EMPOWERING NATIONAL DEVELOPMENT IN NIGERIA THROUGH APPROPRIATE NATIONAL COMMUNICATION POLICY

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Abstract

Development is a noticeable growth from one state or stage to another which is higher, desirable, or more advanced than the previous. For any nation to attain a desirable or laudable level of development there must be effective use of communication which has been severally identified as a major tool of mobilization. For development programs to be planned, implemented and rated at the end as successful, it must be all inclusive i.e. it must be spread across board to include both the rural and the urban areas. For this reason it is imperative to understand the nature of these two settings as it can be a major guide in achieving the nationally established developmental plans and goals. Any reasonable growth and desirable development may be an elusive fantasy without a good communication policy in place. For this reason this paper examines how national development can be improved through the effective application of the national communication policies.

INTRODUCTION

Development is the socio-cultural, political, economic and the spiritual well being of a society. In a truly developed state there is assurance of good quality of life, exercise of all human rights, and freedom to participate in the democratic process. From the foregoing, development implies enhanced quality of life, equity and justice, as it takes into consideration the wellbeing, growth and advancement of individuals within the society.

Most African countries, Nigeria inclusive are still on the part of struggle to attain the desired level of development and this is why they have been tagged third world or developing nations by the West. Some of the characteristics or features that are predominant in these so called developing countries according to Thirlwall (2003), include; Low level of capital accumulation, the dominance of agriculture and petty services, rapid population growth, exports dominated by primary commodities, unemployment, national income distribution, poverty weighted growth rate, lack of basic welfare needs, stages of development and structural change, industrialization and growth.

In corroborating the above assertion, Diso cited in Harande (2010), says ‘the structural and infrastructural problems, official corruption, unstable political and economic policies, growing insecurity, and unstable power supply are the major factors negating the course of development in third world countries.

In order to advance the course of development and the realization of the millennium development goals in Nigeria, various communication policies have been put in place. These

policies also are to help in the stipulation of the press responsibilities and monitoring of their activities in the nation.

The terms that are pertinent to this discuss are; Millennium Development Goals (MDGs), policy, national communication policy, the Nigerian communication policy, national development and empowerment.

The millennium development goals are the eight goals which came into existence during the United Nations (UN) millennium summit, in September 2000. These goals are expected to have been fulfilled by the year 2015. The goals were adopted by one hundred and eighty nine countries (189), including Nigeria. The main reason behind the goals is to find solution to the challenges facing development in the countries where the MDGs are adopted. The eight goals are

> *'To eradicate extreme poverty and hunger; achieve universal primary education; promote gender equality; and empower women; reduce child mortality; improve maternal health; Combat HIV/AIDS, malaria and other diseases; ensure Environmental sustainability and develop a global partnership for development (UN, 2000).*

Policy on the other hand has been defined and explained from different perspectives.

Oxford advanced Learner's Dictionary (2000), 'a plan of action agreed or chosen by a political party, business or organization'. Yagboyaju (2008)sees policy as 'the outcome of decisions taken by government, at various levels, on serious and sensitive issues of general interest', while Encarta dictionary (2008), says it is 'a course of action; a program of actions adopted by a person, group or government, or the set of principles on which they are based'.

For any development project to work it is imperative that the masses receives information. This is important because national development hinges predominantly on human resources to drive it, hence Nigerian human resources if properly harnessed and armed with information, through relevant communication could constitute her greatest advantage. For this reason communication policy have been put in place to check information pattern by the various media of mass communication and their flow to the public. Anaeto and Anaeto,(2010), citing Mohmoh defines national communication policy as;

> *A coherent set of principles and norms established to guide a nation's total communication system, in organization, content, and objective…. It is designed to give structure and consistency to the overall communication of a Country'. 'The national communication policy is reflective the fundamental objectives and principles of the country as well as the human values that the Country wishes to project in the comity of Nations.*

The birth of the Nigerian communication policy can be traced to the 7th of February 1987 at the seminar organized on national communication policy. The seminar which was held at the Administrative Staff College of Nigeria (ASCON), was organized by the Federal Ministry of Information and Culture in collaboration with a highly dedicated interdisciplinary group of university lecturers and researchers appointed by the ministry and assisted by the Nigerian Institute of Journalism (NIJ) and eminent mass communicators in Nigeria.

There were 250 participants at the seminar from mass communication and related fields. During the six days event, 12 seminar sessions were conducted and 52 papers were commissioned in addition to another 24 papers at the panel of expert committee.

To facilitate effective communication in Nigeria the national communication policy document enunciated 10 cardinal objectives which are

1. To identify critical or central organs, media mechanism or institutions of the Nigerian society that are involved in the development of the Nigerian communication system, both internally and externally.
2. To provide guidelines for the mobilization and development of those institutionalized mechanism in (1) above to achieve national objective and aspirations.
3. To mobilize all structures in society in a chain system relationship for the propagation of the national goals and objectives.
4. To evolve a rational and systemic packing of all communication media and resources for national goals.
5. To establish operational boundaries for the media industry.
6. To promote and consolidate national interest.
7. To ensure better management of communication resources to facilitate development and nation building.
8. To harness Nigeria's immeasurable cultural wealth to develop an authentic Nigerian culture, to cultivate a deep sense of patriotism in the Nigerian people and propagate world- wide distinctive national identity.
9. To further at home and abroad those cardinal principles upon which our nation and constitution are founded and which protect and enhance Nigeria's national interest and security in the international system.
10. To encourage creativity and promote indigenously rooted innovations for the collective good rather than for individual expression.

In line with the objectives listed above boundaries of operation were allotted to the various media of communication then in existence in the country. These media are; The broadcast media- which include radio and television, and the print medium which include news paper, magazine, books, posters, bill boards and hand bills.

NATIONAL DEVELOPMENT

The term national development is a term that refers to a sustainable growth and development of a nation to a more desirable one. National development is people oriented and its success is evaluated in terms of the impact it has had in improving the lot of the masses. In defining the concept, the third national development plan of 1980says;

> *True development must mean the development of man, the unfolding and realization of his creative potentials, enabling him to improve his material conditions of living through the use of resources available to him. It is a process by which mans personality is enhanced, and it is that enhanced personality-creative, organized and disciplined-which is the moving force behind the socio-economic transformation of any society.*

On his own part Enahoro, cited in Onabajo and M'Bayo (2009) says 'national development should be man oriented and not institution oriented, that is, individually in collectiveness and not individual. To Elugbe, (1994), 'national development refers among other things, to the growth of the nation in terms of unity, education, economic well-being and mass participation in government. In summary development entails the provision of all the necessary materials and equipments that will guarantee that man in every society make a living and essence out of life.

OBJECTIVES OF DEVELOPMENT

Anaeto and Anaeto (2010) citing Todaro and Smith (2003), identified three objectives of development which are;

1. Increase availability and widen the distribution of basic life sustaining goods such as food, shelter, health and protection.
2. To raise levels of living in addition to higher incomes, the provision of more jobs, better education, and greater attention to cultural and human values, all of which will serve not only to enhance material well-being but also to generate greater individual and national self esteem.
3. To expand the range of economic and social choices available to individuals and nation by freeing them from servitude and dependence, not only in relation to other people and nation states but also to the forces of ignorance and human misery.

THEORETICAL FRAMEWORK

For better understanding of this discuss, the study has been hinged on two theories and a model of communication for development. One of the theories is from the socialization dimension, while the other two are obtained from the theories of the press and theory of communication for development respectively. The three theories are; Social relation theory, Democratic participant theory and the participatory model.

The exponent of the social relation theory is Melvin De Fleur, and the theory came into being in the year 1970. According to Folarin (1998),

> *'The social relations perspective developed from findings that people's reaction to a mass media message and their action upon it was modified by their informal social relationship with "significant others", Relations, friends and social groups….in particular, it was found that people's voting decisions were determined more by discussion with others than by Media campaigns'.*

With special focus on the radio medium as it has been severally identified by eminent media scholars as the most effective, especially in the rural areas when information are made available to the masses, the theory posits that discussion will take place as the masses react and interact over the obtained information. Lending credence to this assertion, Anaeto et al (2008), says that 'members of the mass media audience belonging to the same social category interact or relate with each other, and these interactions determine the effect of mass media messages on them. The relevance of this theory to the present discourse lies in its social relations and interactions that emanates from these social encounters. As earlier mentioned, successful development cannot take place in a situation where information are not made available to the masses. The fastest and cheapest means of information dissemination for the development needs of both the rural and urban areas is through broadcast media of which radio has been identified as the most effective

especially in the rural areas. In order to mobilize people to achieve the goals of development in a country, there is a need to evaluate their reaction over issues that are of development concern.

The democratic- participant media theory was propounded by Dennis McQuail in 1987. The theory came into existence as a response to the elitist nature of the press. The theory according to Folarin (1998), insist that the existing bureaucracy as well as commercial and hegemony in media system be broken down so as to guarantee media access for all potential users and consumers.

The democratic participant is important in empowering national development. The relevance of this theory lies in the general shift by most countries undergoing development towards participatory actions facilitated by participatory development communication. To participate effectively in the national development process the tenets of this theory especially the one advocating the ownership of media by group, organization, and local communities becomes imperative.

The participatory model was developed by Paulo Freire in 1983. According to Anaeto et al (2008), the model stressed the importance of cultural identity of local communities and democratization and participation at all levels- international, national, local and individual. This was refered to by Paulo, as the right of all people to individually and collectively speak their word.

The relevance of this model to the present discuss is rooted in the explanation of the model given by Anaeto et al (2008), that;

> *'Participation is necessary in order to share information, knowledge, trust, commitment and a right attitude in development planning and implementation……..development efforts must be based on faith on people's capacity to contribute and participate actively in the task of transforming society.*

From the above development is shown as a participatory process that can be achieved through information sharing.

NATIONAL DEVELOPMENT AND COMMUNICATION POLICY

For there to be any laudable sustainable development within a nation there must be communication targeted at giving the masses necessary information which will enable them to participate fully in the development process. Development is a continuous process, therefore whatever is put in place today should not hamper future progress and continuous development, hence the term sustainable development. Because of the transactional nature of communication, there is sharing of information through participation. In order to facilitate effective communication for national growth and development, and to map out boundaries of operation, the federal government of Nigeria has put in place communication policy. The national communication policy clearly spelt out the duties of the various media of communication in the country in terms of programming and news coverage so that it aligns with the national interest and national development plans.

In the print media, where we have newspaper, the national communication policy stipulates the demonstration due to sensitivity to the people's efforts to develop. It is further enunciated that the print medium must be used as a vehicle for national mobilization in support of policies and

programs aimed at improving the standard of living of Nigerians, and raising the level of their consciousness. The role of the print media involves also championing and enhancing the positive aspects of our national values, image, corporate unity and stability.

In furtherance to improving the individual lot and promotion of national development, the Nigerian national communication policy also mandates and assigned roles to the broadcast media. Some of these roles according to Nigeria coalition 2010 include;

1. To disseminate information to enhance the welfare of the people in all aspects of life-health, culture, , and the promotion of other values of national excellence
2. To provide professional and comprehensive coverage of Nigerian culture in support of cultural development and growth, through constructive result oriented research, the result of which will be publicized for the benefit of the people.
3. Provide efficient broadcasting service based on national objectives and aspirations to the people.
4. In programming, it shall be a vehicle of mobilization towards the achievement of national development and improving the quality of life especially those of the rural communities.
5. The broadcast media must ensure the promotion of national unity and integration through balanced presentations of views from all parts of the country.
6. It must ensure the regular presentation and delivery of accurate information to the people.
7. Provide opportunity for healthy discussions on important national issues to enlighten and mobilize the people.
8. It must provide a channel of communication between government and people.
9. It must be a tool for promoting the virtues of national consciousness and the emergence of a just, humane and self reliant society.
10. It must emphasize at all times excellence, moral and ethical standards of program service that will meet people's expectations and needs.
11. Ensure that the development in the field shall be in line with our national interest and an ongoing concern.
12. It must ensure effective coverage and reach of the entire nation.
13. Ensure the broadcast of news and program in indigenous languages to ensure relevance to local communities.
14. Support program for the youth to inculcate indigenous cultures and virtues in them.
15. In programming support to course of education.

Probably to ensure better result, the policy also recognized the importance of our traditional structures and the need to inculcate them in the realization of the individual goals and the achievement of national development. For this the national policy encouraged the direct public and private investment in community based print media in the rural areas to meet the information needs of the people.

In furtherance of the effort towards achieving the objectives of national development with special focus on the rural community which generate the largest population in the nation, the policy stipulates that federal and state government shall allocate a reasonable proportion of their rural development funds to the establishment of community based media of mass communication.

Looking at all these mandates and regulations in principle one is bound to judge it to be near perfect if not "perfectly perfect" in achieving the national aspirations and goals of development

in Nigeria. In practice however the principles are not working as it should in some aspects and has failed out rightly in most others. For this reason it is imperative to look at some of the problems militating against the appropriate use of the communication policy in the achievement of a successful national development and goals. It then becomes imperative to look at the Nigerian state since 1987 when the policy is suppose to have started taking roots and some of the problems militating against the effective usage and implementation of the principles inherent in the national communication policy for national advancement.

Some of the observed problems are; poverty, corruption, sporadic power supply, unstable political systems, spatial inequality, journalist practice against principles, grass root participation.

POVERTY

One major feature of most third world countries is poverty and lack of basic needs especially those that are basic for human survival- food, cloth and shelter. The segment of the economy that is greatly affected are the people living in the rural areas. This people are mostly low income earners and most of the times their communities are also distinguished by lack of basic amenities like good roads, portable water supply and lack of basic medical facility and care. Poverty in most of these communities also affects the receiving of vital information for development. Radio for instance has been identified as an effective tool of communication because of its many attributes for instance it does not demand physical participation, it cuts across spatial and linguistic boundaries and is a cheap medium that can be used without electricity. With all these qualities, a lot of people in the rural areas suffering from poverty still cannot afford the medium, and where it can be afforded most times are not easy to maintain because of non or irregular power supply. Most of these people would rather divert their merger income into other primary priorities than spend it in the continuous purchase of batteries for their radio, this therefore cuts off vital information channel to the people.

The UNDP in its 2000/ 2001 report on Nigeria human development cited in Yagboyaju (2008), in corroborating the assertion to the presence of poverty in the nation says;

> *'Nigeria human development index (HDI) valued at the dawn of the twenty-first century puts it among the lowest of the low. All the twenty-three countries whose HDI values are lower have been classified as least developed countries. It is only the paradox of Nigeria being a major oil producer and exporter while at the same time one of the most backward economy that prevents its classification as a least developed country. It is the only OPEC member that has fared so devastatingly poor'*

CORRUPTION

This is a major factor that is working against the implementation of the national policy and the overall achievement of the national development goals. The situation has permeated virtually all sections of our national life. Unlike the period shortly after the exit of the colonial masters when there was nationalist spirit to serve and advance the course of the national development, leaders and people in position of responsibility today are mainly interested in cutting their own share of 'the national cake'. In evaluating the situation, Mabogunje (1995), noted that this pandemic is manifested in;

The mindless corruption and the insensitivity to social justice among the bureaucrats and the so-called leaders as in the unconscionable vandalism and wanton criminality of some citizens

This situation unfortunately has not only impeded the channel and course of development within the country, but has also been a contributory factor in the weakness of the Nigerian state. This corruption factor is made manifest again in the none compliance to the stipulation by the national communication policy that federal and state government shall allocate a reasonable proportion of their rural development funds to the establishment of community based media of mass communication. Given an extra year for the policy to take effect, a rational human being would wonder why there has been no effective manifestation of community or rural people based media of communication especially radio in the country since 1988? Again the 2000/2001 UNDP report of the country's human development effort quoted under the first point shamefully corroborates the assertion of corruption in the country.

EPILEPTIC POWER SUPPLY

The issue of power is a major problem that affects the practical implementation and use of the stipulated national communication policy as it affects the receiving of the various development programs through a medium. This issue became more aggravated In the early 90's and has affected adversely also the economic terrain of the country which is the bedrock of the national development as presently investors are relocating to neighboring countries with vibrant electricity supply and the potential ones are having a rethink because of this persistent problem.

UNSTABLE POLITICAL SYSTEM

Nigeria as a state has enjoyed little or no political peace since her independence in 1960. This situation was aggravated more by the various *coups d'etat* the nation has experienced until the new achievement of the present democracy in1999. Even in the new dispensation there have been quite a lot of unrests. In the words of Ake as cited in Yagboyaju (2008), the characterization of the state and politics in Nigeria appears as a composite problem with the following dimensions;

a. The prevalence of ethnic and sectional loyalties which prevent the emergence of national identity and collective purpose.

b. A form of political competition in which people seek political power by all means, legal or not, with the result that politics is debased to warfare and the political system tends to break down

c. A political leadership alienated from the masses, and which maintains power without mandate or accountability

d. Political instability often manifested in disorderly and violent changes of the government in office.

All the above constitute the true political situation in Nigeria. At the national level for instance there is the prevalence of ethnic suspicion and this is a major factor that necessitated the zoning

of presidential candidates and their running mates in the recent and ongoing electoral process in the country. The recent verdicts of the court in favor of Fayemi in Ekiti state and Rauf Aregbesola in Osun state, and the removal of their predecessors Segun Oni, and Olagunsoye Oyinlola respectively in 2010, is a pointer to the second point raised by Ake that people seek political power by all means, legal or not.

The issue of the late President Umaru Musa Yaradua's health is an instance of keeping the leadership alienated from the masses, while most state leaders in the country do not see it as an obligation to give account of their stewardship to the masses. The political arena is usually charged with violence and this constitutes a negation to the spirit if unity and integration stipulated for the growth and advancement of national aspirations and development.

JOURNALIST IN PRACTICE AS AGAINST PRINCIPLE

In practice the journalists in Nigeria have not been able to translate into reality the following principles enunciated in the national communication policy. Just to mention a few;

1. Disseminate information to enhance the welfare of the people in all aspects of life.
2. Professional and comprehensive coverage of Nigerian cultures
3. Presentation of programs that will constitute a vehicle for mobilization towards the achievement of national development.
4. Enough opportunities for healthy discussions on important national issues
5. To enlighten and mobilize people.
6. Promotion of virtues that will bring forth national consciousness and the emergence of just, humane and self reliant society.

The above points can be examined from two perspectives; private and government media ownership. In a developing country like Nigeria, it has been observed and discovered that, most government owned media of mass communication are extensively used as instrument of propaganda to foster the political ideals of the government in power. This again has been made possible because these media outfit lack financial autonomy and are heavily reliant on government for revenue to run their businesses. For this reason, the outfits as well as journalists working in them become putty in the hands of the government by fulfilling their whims and caprices rather than making the welfare of the general populace their first priority. This also may account for why there are usually very few programs where there will be healthy discussions of important national issues and development are tackled, and in the few situations that are, the atmosphere is not confrontational therefore the assurance of non revolutionary thinking and actions are guaranteed. This also prevents the emergence of a just, humane and self reliant society, as initiatives are stunted as a result of suppressed information.

Using different methods especially 'the brown envelope' under the guise of PR the government most of the times has been able to elicit fierce loyalty from the press rather than for the masses. Because of these the press rather than enabling points 1, 3, 4, 5 and 6 listed above are just mere amplifiers, shouting, promoting and exaggerating the cause of the political class which is just a small fraction of the total population.

The private media are known in Nigeria for objective news delivery because of their financial independence, however they must be forced to share in the blame of not adequately

implementing the mandate given in the national communication policy for development in the following areas;

1. The broadcast of news and programs in indigenous language
2. Comprehensive coverage of the Nigerian cultures for cultural growth and development
3. Programming as a tool mobilization for national development

Although most media owners will give excuse that the English language cuts the linguistic boundaries in the multilingual Nigerian state hence the usage, however as a social responsibility function it may be expedient to at least use the indigenous languages of the host community where these media houses are located to facilitate participation geared towards national development.

The 2nd and 3rd points identified are logically a principle lacking because of revenue generation. Because most of the privately owned media are financially autonomous it is their sole responsibility to source for fund that will be used in the day to day running of their media house. For this reason most of this media rely heavily on adverts for their revenue generation and most of them see it as imperative to create interesting and entertaining programs that will be popular and widely watched or listened to by people, thereby attracting sponsorship by individuals, corporate groups and organization, and a medium to advertise their products.

From the foregoing it is necessary to point out that there is little or no problem in our national communication policy and the roles it has assigned to various media towards the achievement of the national development, the problem lies in the execution of these roles the key of which lies in the hands of government, journalist and the masses. The government, if they will not manipulate the media for the furtherance of their political agenda, the journalist if they refuse to be bought, and will do their job without fear or favour to any individual, group or interest, and the masses for their participation in the information sharing and implementation of development plan process without which true national development will be an illusion. Still in line with the provision made in the Nigerian communication policy, there may be a need for another perspective of implementation which bothers on the participatory development communication.

PARTICIPATORY DEVELOPMENT COMMUNICATION AND NATIONAL DEVELOPMENT.

There is a radical movement towards the use of development communication in most developing or the tagged third world countries. The term development communication has been defined by various scholars in different words connoting the same meaning. Jacob Scrampical defines it as;

> *An attempt at informing, creating awareness, educating and enlightening people so that they can better their lives In every way…….participatory action for leaning and sharing of powers; social human rights, and the emergence of civil Society, economic (egalitarian society), political (democratization),And finally participation in power, wealth and knowledge which eventually leads to the empowerment of all'.*

Another eminent scholar in the field of development communication, Nora Quebral (1975) as cited in Scrampical (2007), says;

> *Development communication is concerned with facilitating communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential'*

In line with the national communication policy in Nigeria there is provision for the use of traditional media, which however is mandated to be used in addition to the existing media. The role of the traditional media cannot be undermine in the empowerment process for national development as it is being depended on in most rural communities of Africa as a credible means of information dissemination. Inherent in the traditional media are the promotion of cultural heritage, objects especially the ones that are communication meaning bearing and the use of the local languages which relegates to the background the problems associated with illiteracy. Due to the nature of this media and the fact that it is ingrained in the people's culture, there has to be local participation in order to facilitate effectiveness in the use of the traditional medium towards the achievement of national development.

According to White (1994) the concept of participation in reality mean

> *Equal rights and justice for all people the power sharing problematique a real uthopia third-culture building self-propelled, self-supported sustainable development eliminate poverty and hunger from the face of the earth.*

The above in a way to the present writer is the summary of the Millennium Development Goals (MDGs) which stipulates the eradication of poverty and hunger, achievement of the universal basic education ,promotion of gender equality and empowerment of women, reduction of child mortality and improvement of maternal health and the war against HIV/AIDS, malaria and other related diseases.

All of these cannot be guaranteed without communication that is development oriented and all inclusive as empowerment itself can be guaranteed through the participation of all the stake holders, i.e government and the masses especially the ones in the rural areas. There is always the need to focus on the rural populace because these people constitute the majority of the total population. Also in comparison, there is a wide margin terms of development as more development projects are in place in the urban areas more than the rural areas. For this reason, most of the development aspirations and plans are targeted towards improving the lot of the people living in the rural areas. For this reason the national communication policy stipulates access to information and communication infrastructures in the rural communities.

PARTICIPATION AND EMPOWERMENT

It is unheard of that development has been successfully implemented or achieved in any community or nation without the cooperation and participation of the stake holders and beneficiaries of the development program. This is why Scrampical (2007), says

> *The eventual aim of development is to enable people to make decisions by themselves, decisions that benefit all once they participate in decision making, they are gradually empowered. This does not mean that the leaders of the people alone make decisions, but everyone joins in the act of decision making in a true*

spirit of democracy. This type of participation leads to empowerment, this can happen only when there is a sharing of know how, wealth and power.

CONCLUSION

This study examined the empowerment of national development through the appropriate use of the national communication policy. The study revealed that the communication policy in the country if properly implemented is indeed suitable for empowering the growth and development of the Nigerian state. The paper in seeking to find where the safety valve of the policy has been snagged identified various problems like poverty, corruption, sporadic power supply, political instability among others. The concept of development communication with regards to national communication policy, and its roles empowering national development are also examined.

RECOMMENDATIONS

No matter how good a policy is there is always the need for sincerity on the part of the people to execute it so that it can achieve the goals for which is has been set. For this reason the following suggestion becomes imperative for the proper implementation and use of the national communication policy in order to facilitate and empower national development

1. There must be participation among all stake holders as they also are partakers of the dividends of national development, hence the need for the use of traditional media and languages to ensure inclusiveness especially in the rural areas.
2. The government at all levels should sincerely wage war against corruption and indiscipline at all levels in the spirit of true nationalism as corruption has been identified as a major problem militating against our growth and development.
3. Lasting solution should be found to the continuous problem of power supply so that the country can progress economically and technologically to be able to realize her development aspirations and participate in the globalization process.
4. In conformance to the ideals of the theory of democratic participant, media owners, government and private, should endeavor to create more programs that are national development oriented, and without fear or favour comply and conform to their universal role of watch dogs with particular interest in the plight of the people.
5. There should also be different opportunities for social relations among stake holders to foster the spirit of togetherness in the joint effort of moving Nigeria unto greater height.
6. It is also high time the government, in line with the stipulations in the national communication policy create and empower the rural people towards the ownership of their own media of mass communication especially the radio as this will facilitate effective participation in the national development program.

If there would be true national development, the recommended processes should begin right and now.

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