**MASS MEDIA AND RURAL DEVELOPMENT IN ETINAN FEDERAL CONSTITUENCY**

**BY**

**INYANG, KINGSLEY UFIA**

**UCP/N2015/MC/119**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**AKWA IBOM STATE**

**SEPTEMBER, 2017**

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

**SEPTEMBER, 2017**

**CERTIFICATION**

This is to certify that this research work is an authentic record of work carried out by Inyang, Kingsley Ufia with Registration Number UCP/N2015/MC/119 of the Department of Mass Communication under my supervision.

Mr. Emmanuel S. Ebong ……………………….

**Supervisor Signature/Date**

Mr. Victor Ikpatt ………………………. **H.O.D Signature/Date**

…………………………….. …………………….

**External Supervisor Signature/Date**

**DEDICATION**

I dedicate this work to my only creator, the Almighty God for His mercies, love and kindness towards my life and that of my family, may His name alone be highly exalted, Amen.

**ACKNOWLEDGEMENTS**

My deepest gratefulness goes to the Almighty God for enabling me go through these challenges and overcome them. May I also use this opportunity to express my profound thanks to my supervisor Mr. Emmanuel Ebong for his relentless effort in guiding and reading through my manuscript and giving me useful correction, encouragement and inspiration.

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I appreciate my company, K-Orbit Galaxy Ltd Uyo, my MD, the GM James Archibong, the entire management and staff of the organization for standing by me to succeed. I say may God bless you. I thank my Pastor, Rev. Victor Ukpong, my uncle Pastor Samuel Udoh, my friends, Stephen Akai, Paul Luke, Kate Fandy, Eyak Bassey, Naomi Abel, Nsisong Udofia, Anietie Idem, Aniekan Archibong, Anietie Peters etc for their support in one way or the other, may God richly bless you.

**ABSTRACT**

This study sought to determine how mass media and rural development affect the federal constituency. The mode of communication in the 21st century has been absolutely different from that of the 18th century and the level of mass media communication/information in the urban region is far more effective than that of the rural region. This project is aimed at finding the impact of mass media and rural development by analyzing the various ways which affect the three (3) local governments under the federal constituency of Etinan. A descriptive research will be conducted and a sampling technique used to select twenty (20) people in each of the local government and the data are analyzed using percentage. It was concluded that mass media has really developed the rural areas in our federal constituency.

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**CHAPTER ONE**

**BACKGROUND OF THE STUDY**

**1.0 Introduction**

Communication is that medium which link two or more people together in order to achieve a significant goal. Communication has been the central channel to human existence and has traversed the history of human life and endeavours, going far back to the earliest beginning of man. It is being rated as the cheapest and the commonest means of reaching out to other people in different languages and medium.

Before these sophisticated communication facilities arrived, the primitive ways of disseminating information or messages were there, especially in the rural communities, though not as fast as what we have in this modern age. The essence of the indigenous method was either to give a sign or call for gathering like the use of the gongs, palm fruits, dropping of leaves on the ground, smoke etc. all these signs and sounds call for the attention of the villagers when necessary. Today, since the revelation and civilization have come into play, all the ancient equipment have disappeared in bit and modern equipment take over those functions. Right from the development age where gramophone and pipe instrument were used in communication to what we have today, the high tech of information and communication skills have shaken things up and also provided us with access to reliable information facilities and equipment which will aid easy access to communication

Furthermore, there is no aspect of human endeavour that communication and information is not necessary. The key of any successful organization today is the level of information and communication they get. In government, the information is the key that rolls the activities of such government. The role of communication is very sensitive because every press release, bulletins, speech and news given is critically written, edited and analyzed before getting out to the public. For a news to be aired, it passes through series of stages before being sent to the public.

According to the word of Bill (1998:11) viewed that it is not only when information is broadcasted before the public get it. In most cases, people get updated worldwide through other electronic media such as internet and act fast on it to give ability to make money etc. in different endeavours, the ability to stay informed helps not to get misinformed. Information communication is as essential as the food we eat daily, but to some people in other areas or regions, the ability to get communicated will take longer period which may lead to break in the line of communication or information. This in a way affects the carrying out of some activities in such regions or areas especially in the rural or riverine areas.

The mass media are diversified media technologies that are intended to reach a large audience by mass communication. The technology through which this communication takes place varies. Mass media consists of the various means by which information reaches large number of people, such as television, radio, movies, newspapers and the internet. Research shows that sociologist study mass media especially to see how it shapes people’s values, norms, beliefs, perception and behavior. Mass media contributes to socialization, including gender socialization as when movies implicity teach young people that it is wrong for a female to have many sexual partners. Mass media also affect social movement e.g. news coverage of the Nigeria civil war helped spark the 1973 antiwar movement. The reaction between media and social power, if mass media has powerful influence, beliefs and behavior and it is controlled by relatively few individuals, these individuals have significant power even in democratic societies.

**Rural Development:** This has traditionally centered on the exploitation of land intensive natural resources such as agriculture and forestry. However, changes in global production networks and increased in urbanization have changed the character of rural areas. Increasingly tourism, niche manufacturers and recreation have replaced resource, extraction and agriculture that have been major dominant economic drivers over the years. The need for rural communities to approach development from a wider perspective has created focus on a broad range of development goals rather than merely creating incentive for agricultural or resource based businesses. Education, entrepreneurship, physical infrastructure and social infrastructure all play important roles in developing rural region. Rural development is also characterized by its emphasis on locally produced economic development strategies. In contrast to urban regions which have many similarities, rural areas are lightly distinctive from one another.

According to Robbert Chambers, rural development is a strategy to enable a specific group of people, rural women and men to go in for themselves, and their children, more or what they want and need, it involves helping the poorest among those who seek a livelihood in the rural area to demand and control more of the benefits of rural development. The group includes small scale farmers, tenants and the landlords.

**1.1 Problem Statement**

With references to Etinan Federal Constituency as a case study. The constituency consists of three (3) local government areas in Akwa Ibom State, they include as follows; Etinan, Nsit Ubium and Nsit Ibom Local Government Areas. The highly populated city among them is Etinan which is the headquarters of the federal constituency and a long standing L.G.A., the high rate of mass media is concentrated – the urban region of the state and information are disseminated at ease. Information is passed freely and people tend to act to it. Comparing the level of information in urban and that of rural areas, it is quite the opposite. Communication in the rural areas of our country especially in the rural areas of Akwa Ibom State is necessary and vital process in achieving the set national goals of vision 2020. This in a way has become obvious that when over 65% of the population are basically rural, different findings shown by researcher explain that, the analysis of the female population in Akwa Ibom reveals that rural women comprise the bulk of the female population and mainly as 70% are engaged in agriculture. This has been the factor to the rural dweller. In this country, it has become necessary to use the print and broadcast media effectively in order not only to communicate messages of relevance and importance but also to motivate rural people to indulge or participate in the process of development.

**1.2 Objective of the Study**

Mass media, the fourth organ of democratic government plays a vital role in up keeping the socio-political system of a country sound and loyalty. Due to the advancement of information and communication of Information and Communication Technology (ICT), the role of mass media has been multiplied to a higher order. Man has conquered time and space due to this modern technology. The print and electronic media remain at the helm of affairs in everywhere in the society.

This case study talks about the mass media and the rural development in which only way this concept to work in the same parallel form is through the means of communication, communication touches the most remote village and unfolds the irony behind the scene. Communication really helps in the connectivity of the whole universe with a noble mission to share the sorrows and sufferings, pains and strains, success stories of each society. It always, if properly managed; it takes a vital part in political affairs. As we all know, the development of a country depends upon the political will, power, it does not only ties the spirit of legislature but also the other pillars of democracy.

Mass media performs the role of a dynamic watch dog and erects its fingers towards backlog in a system. It diagnoses the system and opens the pitfalls and tries to rectify it. Mass media is a powerful influence in the society starting from book to internet, it has catalytic action to the wide population, it acts as mass mobilizer irrespective of literacy, it distributes messages abruptly where administration cannot reach, mass media touches (Buwen, 2000).

**1.3 Research Question**

1. What is the relationship between media and rural development?
2. What are the effects of mass media on rural dwellers?
3. To what extent does the mean on using agricultural extension communication affect rural development?
4. What role does the government play in the development of the people in the rural area?
5. Is the use of mass media aiding the development of the rural area?

**1.4 Limitation of the Study**

For wider coverage of this study, the survey is basically limited to only Etinan Federal Constituency. This constituency consists of three (3) local governments which include: Etinan, Nsit Ubuim and Nsit Ibom. Most of the data in this study will be coming from the survey carried out in these local government areas whereby some of them are rural and some are partially urban, also to see the extent of rural development through mass media.

**1.5 Definition of Terms**

Basic terms have been used in this study for purpose, the following definitions apply;

**Mass:** To come together in large numbers; to gather people or things together in large numbers or a large number of people or things grouped together often in a confused way.

**Media:** This is the main way that large number of people received information and entertainment through the medium of television, radio, newspapers, magazines, movies and internet etc.

**Mass Media:** A means of public communication reaching a large number of people in the shortest possible time, through the medium of television, radio, internet, newspaper etc.

**Development:** It can simply mean progress, it also embodies the overall improvement in the lifestyle of people within a given environment. This lifestyle consists of economic, social, infrastructural, political and of course the environment.

**Rural Development:** This is the improvement of lifestyle as well as making available those non-existing facilities in a rural environment for the good of the inhabitants.