**AKBC RADIO PROGRAMME AS EFFECTIVE TOOL IN**

**HIV/CAMPAIGN. A STUDY OF ‘’YOUR HEALTH AND YOU’’**

**BY**

**ETUK, OKPONGETTE BROWNSON**

**UCP/N2013/MC/138**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC UYO, AKWA IBOM STATE**

**SEPTEMBER, 2015**

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**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION**

**SEPTEMBER, 2015**

**CERTIFICATION**

This is to certify that this work was carried out by ETUK, OKPONGETTE BROWNSON with the registration UCP/ N2013/MC/138, of the department of mass communication, Uyo City Polytechnic under the supervision of

Mr. Emmanuel S. Ebong .................................

(Supervisor ) Signature/Date

**DEDICATION**

With joy, I dedicate this project to the almighty God the author and the finisher of our faith for giving me the grace, providing me all opportunities to fulfill this project.

**ACKNOWLEDGEMENT**

For the success of this project, so many support were drawn from many persons too many to mention. I wish to acknowledge their support.

I am particularly grateful to God almighty for his grace and protection which he had for me during my academic pursuit

My special thanks goes to my head of department, Dr. George Udoh whose deligent and usefulness of his effort deserve more than perfunctory recognition, may God bless you sir.

My sincere gratitude goes to my supervisor, Mr. Emmanuel S. Ebong, whose professional guidiance, uniting effort to read through the successful effort this project, i say thank you sir.

My thanks also goes to madam Philomena Umoren for her wonderful support academically, morally and otherwise towards my academic pursuit.

I must recommend Pst. Enefiok Iyang for his advice towards my academic standard, I pray God should uplift him more in Jesus name.

Also appreciate Mr. Kingsley Ibanga for his support during my studies in the institution.

My special thanks goes to my dear wife Mrs. Andy Okpongette and master Isuainyene Okpongette for their wonderful assistance.

I sincerely appreciate my mentor Bishop Dr./ Lady Pst. Ezekiel A. Paul for his spiritual enrichment towards the success of my academic excellent. Also to my friend eider and Mrs. Esitekom O. Ekpo and Mr/Mrs Timothy Michael for their wonderful support during my academic pursuit, may God bless you all.

**ABSTRACT**

This study set out to examine AKBC- Radio Programmes as effective tools in HIV/AIDS campaigns with particular focus on the programme ‘’AIDS and You’’ the work become necessary following the assumption that radio programmes are not effective tools in HIVIAIDS campaigns. The objective of the study were to determine whether the programme has any role to play in HIV/AIDS campaigns, to find out if t he programme is of interest to the people of Uyo metropolis and to determine whether messages of the programme persuade people by changing their attitude on the issues raised. Using the survey method, a fourteen (14) items questionnaire containing optional answers to questions and open-ended question for respondents comments were used to collect the data. From the findings of this study, it was revealed that greater percentage of the population sampled believe the AKBC-Radio programme ‘’AIDS and You" serve as effective tool in HIV/AIDS campaign, while only o small percentage said it is not effective tool in campaign. Based on the findings, the researcher therefore recommended that Since most people are persuaded by the messages of the programme the state action committee on AIDS (SAC) should intensify efforts in. creating more messages on the dangers of HIV/AIDS, both state and federal governments through the ministry of health should assist in the training of more experienced persons to anchor the programme, to enable have the desired influenced for attitudinal changes on the people. In addition, the goods of the campaign message of the programme should be purposefully planned and executed to update the message.

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**CHAPTER ONE**

**BACKGROUND OF THE STUDY**

**1.1 Introduction**

Acquired Immune Deficiency syndrome (AIDs) is the final, life-threatening stage of infection with any human Immune Deficiency- Virus (HIV-l), it,many sub types or from person to sexuallyincluding via anal, oral and vaginal intercourse bothhetero sexually, through contact with blood (mainlyvia equipment used to ill it drugs and rarely, viamedical uses of blood) and parentally from motherto fetus or new born, during pregnancy, labour anddelivery, or after birth through breast feeding.Garret (1994:8) says HIV-1 and HIV 2 bothappear to have been transmitted to humans from primates in Central and West Africa, probably tohunters or processors of carcasses of primatesconsumed as food (referred to as "bush meat").

Beginning as simian viruses, they became human viruses once they achieved sustainedtransmission from person to person. This appearsto have accrued at least four times in history, threetimes from chimpanzees (panlroglodytes), possiblyin the 1930, representing the three major strains ofHIV – 1 and once from sooth man gabey**s,** representing HIV - 2 Garret (1994:9).

Social and technological changes in Africaresulted in the transmission of HIV to larger andlarger number of adulated as roads were built andriver transport developed, making travel to cities,with their better economic opportunities, far easierand more rapid**.**

A silent heterosexual epidemic occurred,according to Mann, et al (1998:81), and spread viatravelers to industrial nations of Europe and NorthAmerica, where the new syndrome was initiallyrecognized as a distinct finical entity in 1981, eventhough the number of cases then was minimal.Hence, by 1993, epidemiologist had discerned theroutes of transmission and pointed the way forlaboratory investigation to identify the etiologicagents originally given three difference names by theFrench (1983) and two African (1984) researchteams that discovered the virus, the name HIV wasagreed upon in 1980.

HIV-1 has spread worldwide, infecting more than 36 million people by 2001. HIV - 2, which seems to be less clinically severe and possible less transmissible from person to persons has mainly been public health originally epidemic in Africa and urban settings, HIV and Aids are now among the most common serious infection globally, including the Americans and Asians especially in rural setting. All ages, tribal and ethnic groups and persons of all sexually one nations have been infected.

The rapid and continuing global spread of HIV, despite its well known and severe clinical consequences, points out how difficult it is to change risky sexual and drug taking behaviours. Many successful educational and social interventions have been demonstrated but sustaining them in large population for long periods requires extensive resources and a strong public health commentate for, instance, latex condoms, effectively prevent sexual transmission of HIV, but making them available and educating interested persons or their sex partners to use them correctly and consistently has been ,accomplished only with extra ordinary preventive efforts are considered controversial or are opposed by religious as other groups who interpret prevention effort to reflect an acceptance of behaviour they do not condone on moral groups.

Further, information on HIV and Radio as a medium of mass communication is one of the means frequently used to educate the people on the nature of the virus and the need for prevention.

This is done through creating more programmes and gibles to campaign against spread of HIV/Aids. This is so because radio is believed to be a powerful tool for change, individuals corporate organization and government at various levels make use of it effect changes. Presently, the people of Akwa Ibom state are inundated with radio programmes that are aimed at changing the people aptitude that appear to be the force that encourages the spread of the virus. Among such programmes is "Aid and you”.

Pye in Gerald (1963:117) re-emphasized the importance of radio in interest articulation and mobilization of people towards a course. According to him the communicator should create mutual awareness and system comprehension, to amplify or ignore certain acts by public figure or bodies to furnish a common factual basis for rationality and sustaining confidence rationality of resources in available to other, one can see the indispensability of radio programme in forming and shaping of peoples attitude in the society.

Obviously, people react to radio programme, messages differently due to demographic variables such as age, sex, education, language and psychographic characteristics among them, attitude opinion, value or self-esteem however Testinger (1964:258) confirmed that modification of behaviour starts with attitude change because even when opinions are changed owing to strong programme messages, they are quite unstable and will disappear unless some environmental changes occur. When these factors can play how then can AKBC Radio programme "Aids and you,, serve as an effective tool in HIV/Aids campaign.

**1.1 Statement of the Problem**

Recently, it has been observed that there is anincreasing awareness on the negative and causes ofHIV/Aids among the people of Akwa Ibom State,particularly student and civil servants. one of suchprogrammes used to create the awareness is theAKBC- Radio programme "Aids and you,, it is widelyassumed that the messages of the programme cannot change people’s attitude and behaviour towardsHIV/Aids prevention. This assumption of theirrelevance of this radio programme in changingpeople’s attitude and behaviour, therefore,programme this research tool in HIV/Aidscampaign.

**1.2 Objectives of the Study**

The following were the objectives of the study:

1) To determine whether the programme has any role to play in HIV/Aids campaigns.

2) To find out if the AKBC-Radio programme “Aids and you” is of interest to people of Uyo metropolis.

3) To determine whether messages of the programme persuade people by changing their attitude on the issues raised.

4) To find out whether the people are aware of the existence of the programme.

**1.3 Research Questions**

The following were the research questions

1) How has the programme influenced the people?

2) What roles does the programme play in HIV/Aids campaigns?

3) Is the AKBC-Radio proEramme "Aids .and you” of interest to People of Uyo metropolis?

4) Do the message of the programme persuaded people to change their attitude toward HIV AIDs?

**1.4 Significance of the Study**

The State Action Committee against Aids (SACA), have been putting out campaign messages against the spread of HIV/Aids affected by these factors.

**1.5 Scope of the Study**

This is especially directed at AKBC-Radio programme, "Aids and you" as an effective tool in HIV/Aids campaigns. Therefore other programmes on this station outside this scope are not given attention. Emphasis will be on how the programmes influence the prople of Uyo metropolis behaviours and attitude towards HIV/Aids. It is the hope of this researcher that the findings of the study will not be in vain.

**1.6 Definition of Terms**

* **Programmes**: These are individual packages produced and transmitted by AKBC-Radio as it's services.
* **Effective**: This refers to the ability of a phenomenon or an activity to achieving it's invented result.
* **Tools**: These are package or materials used for a specific purpose.
* **Campaigns**: Communication designed to influence people's thinking and actions.
* **Persuasion**: The use of powerful words to win over and retain people’s interest in a particular cause or message.
* **Influence**: The power to affect somebody characters, belief or attitude through promotional messages.

Through an AKBC-Radio programme known as "Aids an you” to create awareness among the people of Akwa Ibom State on the nature and a dangers of the virus behaviours, attitude, beliefs and especially attitude towards HIV/Aids because it will show how effective AKBC-Radio programme "Aids and you" have been.

Secondly, it would act as a guide to SACA on it's subsequent editions of the programme in this direction this study will equally add to knowledge in the area of persuasive communication. It will also act as a preliminary source of data in the area of persuasive communication for researchers who may be interested in the area.