ORIGINAL ARTICLE

Influence of Radio Nigeria "trader Money" Programme Trader Participation in Onitsha

EKWERIKE, VINCENT – IKE, Ph.D & OKAFOR, SUCCESS OLUCHUKWU

Gregory University, Uturu, Abia State. Mass Communication Chukwuemeka Odumegwu Ojukwu University.

Abstract

Influence of Radio Nigeria trader money programme on trader participation in the financial intervention project of the federal government of Nigeria in assisting traders has been experienced by Nigerians living in Onitsha. The study aimed at knowing whether traders in Onitsha were aware of the trader money policy, what they understood it to mean and to find if the social policy has any significant effect on traders in Onitsha metropolis. The survey research method was used to obtain data from 384 respondents selected from the population of traders in four markets in Onitsha, using the Cozby's formular. The social judgement theory was used to explain derived result. It was found that more than half of the respondents know about the trader money policy, at 62%, while 48% understood the policy as presented by the federal radio corporation of Nigeria network programme. Less than 30% of the traders were influenced to access the fund since they believed that it was "money on radio" propaganda. It was concluded therefore that distrust of government's policies as unreal affected its success in Onitsha. The study recommended the use of testimonials as evidence to deal with trader mistrust of the financial intervention policy in Onitsha. Also, the financial intervention should be understood as available to all Nigerian citizens without any political party support as bait. Finally, the programme production should be decentralized in order to address peculiar trader situation in the respective states.

Keywords: Influence, Trader Money Performance, Trader Advancement.

Introduction

Public interest projects require public enlightenment for the creation of awareness and the sensitization of beneficiaries so as to enhance goal attainment for the initiated social intervention programmes of government. It requires the creation of an enlightened audience, (Omu, 1971, Owuamalam, 2016) capable of using obtained information for dealing with issues of common interest related to a current situation and circumstance. Public affairs programme which deals with issues of public interest. According to Owuamalam (2017) such public affairs programme tends to persuade mass participation in the achievement of the stated goal. The use of trader money as theme for the programme (Nnaemeka, 2019), explain why the Radio Nigeria provided the media platform for the propagation of the intervention programme idea. There is need therefore to measure whether the provided message in the programme influenced audience appreciation and participation in the economic intervention project. The extent of and influence need to be ascertained so as to determine the efficacy of the radio in advancing socio-economic programmes of government.

Each programme is designed to achieve a specific objective which the producer articulates with a theme dealing generally with the subject or issue considered apt for treatment (Nnaemeka, 2021). The sub-themes deal with the various aspects of the issue in order to achieve the objective stated to be achieved by the programme. It is through such objective established for the programme that produces the stimulant expected to influence the listener.

Accordingly, Owuamalam (2017) explains those programmes to have socializing qualities. They try to arrest and indoctrinate persons to adhere to persuasively contrived approaches as means of influencing attitude and behaviour change. Does the "trader money" programme possess such influential attributes capable of affecting the behaviour of the content consumer? It is the influence of the radio Nigeria programme on the traders on Onitsha as listeners of the programme that was evaluated in the study.

Conceptual Discussion

Nwammuo (2014) believes that public affairs programmes deal with societal issues like the government financial intervention policy known as trader money. The essence is to use any programme presentation format in the delivery of content. The channel through which the programme is shared by the station and its audience is import. Alozie (2005) says the medium of transmission must be accessible, available and acceptable to the intended target audience. Radio was used for the propagation of the government's policy because it is affordable and accessible (Okunna & Omenugha, 2000), easily available at an expensive sphere of coverage (Katz & wadel, 1995) and acceptable to the trader audience since many of them move around or listen to it in their shops. Therefore veracity of radio use for the enlightenment assignment was not in doubt. How influential the radio programme is to Onitsha traders in desiring participation in the intervention project is the expected result of the study.

Participation is a result of sensitization obtained through an external influence like radio content. McQuail (2005) agrees that the individuals respond to the same information differently based on their circumstances understanding and interest. Oskamp (2000) agree that opinion change requires motivation which a superior view point believes on the originally held belief. It is the paradigm shift in opinion based on the acquired information that determines how persons respond to the same situation. The import is that individual differences manifest in messages content interpretation from the perspective of the concerned programme consumer. The observed attitude and behaviour in respect of radio programme influence on the content consumer would therefore depend on the individuals need, expected gratification from consumed content and whether the raised issue conforms with the expectation of the consumer.

The above views suggest why uses and gratification explains media effort on the content consumer. According to Miller (2002) the kernel of the theory is an assessment of how the obtained gratification from media content consumption matches the expected gratification as the reason for seeking information from the mass media. Need satisfaction, therefore is at the heart of the theory. It is the need to learn about how to participate in the intervention project that lead the traders to access the radio Nigeria programme.

Also, each listener has a belief which is carried into programme content consumption. In-coming information that matches already held belief falls in the receivers' latitude of acceptance and is assimilated while anyone in the latitude of rejection is contrasted. It means that public opinion manipulation from an aggregate perspective (Agbanu, 2012) is expected to affect the latitudes in the direction of an expected effect. Miller (2000) believes that the essence of persuasive information is the ability to adjust beliefs to suit anticipated result. How this view was exhibited in the study explains the essence of programme influence on the content consumer which was measured in this study.

The Statement of the Problem

The experienced inflation in Nigeria has reduced trading capabilities among traders and seems to have liquidated many small business enterprises. The poverty level at 9% GDP shows that financial assistance is required by traders, like those in Onitsha metropolis to enhance their trading capabilities in order to survive in the harsh economic environment. It means that any provided incentive should be published for the attention and reception of the assistance. The traders need to know the focus of the trader money policy so as to know how to benefit from the programme. This is the task which the federal radio corporation of Nigeria (FRCN) programme, "trader money" presented through the respective state's radio Nigeria stations as a network programme is expected to accomplish in stimulating participating interest among the traders.

The programme is accessible to traders in Onitsha metropolis as presented on radio. How aware are the traders about opportunities accruing from the financial policy? Do they understand the nature of the intervention whether as bonus, grants, loans or any other type of financial assistance as to persuade them to become involved in the project?

Were provided information relevant and stimulating enough to attract mass trader participation in the programme? These questions form the guide to ascertaining whether the radio programme has any influence on trader-participation in the "trader money" project in Onitsha metropolis.

Research Objective

The three goals were set to guide the study as follows:

1. To find the level of awareness created by the "trader money" radio programme on the financial intervention among traders in Onitsha metropolis.
2. To know the extent to which the traders in Onitsha metropolis understand the nature of the "trader money" policy as to participate.
3. To determine if the radio programme has any significant relationship with trader participation in the project.

Research Questions

The three research questions posed to direct the study were:

1. What is the level of trader awareness to the "trader money" radio Nigeria programme among traders in Onitsha metropolis?
2. What is the extent of generated understanding about the policy to stimulate trader participation in the intervention project?
3. Is there any relationship between trader participation interact and awareness created by the radio programme?

Research Hypothesis

The only hypothesis tested to be used for result authentication was:

H_O: Traders' participation in the programme was not influenced by the awareness created on the policy by Radio Nigeria.

H_1: a significant relationship exists between trader participation as influence of the Radio Nigeria "trader money" programme.

Scope of the Study

Traders in markets within Onitsha metropolis was the focus of the study. Traders at "bridge head" perishable goods market, "Ngbuka Obosi" market, "new parts" market, Nkpor and "Ochanja main market" defined the study environment. Trader awareness level of the financial intervention policy was investigated so as to know the extent of their participation in the project and to also know whether the presented programme content was responsible for trader participation in the project. The survey research method was considered relevant to obtain data from the traders whose opinion would show whether the radio Nigeria programme was effective or not.

Significance of the Study

The result from this study will inform the federal government of Nigeria, as the initiator of the trader money policy on how its target audience responds to the financial intervention project. The derivable knowledge would assist any adjustment in the bid to adopt approaches for ensuring success for the policy.

Radio programme producers would learn how to satisfy audience needs and interest as reason for exposing themselves to the radio programme content. It will advise on content treatment in order to ensure that programme content matches audience expectation for attending to the programme.

Traders will appreciate how their views metamorphosed to public opinion on the financial intervention project. They will therefore assess if radio use has helped group interest to flourish or adjust their opinion and attitude to the trader money policy.

Scholars of mass communication will have added literature on the influence of public enlightenment on policy participation by the intended target audience. The knowledge will help in determining why public policy fail or succeed in an environment.

Researchers will have the empirical basis for conducting similar studies on other federal government level. The import is that different replicative studies would be contemplated and executed to the benefit of communication studies particularly from the radio programmes content

influence perspective.

Methodology

The survey research design (Awka, 2005) was adopted in this study because it would not be feasible to integrate the entire trader population in Onitsha. It means that a particular procedure as research design (Ohaja, 2002) was followed to study a representative sample of the population (Nwodu, 2017), believing that any obtained data would be generalized across the population from where it was derives (ogoemeka, 2000). In that way, the opinion of traders in selected markets in Onitsha were ascertained as to their awareness and understanding of the message content of the radio programme in order to determine its influence on trader participation in the government's intervention project. Their obtained views formed the data used in the study.

The population of the traders in Onitsha is unknown since it is not static and depends on when a study was conducted. There is a daily influx of traders from outside Onitsha to the markets and even those in the market vary according to the days in the week particularly during the "sit-at-home" security situation when this study was conducted. An estimate becomes reasonable as a guide to the study according to Okeke (2006). However, it's the number of persons who trade within the market in Onitsha that is of interest as population to the study (Nwogu,2000). The population therefore was estimated at above 100,000. Besides, all the traders were not registered members of the traders Association from which the population would have been obtained from the register kept by their respective secretaries. It is the estimated population that served for determining the sample was 384 and used in the study.

The proportionate percentage method (Okoro, 2000) was not used in sample allocation since the exact population of traders in each market was not available. The parity method of sharing the sample equitably across the number of selected wards applied as suggested in (2005). Four markets were selected from the 8 major markets in the town using the simple random without replacement method as probability sampling technique (Owuamalam, 2012), Gravetter and Frazano (2005). It entailed the selection of one piece of paper at a time from a bowl containing the respective names of the markets at a time without putting it back after thorough mixing and selection. The process was conducted four times for the selection of the four markets to be studied. The selected markets were Ochanja main market, bridge head market, Ngbuka Obosi and new market Nkpor. The study therefore, covered the traders located in different parts of Onitsha and trading on different commodities.

This approach provided an opportunity of obtaining a wide range of data within the study's area of research activity. Each market got 96 as sample and the researcher made effort to ensure that the different sections of the market was allocated sample so that a representative view of traders in each market was obtained for result credibility (McQuail, 2005).

The questionnaire was used as the measuring instrument Olaitan & Nwoke (2000) since it served as tool for data collection. It contained both the open-ended and closed-ended questions directed to elicit answers used in finding a solution to understanding how a public affairs radio programme influences audience participation in a government's financial intervention project like the trader money policy. Seven questions with a thematic thrust were provided in the questionnaire. Four copies of the questionnaire was tested for validity using the face value approach (Wimmer & Dominick, 2012) in that way, the structural coherence of provided sentence was grammatically considered to know whether the stated idea generated a complimentary meaning between the source and the receiver (Fiske,2000). Its essence was to ensure that asked questions would generate a relevant answer from the respondents. Again, the statistical competence of the tool for data collection was tested to determine its statistical competence (wimmer & Dominick, 2012). So as to be sure that asked questions could generate quantifiable data required in the study, the verification of the dual qualities of the questionnaire assured its validity for use in the study.

Also, the pilot test method was adopted to test the reliability of the measuring instrument. It meant that 10 copies of the questionnaire were used to obtain data from traders at the market on Wednesday 24th September 2021 and another test conducted on 6th October, 2021. Result from the earlier pre test was compared with that of the post test conducted later and a comparison of both showed a similarity. It means that the questionnaire was reliable in obtaining a similar result each time it was used for a similar study for a similar purpose. The certification enabled the questionnaire to be used as presented below:

Questionnaire

1. Do you know about "trader money" programme on radio Nigeria?
   (a) Yes (b) no (c) not sure
2. Why do you listen to the programme?
   _____
   _____
3. Do you understand the trader money policy of government?
   (a) Yes (b) no (c) can't say
4. Does the radio programme on "trader money" make you want to participate in the project?
   (a) Yes (b) no (c) can't really say
5. What is your reason for desiring participation?
   _____
   _____
6. How does the trader money programme affect your interest to participate?
   _____
   _____
7. Trader money programme urges my participation in the project because I am satisfied with provided information about the project?
   (a) Strongly agree (b) agree (c) not sure (d) disagree (e) strongly disagree

The convenience method (Mojekwu, 2002) was used in the distribution of the questionnaire to traders in the market based on sections and stores. The idea was to ensure that the entire selected market was covered and respondents' location was identifiable was easy retrieval of completed copies of the questionnaire. It was found that 12 copies of the questionnaire were not returned while the other 7 copies were not properly filled. It meant that 5.2% of the questionnaire was invalid for this study. The valid 94.8% or 345 were therefore used in the study. Obtained data were presented using the frequency table that made items to be classified into mutually exclusive categories (Nwodu, 2017). The research questions (R.Q) were analyzed using the simple percentage approach while the Likert scale, (Owuamalam,2012; wimmer & Dominick,2012) as weighted mean was adopted in the analysis of respondents' opinion as data addressing the research hypothesis details of the data as presented and analyzed are as follows:

DATA PRESENTATION AND ANALYSIS

RESEARCH QUESTION ONE

What is the level of trader awareness to "trader money" programme of radio Nigeria among traders in Onitsha?

Item 1 in the questionnaire was used to ascertain if the traders in Onitsha knew about the radio Nigeria programme. Obtained data are as follows:

Table 1: Trader Awareness to "Trader Money" Programme

Response	Frequency	Percentage
Yes	216	51.18
No	14	3.83
Not sure	135	36.99
Total	365	100.00

The finding shows that more than half of the respondents' listened to the radio programme while less than one-twentieth did not and more than one-third had no specific answer. It meant that those who did into listen to the programme were not qualified to discuss it. This view led to the removal of the copies of the questionnaire belonging to those who did not listen to the programme. This action explains why the study continued with 341 valid copies as relevant to this study.

Also, the reason for listening to the programme was determined as using item 2 in the questionnaire above as follows:

Table 2: Reason for Listening to "Trader Money" Programme

Response	Frequency	Percentage
It explains the trader money policy.	181	53.08
It is government propaganda.	86	25.47
It raises issues of financial interest to the trader.	51	14.96
Talks about politics and money to traders.	23	6.74
Total	341	100.00

Results above shows that more than half feel that the radio programme explains the trader money policy of government, while less than one-third associated the programme to politics and propaganda. It means that 68% of the respondents listened to the programme because of its relevance to the traders' financial interest in business in relation to government's assistance.

RESEARCH QUESTION TWO

What is the extent of generated understanding about the policy as to stimulate trader participation in the intervention project?

Item 3 in the questionnaire was used to know if the respondents as traders understood the message content of the radio programme. Obtained data were analyzed as follows:

Table 3: Knowledge about Message in "Trader Money" Programme.

Response	Frequency	Percentage
Yes	218	63.93
Not really	45	13.20
Somehow	78	22.87
Total	341	100.00

Above result shows that more than three-fifths of the respondents understood the programme message, while the others had no clear answers. It means that the extent of programme message understanding was high at 64%.

Again, item 4 in the questionnaire was used to know if the programme made them desire to participate in the intervention project. Obtained data were analyzed as follows:

Table 4: Trader Awareness to "Trader Money" Programme

Response	Frequency	Percentage
Yes	204	59.82
No	96	28.15
Can't really say	41	12.62
Total	341	100.00

Result derivable from the table above shows that three-fifths of the respondents desired to participate in the trader money project, while more than one-quarter would not want to and the others had no particular answer. It means that those willing to participate were in the majority.

RESEARCH QUESTION THREE

Is there any relationship between trader participation interest and awareness created by the radio programme?

Item 5 in the questionnaire was used to find the reason for desiring to participate or otherwise by the traders. Obtained data were analyzed as follows:

Table 5: Reason for Trader Desire to Participate

Response	Frequency	Percentage
Intervention was properly explained in the programme.	183	53.67
Not convinced it is not politics and propaganda	95	27.86
Just want the national cake share.	63	18.47
Total	341	100.00

Result above shows that proper explanation of the financial intervention project by the radio programme persuaded more than half of the respondents to desire participation. While unclear doubt about the programme hindered the desire of

more than one-quarter of the respondents to participate and the others entertained themselves on how to benefit from the policy. It means that but those 28% that were lethargic, the others at 72% or more than two-thirds learnt that aided their zeal to participate in the programme.

Also, item 6 in the questionnaire was used to know how the radio programme influenced trader desire to participate in the financial project in Onitsha metropolis. Obtained data were analyzed as follows:

Table 6: Reaction to the Radio Programme Effect on Participation

Response	Frequency	Percentage
Persuaded to participate	212	62.17
Not persuaded	90	26.39
Can't really say	39	11.44
Total	341	100.00

Result above show that whereas more than three-fifths were persuaded by the programme to participate in the financial intervention project, more than one-quarter was not persuaded while the others had no particular response. It means that the radio programme was able to elevate trader interest to participate by 62% which is an effective influence on majority of the respondents.

RESEARCH HYPOTHESIS

Only one hypothesis was tested in this study. An acceptance of the null hypothesis, Ho, led to the rejection of its alternative, Hi. It used the decision point mean value of 3.0 for hypothesis determination.

H_O: Traders' participation in the programme was not influenced by awareness created on the policy by Radio Nigeria.

H_1: a significant relationship existed between trader participation interest and exposure to the "trader money" programme of Radio Nigeria.

Item 7 was used to test the hypothesis in order to know whether the radio programme stimulated participatory interest in the trader as radio listener and respondent. Obtained data were analyzed as follows:

Table 7: The Radio Programme on Trader Participation Interest.

Item 8	Response						Total	Mean value $\overline{X}$
"Trader money" programme urged me to take part in the government's trader money project in order to help my business	Code	SA=5	A=4	UD=3	D=2	SD=1	15	$\frac{1156}{341}$
	Frequency	44	105	103	68	21	341	
	Code value result	220	420	309	136	136	1156	= 3.39
	Percentage	12.90	30.79	30.21	19.94	6.16	100.00	$\overline{X}$ = 3.4

Result above shows that the calculated mean value X, of 3.4 was more than the decision point value of 3.0. It shows that x=3.6>3.03=3. However, the obtained real value of 3.4 was more hence the rejection of the null hypothesis, Ho, and the acceptance of its alternative Hi. It explains why a relationship exists between trader participation and the presented Radio Nigeria programme.

Also, those who agreed that the programme stimulated their interest to participate in the financial project were more at 44% than those who disagreed at 26%. It means that majority of the traders as radio listeners were persuaded to participate in the government's financial project.

DISCUSSION OF FINDINGS

The study found that 68% of the listeners were exposed to the radio programme because of its relevance to their business interest. This finding is in line with the selectivity nature of radio listenership as explained by McQuail (2005) that media consumers select only those items of interest to their need satisfaction in content consideration. This finding is similar to bandura's model (1986) which asserts that social learning occur sequentially as attention, retention, production and motivation. The awareness level of 59% showed that more than half of the respondents were exposed to the programme which eventually influenced them. Severally as individual listeners with specific needs and motives. It is the need to satisfy their needs that expected gratification (Miller, 2000) drives them to consume content of the radio Nigeria programmed.

It was also found that 64% of the respondents understood the message in the programme which shows that nearly two-thirds of them know what the programme presented; making it possible for those whose interest is addressed to be motivated through stimulation to participate in the programme. The result shows that it was those that believed that the message was in their latitude of acceptance that were influenced to participate in the financial projects. The finding showed how the social judgement theory made those whose needs were meet as obtained gratification (miller 2002) to assimilate the content and its retention persuaded or motivated them to desire participation in the financial project. Here, the uses and gratification theory played a key role in explaining what made the traders access the programme. Need satisfaction therefore, made 72%of the respondents to learn how to participate in the trader money intervention project of the federal government in Nigeria, resulting in62% being actually persuaded.

The radio Nigeria programme, "trader money" was found to be influential since there was an established relationship between the programme content and trader participation. The calculated mean value of 3.4 showed why the null hypothesis Ho, was rejected in preference to the alternate, Hi. This view was supported by the majority of the respondents who confirmed that they were moved by the radio Nigeria programme to desire participation in the financial programme.

However, the belief that the intervention programme as presented was political in nature made as much as more than one-quarter of the respondents to avoid participation. Again, less than one-third felt the programme was a propaganda strategy adopted by the radio to spread the political message of government. It means that the programme should consider ways of addressing the misgivings so as to enhance a larger content acceptance and greater desire of more persons to participate in the programme.

SUMMARY AND CONCLUSION

The following findings were made in the study:

1. The level of awareness about the radio programme "trader money" was high at 59% since more than half of the respondents exposed themselves to the programme, also, the programme acquired 68% listenership also considered to be high in an audience-competitive broadcast environment like in Onitsha where the traders were located. The findings show how the first goal of the study was achieved.
2. Programme content understanding was high at 64% leading to the persuasion of 60% of the respondents to be persuaded to participate in the financial intervention project. The finding shows the satisfaction of the second objective of the study.
3. The effect of exposure to the programme made 72% of the respondents to learn details about the intervention project and actually persuaded 62% to desire participation. The finding showed the influence of the radio programme content as related to the effect experienced by the content consumer as the respondents. The result satisfied the provisions of the third objective of the study.

The study therefore concluded that exposure to media content predispose its consumers to act in line with the desired behaviour as the programme

objective. The experience of traders in Onitsha who were exposed to radio Nigeria programme showed that they learnt lessons which made them desire participation in the financial intervention project. The created urge satisfied

The programme objective, to influence audience participation substantially in favour of the governments' project.

RECOMMENDATION

The following recommendations were made based on the findings:

1. The testimonial approach be used in the programme to convince listeners that some other traders have benefitted from the intervention project. The strategy would improve content believability and reduce the feeling of politics and propaganda that inhibit intervention.
2. Programme content should address the nature of the intervention vividly as to make listeners (traders) know whether it is a loan grant or a bonus as well as how it operates. In that way, the programme would be able to explain the nature of participation involvement concern of the listener.

CONTRIBUTION TO STUDY

The study has shown that issue treatment as production and presentation theme makes audience identify and access programme content more readily. Programme producers, therefore need to match audience interest with programme objectives if essence is to be achieved.

Scholars in mass communication will learn from the provided in literature how radio programme can achieve a public affairs objective in broadcasting from a radio perspective. Again, an empirical basis for conducting replicative studies in communication has been provided.

REFERENCES

Agbanu, V.N. (2014) *Propaganda & Public Opinion.* Rhyce Kerex Publishers Enugu.

Alozie, V.O. (2012). *Development Communication: Current Issues and Trends.* Owerri: PVC communication.

Asika, N. (2005). *Research methodology in behavioural science.* Lagos: Longman, Nigeria.

Cozby P. (1973). *Methods in behavioural research* (8th Ed.) Boston: McGraw-Hill.

Fiske, J. (2000). *Introduction to communication studies.* London: Routledge. Englewood Cliffs, NJ: Prentice Hall.

Gravetter, F.J. and Forzano, L.B (2005). *Research methods for the behavioral sciences*. Belmont C.A.: Wadsworth.

Katz, E., Blumler, J., and Gurenvitch, M. (1974). Utilization of mass communication by the individual. In J.G. Blunder and E. Katz (Eds.), The uses of mass communication current perspectives on gratification research. Beverly Hills, C.A.: Sage.

Institute of medicine (2003). The future of the publics health in the 21st centering Washington D.C. National Academy Press.

Miller, K. (2002). *Communication theories: Perspectives, process and Contexts.* Boston: McGraw Hill.

Mojekwu, J. (1989). *Quantitative analysis*. Lagos: APCON Miller, K. (2002) *Communication theories: perspectives, process and contents.* Boston: McGraw-Hill.

Nnaemeka, O.F. (2021). Educational broadcasting: principles, practice & strategies, Enugu: Rhyce Kerex Publishers.

Nwodu, L.C. (2017). *Research methods in social behavioural sciences.* Enugu: Rhyce Kerex Publishers.

Nworgu, K.O. (2008): Creative considerations in transit advertising. International *Journal of Communication Studies:* No.2 Vol.1 74-86.

Ohaja, E.U. (2002). *Mass communication research and project report writing.* Lagos: John Letterman Ltd.

Okeke, T.C. (2005). Research method, a guide to success in project writing. Bauchi Multisys Nigeria

Okoro, N. (2000). *Mass communication research: Issues and methodologies*. Nsukka: AP Express Publishers.

Okunna, C.S. and Omenugha, K.A. (2000).

Introduction to mass communication. (3rd Ed.) Enugu: New Generation Book.

Omu, F. (1979). Press and Politics in Nigeria 1880 –1973. London: Longman Group Limited.

Orajiaka, I.P (2007). Forward. In E.O. Owuamalam: Radio-TV production. (1st ed) Owerri: Top class Agencies Limited.

Oskamp, S. (1989).*Attitudes and opinion.* Englewood Cliffs, NJ: Prentice – Hall, Inc.

Owuamalam, B.I. and Owuamalam, E.O. (2003).*Community development in action.* Rev. ed. Owerri: Top class agencies Ltd.

Owuamalam, E.O. (2012). *Data analysis research project writing*. A practical approach. Owerri: Top Class Agencies Ltd.

Owuamalam, E.O. (2016). *Community and rural broadcasting.* Owerri: Top Class Agencies Ltd.

Schramm, W. (1984). How humans communicate. In W. Schramm and D. Roberts (Eds) *The process and effects of mass communication.* Rev. ed. Urbana: University of Illinois Press.

Wimmer, R. D. and Dominick, J. R. (2012).*Mass media research*: An *introduction.* 6th ed. Belmont, CA: Wadsworth Publishing Company.