

The Effect of Communication in Sensitization of People to Participate In Agricultural Development Programmes of Ebonyi State Government.

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ABSTRACT: The need to pay serious attention to the agricultural sector becomes very obvious when the benefits accruing from agriculture are objectively weighed. Agriculture plays vital role in the process of developing the economy of Nigeria. It provides food for consumption of Nigeria population. It provides jobs or employments for millions of people in Nigeria. It supplies raw materials for manufacturing of goods by industries in the country. It also serves as source of foreign exchange earnings for the country. The aim of this research was to evaluate the effect of communication in sensitization of people to participate in agricultural development programmes of Ebonyi State Government. Analysis of this research question revealed that 90.5% of the respondents said ‘Yes’ to the extent of effectiveness of development communication which has been used to sensitize people to participate in the State Government agricultural development programmes. They gave the different development communication platforms through which Ebonyi State Government sensitized people as radio jingles (88.7%), radio announcements (82.9%), and cooperative society (72.4%). Development communication was used because it is an effective tool for mobilizing the people of Ebonyi state and setting agenda for agricultural development, serving as a means of education as well as mass information, enlightening the people of the state and also a means of solving agricultural problems. However, 49.2% respondents, which is the highest percentage noted that media message can serve as means of advertizing agricultural development programmes. In conclusion the findings on the use of development communication intervention for sensitization of people in Ebonyi State to participate in agricultural development programmes indicated that over 90.5% of residents affirmed it.

Keywords: Agricultural sector, sensitization, communication and development

I. Introduction

Development communication is a powerful means of promoting agricultural development, especially in a developing society like Nigeria [1,2,3]. It is believed that such development-oriented branch of mass communication, is required for a participatory and comprehensive development of agriculture in the society. In this era of information driven economy, development communication has a lot of roles to play towards development of agriculture [4]. According to [5,6], most development efforts fail due to the non participatory input of development communication. That implies that agricultural development programmes, policies, initiatives, etc of the country need sound development communication interventions at every stage of their process in order to succeed. At University of Philippines, College of Agriculture at Los Banos, one of the leading institutions that pioneered development communication, communication specialists [7] defined development communication as:

A process of communicating with the intent of promoting development in all aspects and at all levels. They regarded development communication as a developing phenomenon, whose key element is motivation of and main targets the rural farm folks who are generally drawn more to oral and pictorial communication [8].

However, development communication can also be defined as “the use of all forms of communication in reporting, publicizing and promotion of development at all levels of the society,” [9]. It is all about communicating message of development to the diversified audience in a given area. According to [10] such communication started with the agricultural extension programmes of the 1940s. At the period of its beginning, its goal aimed at training journalists to cover and report totally, objectively and simply the numerous problems of developing nations through organized use of communication in support of national development. Therefore, development communication has advanced in modern Nigeria to be wider in scope, concept and practice. As a result of that as further emphasized by machado, it “...does not limit itself to the use of newspapers, magazines, television, radio and the internet. Other forms of communication, including traditional, telecommunications, play, theatre and similar others are involved while promoting development in the society. This is part of the reasons behind its growing popularity and application among governments of developing countries and international organizations such as United Nations Organization (UNO) and Non-Governmental Organizations across the world.”

In Ebonyi State which is one of the major agricultural States of Nigeria, development communicators have succeeded to some extent in communicating and creating awareness for agricultural development intervention programmes of the State government though more efforts are still needed in that direction. Based on Gazette of Ebonyi State Ministry of Agriculture and Natural Resources and interview conducted on the staff of the ministry and presenters of agricultural intervention programmes in mass media stations in the State, Ebonyi State government has been carrying out agricultural empowerment programmes in the State through sponsorship of improved production of crops like rice, cassava, oil palm, plantain, maize, cashew etc. Also included are fishery and poultry. Again, government of Ebonyi State recently started higher mechanization process of agriculture across the State by purchasing 40 new tractors, 45 threshers of rice and 5 powerful tillers which were distributed to Ebonyi farmers across the 13 Local Government Areas in the State on the basis of part payment over four years in rice production. Meanwhile, in 2016 about 7,800 farmers in the State were given inputs by the State government to cultivate rice. The State government also placed order for cassava floor processing plant and cassava starch processing plant.

Furthermore, government of Ebonyi State cultivated about one hundred hectares of land respectively at Oshiri, Onicha LGA of the State, EBSU farms, Nkaliki areas, among others. The State government equally plans to commercialize oil palm production in the State. As a result of that, the government recently bought and raised 128,000 oil palm seedlings. The purpose of this is to sell the palm seedlings raised to farmers and use proceeds from the sales to develop another set of palm seedlings.

Objective of the Study

The broad objective of this study was to evaluate the effect of communication in sensitization of people to participate in agricultural development programmes of Ebonyi State Government.

Research Question

The following research question was used for this research

- 1) What is the extent to which development communication intervention of Ebonyi State government has been used to sensitize people in Ebonyi State to participate more in the agricultural development programmes of the State Government?

Ho₁: There are no constraints to effective use of development communication intervention in enhancing Ebonyi State agricultural development programmes.

II. Review Of Related Literature

Conceptualizing Development

Societal development is a sustained, concerted action of policy makers, communities, non-governmental organization that promote the standard of living and economic health of a specific society. Societal development can also be referred to as the qualitative changes in the social and economic life of people. Such actions can include multiple areas such as development of human capital, vital infrastructure, regional competitiveness, environmental sustainability, social inclusion of health, safety, literacy and other initiatives. Societal development also includes improvement in information flow among members of the society through the mass media. When societal development occurs, basic social amenities like electricity, roads, etc are usually available for the benefits of members of the society. There is general improvement of the wellbeing of people in the presence of societal development.

Conceptualizing Development Communication

Ordinarily, communication is a process of sending information, idea or knowledge from one person (source) to another (receiver). But communication as a process can begin from the source to the receiver as exchange but the same receiver who responded can in turn become the giver (source) while the source who had began the communication process becomes the receiver. However, we communicate for the following reasons: to persuade or appeal to the emotions, to convince or appeal to reason, to instinct, to entertain, to educate, to inform, to establish and promote relationship, and to influence behaviour. Communication is broadly divided into two viz: verbal and non-verbal communication. Therefore, this unit wishes to broadly discuss meaning of communication based on critical review of some relevant works. Many programmes of development and social change in Nigeria have failed in the past partly because of misunderstanding by government or agencies of development of the actual meaning of communication.

III. Methodology

Research Design

This study was conducted based on survey research approach. Such research approach was used because it allowed for study of characteristics of a population representative sample which the researcher used to make generalization on the whole population of the study. The design process also allowed for use of

questionnaire and interview as instruments of data collection. In the process of this study, data were collected and analysed by the researcher. Questionnaire was distributed purposively and randomly among farmers across the six Local Government Areas of Ebonyi State selected for the study. Survey research method which was used has been described as a vital means of gathering information from a research population [11,12]. The method has also been described as an effective tool, having good qualities of describing and explaining relationships which exist between two or more phenomena [1]. It was aimed at gathering direct, reliable and accurate data from the farmers. The rationale for the choice of this method was hinged on the need to collect accurate and reliable data directly from the respondents to ascertain the influence, relevance, acceptability and contributions of the Communication Interventions. The method also created chance for mutual interpretation and participation which afford the researcher opportunity to collect necessary information required from respondents [2].

Area of the Study

This study focused on six selected Local Government Areas of Ebonyi State. The State which was created in October 1996 is located in the southeast geo-political zone of Nigeria. The State lies between latitude 6°4 W and longitude 8°5°E at 104. 40 m above sea level (SPC 2008). It has about 7,087.12 km² of total land mass and vegetation lies between the Rain Forest and Guinea Savannah zone of Nigeria. Major occupation of the State's inhabitants is agriculture. The State is made up of a total of thirteen Local Government Areas located in its three senatorial zones which are Ebonyi North, Central and South senatorial zones. Ebonyi North senatorial zone comprises four Local Government Areas which are Abakaliki, Ebonyi, Izzi and Ohaukwu Local Government Areas. Ebonyi Central senatorial zone comprises four Local Government Areas which are Ishielu, Ezza North, Ezza South and Ikwo Local Government Areas. Ebonyi South senatorial zone comprises five Local Government Areas which are Afikpo North, Afikpo South, Ivo, Ohaozara and Onicha Local Government Areas. Ebonyi State otherwise known as "Salt of the Nation" is naturally endowed with abundant agricultural resources which form the primary occupation of the people. Evidently, the state is endowed with rich soil and transverse by the Ebonyi River. Over 80 percent of the population lives in the rural areas and are involved in agricultural production, majority of which are smallholder farmers. It is a leading producer of rice, yam, potatoes, maize, beans, and cassava in Nigeria (Ezeh and Eze, 2016). The State has numerous solid mineral resources, which include: lead, crude oil, and natural gas, but few large-scale commercial mines. Ebonyi is called "the salt of the nation" because of its huge salt deposit at Okposi and Uburu Salt Lakes. Traditional industries and works of art include blacksmithing at Ezza and pottery works at Ishiagu in Ivo LGA. Other works of art produced in the State include carved doors and stools, walking sticks, traditional flutes, wooden mortars and pestles. There are ten primary languages spoken in Ebonyi State, namely: Afikpo, Mgbo, Izzi, Ezza, Edda, Ikwo, Kukele, Legbo, Mbembe, Okposi, Uburu and Oring (Ebonyi State Government, 2017). The State is richly endowed with culture. Two important traditional festivals are observed every year: the masquerade and the New Yam Festivals. The masquerade is a very important and colourful institution, and features the Omaba Ekpe and Ogbodu masquerades. The New Yam festival is known by various names, such as Joku, lhejoku or Njoku ji. The festival marks the end of the farming season and ushers in the harvest and consumption of the new yam. There are a variety of colourful dances in the State. The notable ones are the "Nkwa Umuagbogho" of Ehugbo, "Nkwa Nwite" of Ehugbo, "Oji anya lere" of Amasiri, "Uri" and "Akpooha Igurube" and the "Dibugwu" cultural dances of Ogbu Edda (Ebonyi State Government, 2017).

Population of the Study

The population of the study consisted of all the residents of the six selected Local Government Areas, in which each of the three senatorial zones that make up the State were represented. Based on census report, the population of the six selected Local Government Areas is 834,695 people.

Table 2: Distribution of Selected Local Government Areas and their Population

S/N	Local Government Areas	Population
1	Ebonyi	127,226
2	Abakaliki	149,683
3	Ezza North	146,149
4	Ezza South	133,625

5	Ivo	121,363
6	Afikpo North	156,649
	Total	834,695

(Source: 2009 official Gazette of population, Ebonyi State)

Sample Size Determination

The sample size for the study was 400. This was determined by the use of the Krejcie and Morgan (1970) in Nwobashi and Itumo (2017). The formula is mathematically represented as follows:

$$n = \frac{X^2 \times N \times P (1-P)}{ME^2 \times (N-1) + (X^2 \times P \times (1-P))}$$

Where:

- n = Sample size
- X² = Chi-square for the specified confidence level at 1 degree of freedom
- N = Population size
- P = Population proportion
- ME = Desired Margin of Error (expressed as a proportion)

Substituting into the formula, we have

$$\begin{aligned} X^2 &= 3.84 \\ N &= 834,695 \\ P &= 0.5 \\ ME &= 4.9\% \\ n &= \frac{3.84 \times 834,695 \times 0.5 (1-0.5)}{(4.9\% \times (834,695-1) + (3.84 \times 0.5 (1-0.5)))} \\ n &= \frac{801,307.2}{2,005.060294} \\ n &= 399.6 \approx 400 \end{aligned}$$

Therefore, the sample size for the study was determined as four hundred (400).

Therefore, using Bowler’s proportional allocation formula $n_1 = \frac{n(n_1)}{N}$

- Where n = Overall sample size
- n₁ = Population of each local government
- N = The total population
(See: Sule, Naifu and Okpaachi, 2014)

Therefore:

$$\text{Ebonyi LGA} = \frac{127,226 \times 400}{834,695} = 61$$

$$\text{Abakaliki LGA} = \frac{149,683 \times 400}{834,695} = 72$$

$$\text{Ezza North LGA} = \frac{146,149 \times 400}{84,695} = 70$$

$$\text{Ezza South LGA} = \frac{133,625 \times 400}{834,695} = 64$$

$$\text{Ivo LGA} = \frac{121,363 \times 400}{834,695} = 58$$

$$\text{Afikpo North} = \frac{156,649 \times 400}{834,695} = 75$$

$$\text{Total} = \underline{\underline{400}}$$

Sampling Technique

The researcher adopted multistage and simple random sampling techniques to conduct this study. Multistage sampling method enabled the researcher to reduce the LGAs into small cluster for ease of selection

while simple random sampling belongs to the category of probability sampling methods. Both methods of sampling complemented each other in the process of getting appropriate sample for this study. Therefore, for the purpose of population sampling, Ebonyi State which served as focus of this study was divided into three senatorial zones, viz: Ebonyi North Senatorial district, Ebonyi Central Senatorial district and Ebonyi South Senatorial district. From each of the above senatorial zones, two Local Government Areas were purposively selected. This was to ensure that only local government areas with high intensity of agricultural activities were selected for the study. Further, from each of the selected two local government areas, four communities were chosen. And from each of the chosen four communities, one village was selected for the study. Therefore, farmers in the selected local government areas were grouped into villages. This was done to ensure good representation of farmers in the areas of study. Grouping of farmers into villages for the purpose of this study took the following structure:

Table 3: Distribution of the Sampled Areas

S/N	Senatorial District	Local Government	Community	Villages
1	*Ebonyi North	(A) Ebonyi	Nkaliki Echara Unuhu Oguzoronweya Mgbabo – Echara Nkaliki Echara Ndiabo	Amike Aba Oguzoronweya Mgbabor Onyikwa
2		(B) Abakaliki	Izzi – Unuhu Amachi Okpuitumo Amege	Nkaliki Akpanya Igidi Agu Ndiuruku
3	*Ebonyi Central	(C) Ezza North	Oriuzor Umuoghara Ekka Umuezekoha	Umuoru Okposi Igbudu Isiofia
4		(D) Ezza South	Amuzu Idembia Ezzama Amaeka	Ndufu Umunwagu Onunwafor Amajin
5	*Ebonyi South	(E) Ivo	Akaeze Ameke Amaeze Umoihe	Iyioji Onovo Ameuzu Ihenta
6		(F) Afikpo North	Ozziza Ugwuegu Ohaisu Itim	Ora Amaizu Ukpa Amuro

Measuring Instrument

In view of the nature of this study, the researcher used questionnaire and interview guide as instruments or means of collecting data from respondents. The questionnaire which was made up of structured and unstructured questions were administered on the farmers in villages of the above selected local government areas of Ebonyi state. Then, semi-structured interview was focused on Ebonyi State Ministry of Agriculture and Natural Resources and presenters of agricultural development programmes in Ebonyi Broadcasting Corporation (EBBC), Unity FM and NTA Abakaliki. The interview also focused on Non-Governmental Organizations (NGOs) on agricultural intervention programmes and opinion leaders of groups that are supporting agricultural intervention programmes in Ebonyi state.

Validity of the Measuring Instrument

In this stage, the researcher sought the opinion of relevant experts in the subject matter for the purpose of content and face validation. Therefore, to ensure validity of the instrument, the researcher carefully constructed items of the questionnaire and then gave it to the project supervisor and three Lecturers in Mass Communication Department, Ebonyi State University Abakaliki and the University of Nigeria, Nsukka. For content validation, the criteria for validation include language, ambiguity, and clarity of sentences. For face validation, the criteria were: legibility, font size, font type and line spacing. Based on their comments, the instrument was amended to reflect the observations of the validators.

Reliability of the Instrument

Reliability of the instruments for the data collection of this study focused on the consistency with which the instruments measure what they are supposed to measure. In checking for the reliability of the instrument (structured questionnaire), a test-retest approach was adopted. The test re-test was done in areas not included in the study. A total of 40 respondents were drawn from the selected areas for this purpose. The reason was to determine whether the responses were in line with the required result expected from the instrument. This pilot study was done after the questionnaire had been validated by the experts earlier mentioned. Wimmer and Dominick (2011) argue that using any scale without preliminary testing is poor research. The instrument was

administered twice. After the first administration, an interval of one week was for the re-administration of the instrument. The reliability test was carried out using Pearson r Correlation coefficient. The Statistical Package for Social Sciences (SPSS) was used to analyze the data from the two tests and the result is presented below.

Method of Data Collection

In view of the scope and population spread of the study, the researcher used six research assistants who understood the locality, language/dialect and other cultural attributes of the study population. Each of the research assistants who possessed a minimum of Bachelor’s Degree were properly coached first by the researcher to enable them properly understand the questions raised in the questionnaire. It was after this preparatory training that they joined the researcher to administer the questionnaire on the farmers. To ensure high response to the questions and high rate of return of copies of the distributed questionnaire, the researcher carefully administered the questionnaire on the farmers using face – to – face approach.

Method of Data Analysis

After collection and collation of the necessary data, the researcher carefully analyzed the data with the aid of descriptive and inferential statistical tools. However, the statistical tools used for analyzing the data were based on the nature of data collected and what the research questions seek to obtain. Consequently, descriptive statistics such as simple percentage, frequency table, bar chart and mean were used to analyse research questions (1), (2), (3) and (5). More so, research question (4) was analysed using Ordinary Least Square (OLS) multiple regression analysis. These tools enabled the researcher to present the data gathered in an acceptable, coherent and clear form, devoid of avoidable errors.

Model Specification

OLS Multiple Regression Model

The OLS multiple regression analysis used to analyze research question (4) is stated as:

$$Y = (X_1, X_2, X_3, X_4) \dots\dots\dots \text{Implicit form} \dots \text{(Equation 1)}$$

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + ut \dots \text{Explicit form} \dots \text{(Equation 2)}$$

Where:

Y = Farmers’ output (kilogram)

β_0 = constant or intercept

$\beta_1 - \beta_4$ = Regression coefficients

X₁ = Radio jingles (Yes = 1, No = 2, Neutral = 3)

X₂ = Radio announcements (Yes = 1, No = 2, Neutral = 3)

X₃ = TV programmes/announcements (Yes = 1, No = 2, Neutral = 3)

X₄ = Cooperative society programme (Yes = 1, No = 2, Neutral = 3)

Ut = Error term.

Response Rate

A total of 400 copies of the questionnaire were distributed to the randomly selected participants within the selected local government areas in Ebonyi State namely: Ezza South, Ivo, Afikpo North, Ebonyi, Ezza North and Abakaliki Local Government Areas. Out of the 400 copies of the questionnaire that were distributed, a total of three hundred and ninety eight (398) representing 99.5% were validly filled and returned. This thus formed the valid sample size for the study. Since accommodation for contingencies such as non-response or recording error was estimated, this response rate was considered appreciable for the goals of the study. Table 1 gives a description of the response pattern from the selected local government areas in the state:

Table 1: Selected Local Government Areas in Ebonyi State

LGAs	Frequency	Percentage
Ezza south	62	15.5
Ivo	58	14.5
Afikpo north	75	18.8
Ebonyi	61	15.3
Ezza north	70	17.5
Abakaliki	72	18.0
Total	398	100.0

Source: Field Survey, 2018

Table 2: Demographic Characteristics of the Respondents

Demographic Variables	Frequency	Percentage
Sex		
Male	225	56.4
Female	173	43.4
Total	398	100.0
Age		

18 – 24	52	13.0
25 – 34	76	19.0
35 – 44	118	29.6
45 – 54	84	21.1
55 years and above	68	17.0
Total	398	100.0
Marital status		
Married	214	53.6
Single	89	22.3
Widowed	78	19.5
Divorced	17	4.3
Total	398	100.0
Educational qualification		
Primary	156	39.1
Secondary	172	43.1
OND/NCE	37	9.3
HND/B.Sc/B.A/B.ED	33	8.3
Total	398	100.0
Occupation		
Farmer	210	52.6
Trader	138	34.6
Civil servant	50	12.5
Total	398	100.0
Religious affiliation		
Christianity	245	61.4
African Traditional Religion	123	30.8
Islam	30	7.5
Total	398	99.7

Source: **Field Survey, 2018.**

From the Table 2, male respondents were in the majority 225(56.5%) of the population sampled. Female respondents were 173 representing 43.5% of the sample. It shows that more males were covered in the survey, suggesting that males dominate farming activities in Ebonyi State. The result equally shows the age distribution of the respondents. Among the age bracket represented in the survey, those within the range of 35-44 years were in the majority. Respondents within the age bracket of 18-24 years were the least in the representation. This implies that young and middle age people were engage in farming activities in Ebonyi State. This is contrary to the general notion that farming has been left in the hands of the aged people. This also signal hope for Nigerian agricultural activities, considering the fact that farming requires physical strength which this class of young and middle age people can provide. Based on the result in Table 2, 214(53.8%) respondents were married while 17(4.3%) were divorced. Respondents that were singles were 89 representing 22.4% and those widowed were 78(19.6%) respondents. Majority of the respondents who participated in the survey were married, indicating that married couples engage in farming activities perhaps to enable them raise fund to provide the needs of the spouses and dependents. Equally, the data show that 156(39.2%) respondents were First School Leaving Certificate holders (primary) while first degree holders were 33(8.3%) (OND/B.Sc/B.A/B.Ed). Majority of the respondents were people with secondary school education (SSCE). The finding shows that the respondents have reasonable level of education that is sufficient for understanding development communication programmes of Ebonyi State Government, particularly in agricultural programmes. From the data above, it is obvious that majority of the respondents were farmers – 210 (52.8%) of the sample. Respondents who are traders were 138 representing 34.7% while 50(12.6%) were civil servants. The finding conforms to the general assertion that Ebonyi State is an agrarian State, thus, farming is the major economic activity of her people. This means that the State has the right audience who will benefit from various agricultural intervention programmes of Ebonyi State Government communicated via development communication. The table shows the religious affiliation of the respondents. Christianity dominated other religions with 245(61.6%) respondents while the traditional worshippers were 123(30.9%) respondents. Only about 7.5% identified with Islam as a religion. This shows that a higher number of respondents were Christians as at the time of the survey. The dominance of Christian religion is not unconnected with the aggressive evangelism programmes and soul reaching out-reaches of churches in the State. The churches are also provide avenue for socialization of her members on Ebonyi State Government agricultural intervention programmes.

Psychographic Data

Research Question one: What is the extent which development communication intervention of Ebonyi State has helped to sensitize people to participate more in the agricultural development programmes of the State government?

To answer the research question, items 10 – 14 of section B on the questionnaire were used.

Table 3: Extent to Which Development Communication Intervention of Ebonyi State has been Used to Sensitize People to Participate in Agricultural Development Programmes

S/N	Item	Yes	No	Neutral	Total
10	Has media message help to sensitize people in Ebonyi State to participate more in the agricultural development programmes of the State Government?	360(90.5)	28(7.0)	10(2.5)	398(100.0)
11	If yes, is it radio jingles that have been used to promote agricultural intervention programmes of Ebonyi State Government?	353(88.7)	18(4.5)	27(6.8)	398(100.0)
12	Do you think radio announcements have been used by Ebonyi State Government to promote her agricultural intervention programmes?	330(82.9)	46(11.6)	22(5.5)	398(100.0)
13	Do you think the use of television programmes/announcements by Ebonyi State Government has helped in the promotion of agricultural intervention programmes?	114(28.6)	245(61.6)	39(9.8)	398(100.0)
14	Do you think agricultural intervention programmes of Ebonyi State Government are promoted through activities of cooperative society?	288(72.4)	40(10.1)	70(17.6)	398(100.0)

Source: Field Survey, 2018

Figures in parenthesis are in percentage

The result in Table 3 indicates, 360 (90.5%) respondents said 'Yes', 28 (7.0%) respondents indicated 'No' while 10 (2.5%) respondents indicated 'Neutral'. This implies that media message has helped to sensitize people in Ebonyi State to participate more in the agricultural development programmes of the State Government. Furthermore, 353 (88.7%) of the respondents indicated Yes, 18 (4.5%) of them indicated 'No' while 27 (6.8%) indicated 'Neutral'. This suggests that the respondents agreed that radio jingles have been effectively used to promote agricultural intervention programmes of Ebonyi State Government. Equally, 330 (82.9%) of the respondents indicated 'Yes', 46 (11.6%) indicated 'No', while 22 (5.5%) indicated 'Neutral' on questionnaire item 12. This means that the respondents agreed that radio announcements have been used by Ebonyi State Government to promote agricultural intervention programmes. More so, 114 representing 28.6% of the respondents indicated 'Yes', 245 accounting for 61.6% of them indicated 'No' and 39 representing 9.8% of the respondents indicated 'Neutral' on questionnaire item 13. This signifies that the use of television programmes/announcements by Ebonyi State Government has not helped in the promotion of agricultural intervention programme. The response also shows that 288 representing 72.4% of the sampled respondents indicated 'Yes', while 40 representing 10.1% indicated 'No' and 70 accounting for 17.6% indicated 'Neutral' on questionnaire item 14. This means that the respondents agreed that agricultural intervention programmes of Ebonyi State Government are promoted through the activities of cooperative society. Responses to the interview questions directed to the presenters of agricultural intervention programmes in Ebonyi State Broadcasting Corporation (EBBC), Radio Nigeria unity FM and NTA Abakaliki also support this view.

Test of Hypotheses

Hypothesis one:

H₁: Development communication intervention of Ebonyi State Government has not significantly sensitized people in Ebonyi State to participate in the agricultural development programmes of the State Government

The hypothesis argues that media message has not helped to sensitize people in Ebonyi State to partake more in the agricultural development programmes in the state.

Table 4: One Sample t-test Result on Whether Development Communication Intervention of Ebonyi State Government has Significantly Sensitized People to Participate in Agricultural Development Programme of the State

Development CommunicationN Intervention Programmes	\bar{X}	SD	DF	t-cal	t-crit.	Remark
Has media message helped to sensitize people in Ebonyi State to participate more in the agricultural development programmes of the State Government?	1.12	0.40	397	56.475	1.960	Sig.

If yes, is it radio jingles that have been used to promote agricultural intervention programmes of Ebonyi State Government?	398	1.18	0.53	397	44.163	1.960	Sig.
Do you think radio announcements have been used by Ebonyi State Government to promote her agricultural intervention programmes?	398	1.23	0.54	397	45.719	1.960	Sig.
Do you think the use of television programmes/announcements by Ebonyi State Government has helped in the promotion of agricultural intervention programmes?	398	1.81	0.59	397	61.107	1.960	Sig.
Do you think agricultural intervention programmes of Ebonyi State Government are promoted through activities of cooperative society?	398	1.45	0.78	397	37.373	1.960	Sig.

Source: Field Survey, 2018

The result of the test as presented in Table 4 indicates that all the development communication intervention programmes of Ebonyi State Government considered were significant ($P < 0.05$). This was based on the values of t-calculated which range between (56.475, 44.163, 45.719, 61.107 and 37.373) which are higher than t-critical value of 1.96. Consequently, the null hypothesis was rejected and the alternative accepted that development communication intervention of Ebonyi State Government has significantly been used to sensitize people in Ebonyi State to participate in the agricultural development programmes of the State Government.

IV. Summary Of Findings

Development communication intervention of Ebonyi State Government has significantly been used to sensitize people in Ebonyi State to participate in the agricultural development programmes of the State Government.

V. Discussion

The analysis of the quantitative data was found to have more male respondents than female in the number of respondents sampled. It means that there were more male respondents than female respondents in the analysed data. It was also found that most of the respondents were youths because they fell within the age bracket of 35-44 years. This is not to say that those outside this age frame (35-44 years) are not important in the targeting for audience reach or segmentation; rather it shows that the youths are more result-oriented and energetic. Interestingly, majority of the respondents were married. As for the academic qualification of respondents, it was revealed that out of the 398 respondents who fielded responses to the questionnaire, majority of them were SSCE holders. Invariably, there were few graduates among those sampled. The study also found that most of the respondents were farmers and traders, meaning that they work for themselves and for the public. However, there were few civil servants among those that fielded responses to the questionnaire, as a result of their disposition to field in responses. Regardless of social stigma, some of the respondents were African traditional worshippers with majority who profess Christianity.

Extent to Which Development Communication Intervention of Ebonyi State Has Been Used to Sensitize People to Participate in the State's Government Agricultural Development Programmes

Analysis of this research question revealed that 90.5% of the respondents said 'Yes' to the extent of effectiveness of development communication which has been used to sensitize people to participate in the State Government agricultural development programmes. They gave the different development communication platforms through which Ebonyi State Government sensitized people as radio jingles (88.7%), radio announcements (82.9%), and cooperative society (72.4%). Development communication was used because it is an effective tool for mobilizing the people of Ebonyi state and setting agenda for agricultural development, serving as a means of education as well as mass information, enlightening the people of the state and also a means of solving agricultural problems. However, 49.2% respondents, which is the highest percentage noted that media message can serve as means of advertizing agricultural development programmes. This is one of the major problems confronting the states and nation at large. If enough youths can be gainfully engaged in agricultural development programmes, it will reduce problems of our society. In their related discussions, Nweze (2002), Prevette (2006), Okpoko (2010) and Enwo-Irem (2016) respectively agree with this finding. In their separate works, these scholars all agreed that media message is highly effective in facilitating development

of a nation's economy through sensitization of masses for participatory development. Again, majority of the respondents said the performance of the managers of media communication was very good. They also said that such performance should further encourage a proper harmonization of traditional and modern methods of agriculture in the state. About 74.4% of the respondents strongly agreed that media message can help to spread innovations for agricultural development. Those respondents who said it is a means of mass enlightenment were 63.3% of the sampled population. The findings of this study and empirical data showed that the extent of effectiveness of mass media communication of Ebonyi state government goes beyond only enhancing agricultural growth to that of agricultural development.

VI. Conclusion

This study conclude that besides, findings on the use of development communication intervention for sensitization of people in Ebonyi State to participate in agricultural development programmes indicated that over 90.5% of residents affirmed it.

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