**INFLUENCE OF AKBC RADIO PROGRAMME “THE FARMERS” ON AGRICULTURAL DEVELOPMENT OF AKWA IBOM STATE**

**BY**

**EFA, GLORY ARCHIBONG**

**UCP/H2014/MC/051**

**TO**

**DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC**

**AKWA IBOM STATE**

**AUGUST, 2016**

**INFLUENCE OF AKBC RADIO PROGRAMME “THE FARMERS” ON AGRICULTURAL DEVELOPMENT OF AKWA IBOM STATE**

**BY**

**EFA, GLORY ARCHIBONG**

**UCP/H2014/MC/051**

**TO**

**DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC**

**AKWA IBOM STATE**

**AUGUST, 2016**

**CERTIFICATION**

This is to certify that this research work, influence of AKBC Radio programme “The farmer” on agricultural development of Akwa Ibom State, was carried out by Efa, Glory Archibong with Registration number ucp/H2014/MC/051, under the supervision of:

Miss. Philomena Umoren ……………………………

 *Supervisor Signature/Date*

Pst. George Udoh (PHD) ……………………………

 *HOD Signature/Date*

**DEDICATION**

I dedicate this work to the Almighty God. To the under privilege children who cannot have access to education.

**ACKNOWLEDGEMENT**

 I am profoundly grateful and respectfully I give thanks to God Almighty for his love, tender mercies and provision throughout the journey of my HND programme.

 Also I acknowledge the contribution of my supervisor, miss. Philomena Umoren whose necessary input was relevant for accomplishing my work.

 I will not forget my HOD Pastor George Udoh (Ph.D) my departmental lecturers: Mr. Enefiok Inyang, Mr. Emmanuel Ebong who lead all the mass communication student very well.

 I appreciate my family members for their prayers and support during my programme in school, my elder brother Mr. Francis, my elder sister Miss. Mobly cocoB, my younger brother Jeremiah Efa, Eden Bassey Moses, Gideon and Joy Bassey. I am happy to have you all as my family members.

 I remain grateful to Mr. Joseph Bassey (Inyang Inyang) whose support and prayers has put a smile in my face today. To my friends Nora Eyo, Happiness Egwu, Happiness Nelson e.t.c, I say a big thank you.

 Finally I acknowledge all the authors of books and materials that I consulted in the course of this research work.

**ABSTRACT**

A study on the influence of AKBC Radio Programme. ’’The Farmer" On agricultural Development of Akwa Ibom State: with reference to AKADEF in Ibesikpo Asutan Local Government Area was carried out. This study's population was 136,000 and the sampling size was 400. The study's tool was the questionnaire. Findings revealed that the radio programme "The Farmed' have not created the desired impact in agricultural development among the farmers of Ibeslkpo Asutan. The media have not exhibited farmers activity in Ibesikpo Asutan Local Government Area. The radio programme has not informed the farmers enough on various modern methods of farmers to help increase agricultural development. In addition, the radio programme have not communicated the minds of farmers to government on their problems in farming. The radio programme have not linked the farmers or-r possible ways of accessing loan facilities that could help the farmers in their various stages of increased agricultural production. Based on the findings the study recommended that there should be creation of farmers' library at the community level where farmers can go to obtain information from newspapers and other media which should be brought by various agricultural agencies, then, more youths should be encouraged by giving them incentives to take agriculture as a profession. Adult literacy should be more encouraged in the rural communities AKBC to furnish the farmers with adequate information on agriculture to help improve their productivity.

**TABLE OF CONTENTS**

Title Page page

Certification - - - - - - - - -

Dedication - - - - - - - - -

Acknowledgements - - - - - - - -

Abstract - - - - - - - - -

Table of contents - - - - - - - -

List of table - - - - - - - - -

**CHAPTER ONE: INTRODUCTION**

1.1 Background - - - - - - - -

1.2 Statement of Problem - - - - - -

1.3 Objectives of the Study - - - - - -

1.4 Research questions - - - - - - -

1.5 Significance of study - - - - - - -

1.6 Delimitation of study - - - - - -

1.7 Limitation of study - - - - - - -

1.8 An overview of AKADEP - - - - - -

1.9 Definition of term - - - - - - -

**CHAPTER TWO: REVIEW OF RELATED LITERATURE**

2.1 Introduction - - - - - - - -

2.2 Overview of Agricultural Information - - - -

2.3 Review of Concepts - - - - - - -

2.3.1 Mass Communication - - - - - -

2.3.2 The Concept of Mass Media - - - - -

2.3.3 Agricultural Development - - - - -

2.3.4 Impact of Mass Media - - - - - -

2.4 Review of studies - - - - - - -

2.5 Theoretical framework - - - - - -

2.5.1 Development Media theory - - - - -

**CHAPTER THREE: RESEARCH METHODS**

3.1 Introduction - - - - - - - -

3.2 Design of study - - - `- - - - -

3.3 Population of study - - - - - - -

3.4 Sample and sampling technique - - - -

3.5 Description of the research instrument- - - -

3.6 Validation and reliability of the research - - -

3.7 Methods of data collection - - - - - -

3.8 Method of data analysis - - - - - -

**CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND**

**DISCUSSION**

4.1 Introduction - - - - - - -

4.2 Demographic information - - - - -

**CHAPTER FIVE: SUMMARY, CONCLUSION AND**

**RECOMMENDATIONS**

5.1 Summary - - - - - - -

5.2 Conclusion - - - - - - - -

5.3 Recommendation - - - - - -

 References

 Appendix

**LIST OF TABLES**

Table Description Page

1 Respondents Demographic Profile - - - -

2 Respondents’ awareness of the existence of - -

AKBC radio programme "the farmer”

3 Impact of the radio message "the farmed”

on personal agricultural Development in

Ibesikpo Asutan L.G.A

4 Content of farming technique in the radio

Programme

5 Information on farming accessories for

agricultural development

6 Preferred medium or channel of communication

to the farmers

7 The ability of the media to communicate the

expectations of the farmers

8 Media collaboration with AKBC programme

in training farmers in Ibesikpo Asutan L.G.A

9 Ability of the radio programme to link farmers to

access loan facility

10 Possible ways of increasing/boosting

agricultural Development in Ibesikpo

Asutan L.G.A.

**CHAPTER ONE**

**THE PROBLEM AND ITS SETTING**

**1.1 Introduction**

The media have extensively been involved in the development of agricultural in Nigeria. Some Nigeria opted for agriculture as one of her activities; the media have focused in enhancing agricultural programmes organized by different agricultural bodies. For instance in Akwa Ibom State different bodies do merge to promote the agricultural activities in Nigeria.

These are the Akwa Ibom agricultural development programme'

These organization works hand in hand with the federal government of Nigeria. The dissemination of agricultural information to the farmers is none through appropriate channels that help in developing agriculture in Nigeria.

It is on this basis that ldowu (2000) states that the media assist the government in disseminating important messages to various groups of people through its different channels as stated by Dickson (2003) "agriculture cannot experience significant development without exploiting all possible channels of agriculture information because agriculture information channels. In addition to the advantages of other mass media, information can be kept for future reference".

Going through the media's function, it could be said that the media provide basic function about the development of agriculture'

For instance, the different channels of media communication such as the radio, television and the print play vital role in agricultural development. By going to the remote areas to conduct interviews' the media contribute a lot to agricultural development. AKBC radio FM 90.5 do interview farmers and find out their problems during livestock rising or on farming methods. This enables the radio to transmit such interviews to its listeners. Sometimes agricultural experts do employ the services of the radio to captivate the listeners on the various agricultural developments.

**1.2 Statement of the Problem**

The farmers are facing many problems in rural areas wherethey could not gain proper knowledge and information regardingagricultural related issues. The lack of awareness and lack ofresources farmers have no ideas about selling their product in themarket. Illiterate is also a big problem among farmers, they haveno knowledge about the use of pesticides, fertilizers and techniqueof new technology in farming. Mass media is spreading very fastbut non-availability of infrastructure and electricity is one of the bigproblems in rural areas where people could not know how to usethese technologies in Proper way.

It is expected that latest technology accessibility couldcenters but not successfully transmitted most modern agriculturaltechniques which were possible by dissemination of agriculturalinformation among the farmers.

In view of the above problems, the researchers seek to know the role played by the media in the dissemination of agricultural information to the farmers in Akwa Ibom state. The question that begs for answer here is could it be said that AKADEP has done well in educating the farmers of Ibesikpo Asutan?

**Objectives of the Study**

The objectives of the study sought to:

1. Find out the socio-economic characteristics of the farmers in the study area
2. Find out if the farmers are informed on agricultural programme aired by AKBC radio.
3. Find out the extent the radio programmes "the farmer" have impacted on farmers agricultural development.
4. Determine the media most suitable in presenting agricultural information to the farmers'
5. Find out how the radio programme could intensify agricultural development in Ibesikpo Asutan.

**1.4 Research Questions**

The research questions formulated were:

1. What extent have the media been involved in agricultural development?
2. Is there any link between the media and agricultural development?
3. Which of the media could easily be identify with AKADEP?
4. How could the media intensify agricultural development in Akwa Ibom state?

**1.5 Significant of the Study**

The research work has a great meaning to the researcher personally and it is significant to other researchers. The study needs closer attention in order to add new methods to the media on agricultural development. Different groups of people will benefit from the research work such as the students in the department of mass communication, mass expert and management of Akwa Ibom agricultural development programme (AKADEP)

**1.6 Delimitation of the Study**

The study's Scope is AKBC radio programme "the farmer" anagricultural programme of Akwa Ibom Agricultural DevelopmentProgramme (AKADEP) which is aired on AKBC radio everyWednesday of the week.

**1.7 Limitation of the Study**

In the course of carrying out this research, many problems confronted the researcher among which are;

**Not at home:** Sometimes the researcher is confronted with the problems of not meeting the respondents at office or home.

**Refusal to cooperate:** Another problem is the refusal cooperates with the researcher by the respondent.

**Respondent bias:** The respondents sometimes show some element of business in the process of giving the researcher the needed information'

**Poor answer:** some of the questionnaires are not correctly answered by the respondents- The researcher finds it difficult to score or rank such questions thereby altering the questionnaire.

**1.8 An Overview of AKADEP**

In Nigeria, the agricultural extension service has remained a significant public service institution with a broad range of responsibility for agricultural and rural development' Akwa Ibom agricultural development programme (AKADEP) instituted in 1988 has a major function of disseminating improved agricultural practices. The area that the improved practices conducted includes crops, livestock, agro-forestry, pest control etc.

**1.9 Definitions of Terms**

For the purpose of this work, the following terms are defined as follows.

**MEDIA:** This simply refers to communication channels, through which news, entertainment, education, data or promotional messages are disseminate via radio, television, newspapers, magazines etc.

**AGRICULTURAL DEVELOPMENT:** This refers to the development of agricultural infrastructures, institutions and programmes.

**AKADEP:** Akwa lbom agricultural development programme.

**AGRICULTURE:** this refers to the deliberate effort to modify a portion of earth's surface through the cultivation of crops and the raising of livestock for sustenance or economic gain.

**DEVELOPMENT:** this refers to the process of converting land to a new purpose by constructing buildings or making use of its resources.