not prune their cocoa trees because of the fear of economic loss if pruned while 122 (31.9%) respondents that pruned their cocoa trees to enable the cocoa trees produce more yields. Fertilizer application on cocoa trees is one of the cocoa best practices. But from the table, it is seen that majority of the respondents did not apply fertilizer on their cocoa trees as a result of its scarcity in the study communities.

Based on the above results on the implementation of cocoa best practices by the youths in the study areas, the propounded of Theory of Innovation, E. M. Rogers states that:

*“Adoption of a new idea or behavior known as innovation does not occur concurrently in any social system. It is a process whereby some people are quicker to adopt the innovation others”*<sup>7</sup>

On the factors that are militating against cocoa farming by the youths, table 4.11 and table 4.12 showed that the respondents were of the view that poor incentives, low cocoa price, inadequate extension services, inadequate credit facilities, absence of subsidized agro-chemicals, lack of continuity in cocoa farming programmes and non-

availability of improved seedlings were reasons youths might not be interested in taking up cocoa farming as a venture. All these factors, if provided by government and other stakeholders in cocoa sector would serve as incentives that can make more youths to be involved in cocoa farming.

Participatory communication enables the stakeholders to interact with one another and speak out their minds. Table 4.13 shows that 153 (39.9) of respondents attended stakeholders' meetings regularly and they were allowed to speak their mind. As a result, participating at the stakeholders' meeting has made the youths to be more knowledgeable in cocoa farming. At the meetings, the youths were able to access some of their needs. Some incentives were given to the youths to encourage their involvement in cocoa farming and to be better empowered. On the extension services, the table shows that 60.3% of respondents were undecided on the presence of extension agents on their cocoa farms while 32.4% agreed that extension agents visited their cocoa farms for effective cocoa management and production. The inability of the respondents to receive the services of a large number of extensions officers on their cocoa farms has been attributed to what the Director, Tree Crops Department, Ministry of Agriculture, Osogbo, Osun State opined as given below:

*“On rendering extension services to cocoa farmers, this is government duty. Many civil servants are being retired from service but there is no recruitment exercise being carried out. It is only when government recruits extension officers that we can now send them to the fields to provide extension services.*

Finally, the result in table 4.14 shows that participatory communication has been quite beneficial to the youths in their engagement in cocoa farming. To get more youths into cocoa farming, the findings in this table indicate that participatory communication on cocoa farming should be aired on local radios and television like

Orisun FM, Enuwa, Ile-Ife, Oodua FM, Ajibamide, Ile-Ife, Crown FM, Eleyele, Gold FM, Ilesha and OSBC Radio and Television, Osogbo The table also shows that another channel of communication that can be used to engage the youths in cocoa farming is through inter-personal communication. To ensure that a large number of youths get involved in cocoa farming, it is important that during village meetings, cocoa farming amongst the youths should be one of the agenda.

The study found out that participatory communication is a necessity among the stakeholders and this should be a continuous thing to ensure the youths are on the right track of expanding their cocoa farms, maintaining them and having bumper harvests yearly.

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## **Chapter Five**

### **Conclusion**

#### **5.1.1 Summary of Findings**

The youths attested to the fact that participatory agricultural communication strategies enhanced their involvement in cocoa farming in the study communities.

Findings revealed that the youths were able to implement participatory agricultural communication strategies in order to improve their cocoa production. They are still implementing the improved cocoa farming strategies because adoption does not occur concurrently. It is a step-by-step process of implementation.

The youths also affirmed that non-availability of social amenities in the study areas, non-availability of improved seedlings, lack of access to land, fertilizers and non-availability of extension officers were the factors militating their involvement in cocoa farming in the study communities.

The youths acknowledged that rewarding youth cocoa farmers, availability of social amenities, increased cocoa price, access to loans without collateral, access to land for cocoa farming and availability of improved seedlings are the incentives that could enhance their continuous involvement in cocoa farming in the study areas.

The youths admitted that participatory agricultural communication was quite beneficial to them as it has been able to make them access their information and some other needs to some extent.

The youths affirmed that they learn cocoa farming easier and faster through local channels of communication such as local radio, television as well as through interpersonal communication.

The conclusion of the findings are given as follows:

Many youths have been able to engage in cocoa farming through the process of participatory agricultural communication strategies in the study areas.

Also, improved cocoa production strategies were implemented by the youths in the study areas to improve their cocoa production and the strategies are still being implemented by the youths. Although, findings revealed that the full adoption of improved production technologies on cocoa farming by the youths can be employed based on individual's conviction and this takes time to be fully deployed compared to the adoption of improved production technologies on arable crops.

Non-availability of extension officers, agro chemicals, basic social amenities, improved seedlings, lack of access to land and fertilizers were identified as factors militating against cocoa farming in the study areas.

Furthermore, rewarding youths cocoa farmers, increase in cocoa price, availability of credit facilities and subsidized agro-chemicals were the incentives that could enhance youths' involvement in cocoa farming in the study communities.

The youths have been able to access their information and other needs in the study communities through participatory agricultural communication.

More youths could get involved in cocoa farming through local radio, television and through inter-personal communication. The study showed further that the use of inter-personal communication and giving talks on best cocoa practices at village meetings can help enhance youths' involvement cocoa farming. These findings agree with the previous authors like Taye Babaleye, Paolo Mafelopulous, Christ Kamolonera and

Andrew Moemeka and disagreed with Ochonogor Cristopher and Ikpegbu Emmanuel

1, 2, 3, 4.

## 5.2 **Recommendations.**

Based on the research findings, the following recommendations are hereby made:

- (i) All relevant stakeholders in the cocoa sector should regularly stage participatory communication strategies that could help in enhancing youths' involvement in cocoa farming in the local government, Osun State and Nigeria as whole. This could help in reducing rural-urban drift, crime and youths' restiveness.
- (ii) Government at all levels and relevant stakeholders should constantly educate youths' cocoa farmers and the aged cocoa farmers on improved cocoa production technologies in all cocoa producing communities in the state in order to improve the State's annual cocoa production. This could be in form of organizing seminars, workshops or trainings on improved cocoa production technologies. As adoption of these technologies cannot be done concurrently, educating youths on improved production technologies should be frequently organised. Through this, the youths would develop positive attitudes that would enhance their quick adoption of improved production technologies.
- (iii) Government should ensure that social amenities are provided in the study communities to retain the youths in the communities in order to get them involved in cocoa farming. Thus, factors militating their involvement in cocoa farming like lack of improved seedlings, non-availability of fertilizer, non-availability of extension officers and agrochemicals should be quickly ameliorated to enhance their further involvement in cocoa farming in the study communities.

- (iv) All incentives needed to enhance youths' involvement in cocoa farming should be provided by the government and all concerned stakeholders. Provision of credit facilities, rewarding hardworking youths' cocoa farmers, availabilities of subsidized agro-chemicals and improved seedlings will enhance more youths' involvement in cocoa farming.
- (v) To encourage the involvement of many youths into cocoa farming, the right information should be disseminated through the right channels using participatory agricultural communication as a tool to endear their cooperation and wiliness to participate.
- (vi) The relevant stakeholders in the cocoa sector in the state and Nigeria as whole should make use of inter-personal communication, local radio and television stations to teach the youths best cocoa farming practices accordingly.

#### **5.4 Contribution to Knowledge**

This study will increase the knowledge of all relevant stakeholders in the cocoa sector in the area of participatory communication which can facilitate cocoa development.

The study indicates how the youth and the aged cocoa farmers can adopt improved production technologies on cocoa farming using participatory agricultural communication.

#### **5.5 Suggested Area of Further Research**

It is practically impossible for a study to cover all the available fields in the area of scope. As a result, the below is suggested for further sturdy:

- (a) A comparative Analysis of Stakeholders' Participatory Agricultural Communication Strategies on Cocoa Development Amon Youths in Osun and Ondo States, Nigeria.

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## Appendix: I Research Instrument

Lead City University, Ibadan Department of mass communication and media technology

I am Paul Chukwuemeka Benedict Paul, a Post Graduate student of Mass Communication and Media Technology, Lead City University, Ibadan. I am carrying out a research on ‘Stakeholders Participatory Communication Strategies and Cocoa Development Amongst Youths in Ife-East Local Government Area, Osun State, Nigeria’.

This study is purely an academic one and you are therefore assured of total confidentiality of information provided.

Thank you.

## **Stakeholders’ Participatory Agricultural Communication Strategies on Cocoa Development**

### **Demographic Information of Respondents**

Instruction: Please tick (✓) or fill the gap as appropriate and comment where necessary.

#### **Section A: Demographic characteristics of respondents**

1. Age: 18-25 ( ) 26-35 ( ) 36-40 ( ) 41-45 ( )
2. Gender: Male ( ) Female ( )
3. Educational level: No formal education ( ) Primary ( ) Secondary ( ) Tertiary ( )
4. Marital status: Single ( ) Married ( ) Divorced ( ) Separated ( ) Others ( )
5. Parents’ occupation. Farming related ( ) Non-Farming related ( ) Artisan ( )
6. Present occupation: cocoa farming ( ) Palm wine tapping ( ) hunting ( ) mining ( )
7. Years of cocoa farming experience: Less than a year ( ) 1-2 years ( ) 3-4 years ( ) 5-7 years ( ) 8-10 years ( ) 11 and above ( )
- 8 Acres of land cultivated for cocoa farming. 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( ) 6-10 ( )

#### **Section B: Research Questions**

Instruction: Please tick (✓) the gap as applicable to you.

1	2	3	4	5
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Strongly Agree (SA)	Agree (A)	Undecided (U)	Disagree (D)	Strongly Disagree (SD)
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N/n	Participatory agricultural communication strategies that enhance cocoa farming for the youths.	SA	A	U	D	SD
1	Agricultural show within or outside my community will motivate youths to go into cocoa farming.					
2	Youths with highest produce in my community rewarded by government will motive more youth to go into cocoa farming.					
3	Availability of social amenities in my community will discourage rural-urban drift.					
4	Visiting agro-tourism centrrres within or outside my community will motivate youths to take up cocoa farming.					
5	Creation of awareness on agricultural production, especially cocoa farming on local radios enhances youths' involvement in cocoa farming.					
6	Making loans availability to youths without collateral facilitates youth' participation in cocoa farming.					
7	Free access to land made available to youths for cocoa farming enhances youths' participation in cocoa farming.					
8	There is Availability of financial packages for the youths who are into agriculture					

S/n	Improved production technologies that would make cocoa farming economically viable and lucrative to the youth.	SA	A	U	D	SD
1	I spray my cocoa trees four times per year against capsids					
2	I spray my cocoa farms against capsids one to three times per year.					
3	I spray my cocoa farm once per year.					
4	I don't spray my cocoa farm.					
5	I spray my cocoa trees against black pods 6-9 times per year.					
6	I spray my cocoa pods 1-3 times per year against black bod.					
7	I spray my cocoa farm once per year against black bod.					
8	I don't spray my cocoa farm against black bod every year.					
9	I weed my cocoa farm four times per year.					
10	I weed my cocoa farms three times per year.					
11	I weed my cocoa farm once per year.					
12	I rarely weed my cocoa farms as a result of non-availability of labour.					

13	I plant only Hybrid cocoa on my cocoa farm.					
14	I plant hybrid and amazon cocoa varieties alone.					
15	I planted only Amelonado on my cocoa farm.					
16	I Prune my cocoa farm regularly.					
17	I don't prune my cocoa farm.					
18	I apply fertilizer on my cocoa farm regularly.					
19	I don't apply fertilizer on my cocoa farm.					

NO	Factors militating against cocoa farming by the youths	SA	A	U	D	SD
1	Poor incentives					
2	Low cocoa price					
3	Traditional methods of cocoa farming					
4	Land ownership system					
5	Inadequate extension services.					
6	Inadequate credit facilities.					
7	Absence of subsidized agrochemicals					
8	Lack of modern agricultural equipment and machinery					
9	Lack of continuity in cocoa farming programmes					
10	Inadequate training of extension agents					
11	Social and psychological effects of being called a farmer					
12	Non-availability of improved seedlings					

S/n	Incentives that can make cocoa farming lucrative.	SA	A	U	D	SD
1	Increase in the price of cocoa.					
1	Availability of social amenities.					
2	Availability of improved seedlings.					
3	Access to loan facilities.					
4	Availability of subsidized agrochemicals.					
6	Knowledge of modern cocoa farming techniques.					
7	Availability of extension agents that visit cocoa farms regularly.					
8	Distribution of improved cocoa seedlings.					
10	Mass media campaigns on cocoa farming					
11	Knowledge of the benefits from the venture					
12	Effective government policies on cocoa farming					

N/n	Roles of participatory communication in influencing youths' involvement in cocoa farming	SA	A	U	D	SD
1	I attend stakeholders' meetings regularly					

2	I don't attend stakeholders' meetings					
3	There is no stakeholders' meeting in my community					
4	I am allowed to speak my mind at the stakeholders' meetings					
5	I am not allowed to talk at the stakeholders' meetings.					
6	The stakeholders meeting is interactive and educative					
7	I have received improved seedlings from the stakeholders					
8	I have received knapsack, agrochemicals and other incentives from stakeholders					
9	Extension agents visit my cocoa farm regularly					
10	Interacting with the stakeholders helps me to improve my cocoa production					
11	Interacting with the stakeholders has not yielded any positive results.					
12	Relevant information on improved cocoa production is provided at the stakeholders' meetings					
13	I receive improved seedlings at the beginning of planting season during the stakeholders meeting					
14	I am able to access some of my needs for cocoa farming at the stakeholders' meeting					
15	Attending stakeholders' meetings has empowered me to acquire more knowledge on cocoa farming.					

NO	Participatory agricultural communication channels that can influence youths' perception for cocoa development	SA	A	U	D	SD
1	Participatory communication influences youths to be involved in cocoa farming.					
2	Use of local radio in teaching cocoa farming helps youths to adopt cocoa farming techniques.					
3	Inter-personal methods of teaching is preferred by youths to adopt cocoa farming					
4	Use of local tv in teaching cocoa farming influences youths' participation.					
5	Use of Newspapers to educate youths on cocoa farming enhances youths' participation.					
6	I learn more about cocoa farming at the village meetings					
8	Teaching cocoa farming via Facebook enhances youths' involvement					
9	Teaching cocoa farming via whatsAapp video influences youths' participation					
10	Teaching cocoa farming via You Tube increases youths, participation					

#### Bio-data

## **A. Personal Data**

- 1. Full Name:** Chukwuemeka Benedict PAUL  
Address: Lead City University Staff Quarters II, Ibadan  
E-mail address: [benp.ng@yahoo.com](mailto:benp.ng@yahoo.com)
- 2. Date of Birth:** 31<sup>st</sup> July, 1980  
**Place of Birth:** Osun State
- 3. Nationality:** Nigerian
- 4. Marital Status:** Married
- 5. Name of Spouse:** Agnes T. PAUL  
Address: As Above  
E-mail Address: [demolapaltb@yahoo.com](mailto:demolapaltb@yahoo.com)  
**Name and Address of Next of Kin:** Agnes T. PAUL, Lead City University  
Staff Quarters, Ibadan

## **B. Educational Background**

### **1. Educational Institutions Attended with Dates and Qualification:**

#### **Primary Education**

St. Stephen's 'A' Primary School, Modakeke 1986-1991

#### **Secondary Education**

Community Grammar School, Modakeke 1991-1994

Seventh-Day Adventist Grammar School, Ile-Ife. 994-1997

#### **Higher Educational Institutions Attended with Dates & Qualification**

Lead City University, Ibadan, Oyo State 2019-2022

National Youth Service Corps 2008-2009

Adekunle Ajasin University, Akungba-Akoko, Ondo State. 2005-2007

Universal College pf Technology, Ile-Ife, Osun State 2002-2004

#### **Qualifications**

M.Sc. Mass Communication & Media Technology 2022

NYSC Certificate 2009

BA (HON) in English Studies 2007

National Diploma (ND) in Mass Communication 2004

Senior School Certificate Examination 2000

Primary School Leaving Certificate 1991

#### **Awards and Fellowships:**

Outstanding Corps Member (204 Wing) 2009

Overall Best Student 2003

#### **D. Work Experience with Dates:**

<b>Lead City University, Ibadan</b> <b>Administrative Officer (Human Resources):</b>	<b>2020-Till Date</b>
<b>King's International College, Moniya, Ibadan</b> <b>Designation:</b> English Language Teacher	<b>2019</b>
<b>BT Publishers</b> Script Writer / Editor (Writing and Editing Short Stories, Plays...)	<b>2014</b>
<b>Space FM 90.1, Liberty Road, Ibadan</b> <b>Correspondent:</b> Reporting Communities news stories covering: Omiyale, Olomi, Owode, Boluwaji, Muslim, Ogbere, Aba-Odu, Kolajo...	<b>2017</b>
<b>Evergreen High School, Academy, Ibadan</b> <b>HOD, English Department/ English Language and Literature-In-English Teacher</b> Teaching English Language and Literature -In-English Marking Lesson notes Checking the content of test and examination questions (English Language and Literature-In-English) Organising debate and quiz competitions Tutoring the selected students for outside debate and quiz competitions Editing the school weekly magazine; Writing scripts for school drama presentation Teaching and directing school drama presentations Writing quarterly reports on the conduct of school internal tests and examinations	<b>2015-2019</b>
<b>Rainbow Kings and Queens College, Olomi, Ibadan</b> <b>Head Teacher/ English Language and Literature-in-English Teacher</b> Arranging teachers' meetings; Writing and directing school plays; Organising debates Marking Lesson notes and other assigned duties	<b>2012-2014</b>
<b>Rapholu Publishing Nigeria Company, 33, Adesina Street, Ijeshatedo, Surulere, Lagos.</b> <b>Script Writer / Editor</b>	<b>2009-2011</b>
<b>Responsibilities:</b> Editing the stories plays and other company's works/materials. Reviewing of the company's books/materials Attending to request for recruitment of staff; Creating and Developing job Descriptions; Preparing Draft job Advertisements and Advising the GM/MD on the mode of Advertisements; Screening Application forms; Carrying out Preliminary Screening of Short-listed applicants for interview; Arranging interview and Preparing interview Reports; Writing Scripts – Stories, Plays and other relevant materials.	
<b>National Centre for Technology Management, Federal Ministry of Science &amp; Technology, OAU, Ile –Ife, Osun State</b>	<b>2009</b>

**Position:** Field Officer

**The Nigerian Air Force Primary School, 204 Wing, Maiduguri**

**Position:** English Language Teacher

**2008/2009**

**AAUA Inter-Campus Newspaper (Echo Newspaper)**

**Position:** Reporter (Features Writer)

**2005-2007**

**C. Membership of Academic Professional Bodies:**

Member, Association of Nigerian Authors (ANA)

Member, Emergency Management Vanguard (EMV)

**D. Creative Works Published:**

Mr. Cane (A Literary Work)

**2014**

**Creative Works Accepted for Publication**

(i) A Letter To Rita (Non-Fiction) (ii) The Naked Roads (Poetry)

**E. Publications:**

**1. Edited Works:**

(i) Mr. Cane (A Literary Work) (ii) A Letter To Rita (Non-Fiction)

(iii) The Naked Roads (Poetry)

**2. Book Review**

(i) Imperative English for Senior Secondary Schools and Colleges

**3. Undergraduate's Dissertation:** Mariama Ba's Social Vision in So Long A Letter

**Master's Thesis:** Stakeholders' Participatory Agricultural Communication Strategies on Cocoa Development Among Youths Ife-East Local Government Area of Osun State

**F. Major Conferences/Workshops Attended:**

Leadership and Ethical Practice of HR in Today's Workspace **2022**

Academic & Industry EDGE Workshop with Focus on

'Widening Skill Gap and The Future of Work'

**2022**

Upskilling & Reskilling for Effective Service Delivery in the

Automation Age

**2021**

Building Your Administrative Career

**2021**

Effective Communication & Teaching of English Language in Secondary

School: A Panacea to Excellent Academic Performance

**2019**

Styles and Techniques of Teaching English Language and Literature-In-English

Among Teachers of English Language and Literature -in-English in Oyo State

Secondary Schools

**2018**

Lessons Preparation & Delivery Among Secondary School Teachers

in Oyo State

**2013**

**Extra-Curricular Activities:**

Writing, Reading, Editing, Teaching, Directing Plays, Watching and Playing Football

**J**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**University Compliance Certificate**

This is to certify that this thesis by Chukwuemeka Benedict PAUL with Matric Number LCU/PG/OO1172 in the Department of Mass Communication and Media Technology, Lead City University, Ibadan, is in FULL compliance with the approved University format and style.

\_\_\_\_\_  
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