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Broadcasting and promotion of development in Sub-Saharan Africa

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ABSTRACT
Issues of development border on improving, advancing or modernizing the living conditions of people especially in the developing world. Countries of the region known as the Sub Sahara are known to be among the poorest in the world. They record some of the poorest indices on human development compared to other regions of the world. In order to get out of poverty, these countries need to efficiently promote various aspects of development. The development media theory advocates the use of the media such as broadcasting to help spur development. Unfortunately, broadcasting systems in the Sub Sahara region are beset by numerous problems including government interference, poor and lack of funding, unfavourable ownership structures and poor infrastructure making them unable to reach their intended audiences in rural areas. Although there are many development projects and programmes funded by governments and international aid agencies, these are not very effective because of, among other things, the poor performance of the broadcasting systems. This paper uses the development media theory to show the importance of broadcasting to the promotion of development in poverty-stricken Sub-Saharan Africa. Having observed the setbacks faced by broadcasting systems in the regions, the paper concludes that removing these constraints can help spur the region to greater prosperity.

Keywords: *broadcasting, promotion, development, Sub-Saharan Africa, constraints, projects.*

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Introduction
Over the years, the state of human existence has given rise to concerns about issues of national and human developments. These issues are presently topical in all spheres of human endeavour. However, the issues should be articulated, and communicated in order to enlighten the people concerned about developmental activities. Also, the people should be made aware of what is expected of them in the developmental efforts. These bring to the fore, the need to consider the underpinning factors that are supposed to be in place for the enhancement of development, especially in the countries of the world that are still developing.

First, countries evolve and formulate development goals. The goals emanate from the quest to meet the internationally-acclaimed standards of living. According to Katz and Wendell (1978, p.3), development goals encompass:

- stable and legitimate political institutions;
- economic growth fostered by increasing production and international trade; and
- improved social conditions in relation to (1) reduced disease, (2) increased income per head, (3) improved educational standard, (4) cultural homogeneity, and (5) creation of national symbols and art forms.

The governments of the developing nations are expected to back the goals with actions by providing the basic amenities that will help the achievement of the set objectives.

Further, the mass media are generally known as agents of development. This notion is embedded in the agenda-setting role of mass media and their functions of surveillance, interpretation, linkage and transmission of values (Dominick; 2009, p.29). But the developing countries are faced with so many problems that deter maximum utilisation of the mass media's contributory roles. On this note Mboho (2005, p.148) says: "One of the greatest challenges facing developing nations is the ability to use mass media effectively, especially, in countries where rural development has become the focus of attention."

Similarly, most governments in Africa have policies and practices which militate against optimal embracement of the dividends of the mass media. As a result, the regulatory provisions, ownership structures and other control measures weaken the supposed functions.

There are several development projects and programmes in the continent which are geared towards creating an enabling environment. It has also been observed that the broadcast media create programmes while at the same time perform other functions that promote the developmental efforts of governments and concerned individuals and organisations.

In light of the above observations, it is pertinent to examine the relationship between broadcasting and promotion of development in Sub-Saharan Africa. The approach considers the fact that broadcasting has the potential for promoting development.

Objectives

The general objective of this paper is to show the importance of broadcasting to the promotion of development in poverty-stricken Sub-Saharan Africa. To do this, it set to meet the following specific objectives:

1. Ascertain the extent to which broadcasting promotes development in Sub-Saharan Africa.
2. Determine the major constraints of broadcasting in Sub-Saharan Africa in relation to promoting development.
3. Identify the prospects of broadcasting in Sub-Saharan Africa in relation to promoting development.

Theoretical/Conceptual Framework

The development media theory served as a guide for this presentation. The theory was propounded in 1987 by Dennis McQuail (Anaeto, Onabanjo and Osifeso 2008, p.63). It postulates that the media is expected to accept and carry out development activities according to national policies. In order to achieve this, the media must give priority to news and information about developing countries in relation to geographical, cultural and political closeness. Thus, the media would have the responsibilities as well as the freedom to gather and disseminate information to enhance the economic priorities and satisfy the development needs of the society. However, this is done under government intervention and restriction for the purpose of encouraging development interest (p.64).

Expanding on this, Hanson (2005, p.402) submits that development theory is "a theory of appropriate press behaviour that states that developing nations may need to implement press controls in order to promote industry, national identity and partnership with neighbouring nations." This position stemmed from the condition that most developing nations lack the financial power, the skills and the infrastructure to meet the standard of living of the developed countries of North America and Western Europe. As a result, "the African continent is a prime example of the range of approaches to development media theory" (Ibid. para. 3).

In this light, the Sub-Saharan Africa needs to operate a media system that would encourage the development of the area in order to enhance the wellbeing of the peoples. However, Dominick (2009, p.420) submits that the theory "would fall more toward the authoritarian side of the spectrum. In this ideology, the government mobilizes the media to serve national goals in

economic and social development." The issues that beg the media to help in achieving development include political integration, literacy, economic self sufficiency and the eradication of disease.

But development theory is criticised because many countries are embracing democracy; and democracy is against any form of control of the media which infringes on the principle of press freedom. Nevertheless, the Sub-Saharan Africa countries have not totally matured to adopt the free-market place concept. There is corruption, greed and insensitivity among leaders. Therefore, since the controls prescribed by development theory are ones that would encourage development, if harnessed, they would help curb many practices that are anti-development but are boldly practiced by the leaders of these nations.

Corollary to the above, the incessant political instability in Africa would probably be nipped by the media. The media would become the machinery to check the excesses of government officials in relation to matters and activities that concern development. This will be achieved in a situation where both the government and the media are sensitive to the development issues and the expected actions. Baran (2010) argues that development theory is not the same as authoritarian theory because censorship is less while official control of content is marginal. The theory provides for government to intervene only when the media derail from promoting development because:

> ...the government and the media work in partnership to ensure that media assist in the planned, beneficial development of the country. Content is designed to meet specific cultural and social needs, for example teaching new farming techniques, disseminating information on methods of disease control and improving literacy (p.436).

This brings us to the conceptual issues. First, development is so encompassing that it is difficult to give it a clear-cut definition. For instance, Amodu (2008) says:

> It is one of the most diversely defined terms, particularly in these contemporary time when issues that bother on improvement of the quality of human life are at the fore of scholarly discussion...the criteria for measuring it keep developing from time to time, thereby making the term at best a moving target for definition (p.285).

Nevertheless, the import of the concept is captured by Rogers & Burdge (1972) cited in Mboho (2005) that:

> Development is a type of social change in which new ideas are introduced to a social system in order to produce higher per capita incomes and levels of living through more modern production methods and improved social organisation. Development corresponds to modernization of an individual.

Aptly, development entails improvement on the living standard of individuals, societies and nations. It involves the transformation from tedious ways of doing things to more civilized, less taxing ways of approaching things. Succinctly, Mboho (2005) submits that:

> ...transformation connotes availability of gainful employment opportunities, modern and scientific agricultural practices, modern markets, improved medical care, adequate and comfortable housing, access roads and transport facilities, pipe-borne water, electricity, recreation facilities – largely through the peoples' participation (p.151).

All these put together will amount to better states of existence which would eventually lead to other levels of development. Therefore, it will not be wrong to say that development is evolving in that it ensures that value is added to life. One stage of development adds value, which accepts another development that would add extra value, and on and on. Amodu (2008, p.287) sees development "in terms of increase in the conditions of man's existence."

Having been acquainted with the concept of development, it is pertinent to visit the concept of broadcasting so as to stimulate a better appreciation of the issues at hand. According to Rodman (2006, p.244), broadcasting "is the use of wireless technology to instantaneously rich a wide audience." In other words, it is the use of radio signals to disseminate information to a large

audience. The term was derived from agriculture where it means spreading seeds over a broad area (para.5).

Further, Baran (2010, p.177) defines broadcasting as a process of "transmitting voices and music at a great distance to a large number of people." This submission did not include television as a broadcasting medium in that it did not contain other attributes of television in addition to sound – picture and motion. Hence, Owuamalam's (2006) submission captures all aspects of the concept of broadcasting. "It involves the generation of electromagnetic signals, which are transmitted through space by means of radio frequencies and are received as visual or aural signals by the mass audience... Broadcasting concerns images on the screen and sound on the air" (p.1).

The essence of the above submission is that broadcasting includes the dissemination of information through radio and television programmes. It is worth noting that the majority of broadcast stations in Sub-Saharan Africa are government owned with only few countries having enabling policies for private participation. Also, there are many development programmes which broadcasting can assist to promote. That will go a long way to confirm the provisions of the development media theory. However, it would depend on the rapport between the governments of the Sub-Saharan Africa countries and the broadcast stations in the region.

Development Issues in Sub-Saharan Africa

The "Sub-Saharan Africa is a term used to describe the area of the African continent which lies south of the Sahara or those African countries which are fully or partially located south of the Sahara" (Wikipedia; 2010, p.1). Geographically speaking, it consists of the Sahel, Horn of Africa, Tropical Savannahs and Tropical Rainforests. Also, Equatorial Africa, Kalahari Basin and the South Coast of Southern Africa are parts of the region.

Nevertheless, the Horn of Africa in the North and the Tropical Savannah (the Sudan Area) are geographically parts of Sub-Saharan Africa; but they are also parts of the Arab world. Consequently, the Sub-Saharan Africa is also known as Black Africa (p.2) in reference to its numerous black populations. Numerically speaking, Sub-Saharan Africa is made of 48 countries (Wikipedia 2010); that is including the countries of East, West, Central and Southern Africa and excluding the six countries of Northern Africa – Algeria, Egypt, Libya, Morocco, Tunisia and Western Sahara (claimed by Morocco). The Sub-Sahara Africa has a population of 1.05 billion (World Population Review, 2018) and a growth rate of 2.69 percent.

Having delineated the area known as Sub-Saharan Africa, it is important to examine the development issues in the region. The issues and areas of development in Sub-Saharan Africa are many. This position stemmed from the wide gap between the developed and developing nations of the world in the face of the rapidity of modernization. However, some of the issues are compressed into the major ones so as to touch every relevant area. The major development issues in Sub-Saharan Africa therefore, are those that border on such areas as politics, economy, infrastructure, health-care, environment, agriculture and education. A brief look at each of these issues will suffice at this point.

Political Development: With the exception of few countries like South Africa and recently Ghana, the majority of Sub-Saharan African countries are politically backward. This is as a result of overt and covert dictatorship in some countries. Former President Mugabe's Zimbabwe has been a case of dictatorship in the guise of democracy. It took the intervention of international organisations for Mugabe to allow a unity government with the opposition party in a bid to encourage development. Another case is the 2010 election in Ivory Coast where the defeated former President Gbagbo refused to step down just for the sake of wanting to cling on to power. The 2016 Presidential election in Gabon, where it is alleged that Bongo manipulated the election, throws more light on the political backwardness of the region in focus.

All these instances coupled with corrupt government officials who are alien to accountability hamper the democratisation process. Therefore, the need to encourage political

development in relation to democracy is paramount in Sub-Saharan Africa. If achieved, it will enhance political participation which will in turn lead to stability and make way for other development efforts

Economic Development: In spite of being rich in oil and other mineral resources, Sub-Saharan Africa remains economically behind other regions. The non-accountability of the leaders and over-dependence on external loans take the countries of the region back, economically. As a result, the region has high poverty rates, low life, downgraded business activities, etc. Hence, it has the largest number of people living below $1.25 a day.

Nevertheless, World Bank (2009, p2) submits that most of the Sub-Saharan countries have favourable business reforms that "reflect a sustained commitment to improving competitiveness" especially in the area of telecommunication. On this note, the development issues with regards to economy will include such areas as improving the daily living standards of the citizens through poverty eradication efforts, and creating conducive business climates. Under a good climate, the debt relief granted the 29 heavily indebted poor countries in 2007 will bear fruits. That would be so if investors are attracted.

Infrastructural Development: According to Ihechu, Afulike and Ubani (2017, p.25), "less than 40 percent of rural Sub-Saharan Africans live within two kilometres of an all-season road, the lowest of rural access in the developing world." This, points to the fact that the region lacks durable access roads and other facilities. Also 50 percent of the region lacks access to electricity. This is as a result of the fact that the entire region generates only 47 MW of electricity which is less than 0.6 percent of the global market share. In turn, many countries like Nigeria are besieged by power shortages.

Further, access to pipe-borne water is very low. And the citizens are the worst for it. Therefore, water borne diseases are rampant. The entire infrastructural decay affects transportation, manufacturing, trade and commerce. But the issue at stake revolves around how to turn things around for the better because improved infrastructural environment will definitely impact positively on other developmental areas.

Health Care Development: According to Global University Network for Innovation (GUNI) (2010, p.1) "poverty has perpetuated underdevelopment and mismanagement of resources in the region... No less than 31 percent of the population of Sub-Saharan Africa was living with insufficient food." Furthermore, two-thirds of the people living with HIV are in Sub-Saharan Africa. The region is also endemic to numerous diseases; but the approaches to control by the individual countries are not dependable. Based on this, the mortality rate is high while productivity rate decreases. There are a lot of diseases without corresponding health facilities.

Further, the environment has become so appalling that even the health professionals from the region regularly leave the region for highly developed countries. In this case, health issues are a major concern to development efforts. Nevertheless, WHO is on guard to help reform the health sector in Sub-Saharan Africa, "resulting in more efficient and equitable provision of services (Wikipedia 2010, p.17). Despite this, many governments face difficulties in implementing policies aimed at tackling the effects of diseases, more especially AIDS. Therefore, the main concerns in this area are disease control and access to medication.

Environmental Protection: The environmental scenario of Sub-Saharan Africa is aptly captured by GUNI (2010,) when it says that:

> Drought, deforestation, intense mining of mineral resources available in some African nations and many other environmental concerns [like desert encroachment], all of which are direct consequences of poverty and of weakness of current policy responses by national

governments responses complete this rather negative, and potentially pessimistic picture of Sub-Saharan Africa (p.1).

In the presence of the numerous environmental problems, the issue of environmental sanitation gives cause for concern. The sanitation situation is dire and the governments seem to do nothing about it. Consequently, they lead to other development problems like poor health and disease multiplication. The environmental problems also affect agricultural production which, in turn, have a bearing on food availability and health standards.

Agricultural Development: Agriculture has always been the main activity in Sub-Saharan Africa. It represents 50 percent of exports (Wikipedia; 2010, p. 16). But most agricultural activity in the region is subsistence which makes the practice vulnerable to climate change. However, the issues here hover around improvement in the sector through the practice of mechanized farming; in addition to improved pest and disease control measures for effective crop and animal production, and food processing.

Educational Development: Wikipedia (2010) submits that forty percent of African scientists live in Western countries. However, there has been an increase in the pursuit for higher education in the region (an annual rate of 8.7 percent). But the problem of educational development lies with governments' inability to come up with policies that will inject standard into the educational systems.

This deficiency has led to the pursuit of education by the region's citizens, in countries outside the region. It has also adversely encouraged brain drain. According to GUNI (2010), an estimate of 20,000 doctors, university lecturers, engineers and other professionals have left Africa annually for industrialised countries since 1990. Further, poverty has left many citizens of Sub-Saharan Africa without basic education. For instance, in 2006, only 60 percent of children in Sub-Saharan Africa completed primary education. That is 20 points lower than other regions (World Bank, 2009). This trend is detrimental to development in the region because education is the hub of human development which is supposed to transform other areas developmentally.

Development Programmes in Sub-Saharan Africa

It is pertinent, at this point, to note that there are several developmental programmes and projects in Sub-Saharan Africa initiated and funded in part by the individual countries and in most cases by international agencies and organizations. These international bodies are created to enhance all round development because "it is completely impossible to envisage a global sustainable development if Sub-Saharan African remains underdeveloped" (GUNI; 2010, p.2).

This led to the millennium Development Goals (MDGs) initiative. Below is a list of some development programmes/projects that have impacted one way or the other on the development of Sub-Saharan Africa.

- *The You Campaign*; funded by David and Lucille Packard foundation; Henry J. Kaiser Family Foundation; Bill and Melinda Gates Foundation.
- Mainstreaming of Environment for Sustainability in Africa Universities (MESA); funded by the Association of African Universities (AAU) in partnership with United Nations Environmental Programme
- Programme for Research and Capacity Building in Sexual and Reproductive Health & HIV in Developing countries (SRH & HIV); funded by UK Department for International Development
- Sub-Saharan Africa Development Programme: funded by Scottish Government International with the following offspring: Concern Worldwide – Rwanda; Fearfund – Sudan; Opportunity International – Tanzania; Scottish Catholic International Aid Fund (SCIAF) – Zambia.
- The New Partnership for Africa's Development (NEPAD): funded by African Union.

- Spanish Agency for International Development and Cooperation (AECID): funded by Spanish government.
- United States Agency for International Development (USAID): funded by United States government.

However, there are numerous other agencies and organizations that engage in different programmes for the development of different areas of the sub-Saharan Africa. These include WHO, UNICEF, UNAIDS, UNESCO, UNDP, IMF, etc. Moreover, the individual countries develop and fund several programmes and projects for national development. For instance, Nigeria has the Ministry of Rural Development, Ministry of Niger Delta, Niger Delta Development Commission (NDDC), Education Trust Fund (ETF), Petroleum Trust Fund (PTF), Industrial Training Fund (ITF), etc. Also, Ghana has a Ministry of Local Government and Rural Development, Child Development Programme (CDP), Link Community Development (LCD), etc.

All these development programmes are put in place to enhance rapid development of the Sub-Saharan Africa. The programmes, however, need promotional efforts to sensitise the populace on the issues, and the expectations from them. The mass media thus become handy for accelerated promotion of development. Considering that majority of the Sub-Saharan African population dwell in the rural areas; the broadcast media are the most suitable to carry the task.

Promoting Development through Broadcasting

According to Ojo (2003) the role of the mass media in any developing society is to keep the citizenry well informed.

> Unless citizens have adequate and accurate information on all the issues and problems confronting them, they will be unable to take enlightened decisions on them. Without such information, they will be unable to comprehend the day-to-day working of the government and to participate in it (p.822).

It has to be recalled that every developmental effort is people oriented. Therefore, the people have to be adequately aware of the development problems, actions and inactions so that they can make required contributions. As pointed out earlier, the remote nature of most parts of Sub-Saharan Africa make broadcasting appropriate for creating the desired awareness and motivation. In essence, the attributes of broadcasting place radio and television at a position where they can conveniently promote development in the region. Expatiating on the above points, Nwanwene (2007) states:

> Broadcasting is primarily a medium for prompt delivery of information through designed and selected programmes covering news, information, music, etc. It is essentially to inform, educate and entertain and to project culture, break down barriers...broadcasting has become singularly powerful medium...while its persistent command of air of attention tends to make it an important creator of our values, desires and tensions (p.263).

Consequently, the facts of development situations in Sub-Saharan Africa can be provided by broadcasting. To do this, experts on the different development issues and initiatives and the development agencies could be brought through the broadcast media to explain and describe events as they are. Talk shows on radio and television could be used for this. Further, broadcasting could provide the platform for discussing social issues.

Fortunately, development indices show that telecommunication services have improved quite enormously in parts of the region. Thus, since we are now in the age of media convergence, call-in programmes and other audience participatory programmes can be used to enhance discussion on diverse development issues in Sub-Saharan Africa.

More so, broadcasting performs the task of teaching; for instance, Nwanwene (2007) submits that broadcast programmes can be used to educate people on health, basic hygiene and immunization schedules in order to address issues about communicable diseases. This position is based on multilingual, multicultural, and multi-ethnic complexities in the Sub-Saharan Africa. Also, there is evidence of high poverty, illiteracy and communal neighbourhood in the region. On these,

broadcasting in the region has to be adapted to the natural existences. That is why Nwanwene (2007, p.264) suggests that broadcasting in Sub-Saharan Africa should be "oriented towards the collective listening/viewing pattern...as opposed to the nuclear pattern of the western world." This would encourage the promotion of development in the region.

Nevertheless, records show that broadcasting has developed evenly in Africa (Wendell and Tudesq; 1997, p.6). Also, observers say that "radio is the major source of information... Television is the second major source of information for most Sub-Saharan Africans" (Wikipedia; 2010, p.14). That could account for why there is proliferation of broadcast media in the region in recent times. For instance, Nigeria has about 394 broadcasting stations according to National Broadcasting Commission (2009, p. 2). However, the number includes cable/satellite outfits licensed to operate in the country.

Furthermore, the perceived liberalization of broadcasting in Sub-Saharan Africa has helped the growth of broadcasting which is an agent for promoting development. As a result, the region has experienced explosion in private ownership of radio and television stations which, hitherto, remained the exclusive of the different governments of the region (Ogbondah, 2004, p.4). Therefore, this scenario is a pointer to improved broadcasting operation in the region. Thus, it will promote development of better living conditions.

However, most of the governments of the sub-Saharan Africa see the broadcast media as tools for propaganda instead of agents of development. Supporting this position, Wendell and Tudesq (1997) argue that: "...many television stations were created with monopolies, and as a result, the people consider government control as a norm. In the few countries where private stations exist, the direction of these companies tends to be dominated by people or businesses with close links to power" (p.6).

But the call for democratisation, privatisation and liberalisation of the broadcast sector has received intense support from local and international concerns. That is why the sector is fast developing in spite of the government interferences. Thus Betiang (2006, p.66) submits that "broadcasting aims at catering for a pluralist society" and not just programming or selling commodities to the public. In this light, the basic aim of broadcast programming is to inform and enrich the listener and viewer. Corollary to the above, Betiang (2006) argues that the government must meet some conditions for basic public and social obligations. These conditions include:

- A secure method of finance;
- Broadcasting organization with freedom of programming and output, devoid of interference;
- Commitment by broadcast organizations to universal coverage;
- A regulated system to ensure that broadcasters project development efforts.

The conditions will ensure broadcasting's promotion of development in Sub-Saharan Africa despite some limitations that can be overcome. Also, it has been observed that broadcasting as personal media have the capacity of reaching all the nooks and crannies of the region which have been noted for their rural population and other diversities. Abubakar in Betiang (2006) says:

> These stations bridge the distances and cross language barriers and mobilise rural masses for development. They also provide an exciting platform for political communication and debate; promote local culture; provide the medium for educational broadcasting and stimulate national dialogue and consensus; as well as providing the market place for locally produced goods and services (p.7).

The above submission captures it all. But for broadcasting to promote development in Sub-Saharan Africa, the characteristic differences between radio and television demand different roles from the two media considering the dynamics of the region. According to Nwanze (2003, p.3) "radio broadcasting is the most effective medium of mass communication because it transcends geographic, linguistic and other traditional barriers," especially, when the communication has to do with a setting of mostly illiterate, poor and rural communities like those of the Sub-Saharan Africa. It encourages grassroots development which, in turn, enhances national and regional

development. Moreover, the portability, availability of radio sets in most homes, simplicity of the technical process of operating radio and other factors make radio have mass outreach and instantaneous effect.

Corroborating, Ansah (no date, p.40) says that radio has proved to be an effective tool for both formal and informal education." In this regard, there are many educational programmes on radio to supplement classroom teachers' efforts. This further strengthens radio as a tool for development dialogue as exemplified by the use of radio for health and agricultural campaigns. Examples of such programmes could be seen in Nigeria (*One Thing at a Time),* Benin, Kenya, Mali, Niger, Tanzania and Senegal (*Radio Educative Rurale*) programme (para.6). Moreover, "studies in selected African countries indicate fairly high radio ownership, ranging from 62% to 83% in cities and from 30% to 66% in rural areas...listenership is higher than ownership indicating that people listen to friends' and relatives' radios" (Zimicki; no date, p.7). Throwing more light to the suitability of radio, Nwanze (2003) posits that: "Radio broadcasting is an effective tool of mass mobilization and socialization of a people culturally, politically and economically. It is a potent factor in the enhancement and acceleration of development. Radio also readily, easily and effectively lends itself to the oral culture of African communities" (p.3).

In addition to radio broadcasting, television as a tool for development "has distinct advantage over radio because of its combination of sight and sound" (Ansah, n. d., p.41). Therefore, in situations where demonstration of the ways of doing things is required, television is used and the impact is strong. Many health and agricultural programmes in Sub-Saharan Africa on television have been successful over the years. They include the programmes on HIV/AIDS awareness and prevention, oral rehydration therapy, fertilizer application, malaria prevention with treated nets, etc. Furthermore, television has contributed immensely in disseminating information on other development problems and issue while making available the development efforts in some nations. On becoming aware of such efforts, other countries emulate and plan their own programmes for bettering the conditions of living for their people. Furthermore, Ansah (n.d., p.41) concludes that: "Even though television is an entertainment medium in Africa, there are some programmes which bear directly on development in such areas as health, nutrition, agriculture and environmental protection. Some of these programmes are well produced and could reach the rural people who need the information most."

In this direction, local and international agencies, including local and national governments sponsor programmes that focus on development issues as discussed earlier. Hence, programmes like *Sun City* and *Wetin Dey* (drama programmes) and other programmes feature on television stations in Nigeria and Ghana to create HIV/AIDS awareness. There are also *Agric Panorama* for enlightenment on agricultural practices and the *Giant Strides* which give information on developmental projects. These programmes are broadcast on television stations in Nigeria.

All the same, most organizations adopt mixed media approaches to promote development programmes. As a result, a combination of radio and television will create a lot of impact on the promotion of development in Sub-Saharan Africa. However, there are several factors that militate against effective performance of broadcasting in promoting development in the region.

Major Constraints
The structures of the Sub-Saharan nations pose problems to broadcasting roles in promoting development in the region. First, government officials see the broadcast media as tools to perpetuate themselves in office. Hence, they enact laws and policies that make them continue to interfere with broadcasting operation thus disregarding its potentials for enhancing development. Because of this, they own and run the stations as they wish through their agents who, most of the times, are not professionals. Then, private stations commercialise their programming by engaging entertainment programmes so as to operate freely without offending the governments.

Another militating factor has to do with location of the broadcast media. The operations are urban centred as against the concentration of the Sub-Saharan African population in the rural

areas. It is there that development is needed most. Despite that, the multi-lingual posture of the countries makes the centralised system a barrier to development. Further, Benhalla (2010, p.3) points out that "there are inequalities in equipment, both for broadcasting and reception. This inequality is socio-cultural, revealing the difference between city dwellers and rural folk and between rich and poor." The inequalities could also be geographical because there are countries that are well equipped – e.g. South Africa and Nigeria – and there are others that are still struggling to meet up broadcasting challenges like Ghana and Ivory Coast.

Moreover, in the rural areas where development is needed most, electricity is a problem, more especially for television reception. This sets back the supposed advantages of television for demonstrative programmes. And this explains why most of the development broadcast programmes in Sub-Saharan Africa go on radio because most people have access to it.

Furthermore, the recent digitization policy poses another set of challenges. According to *Balancing Act* (2010, p.1) "over half of Africa's 52 countries were unlikely to make the 2015 deadline set by ITU for the transition to digital broadcasting. 29 (sic) countries appear to have not yet even started the policy and implementation process." Six years after the above observation, no African country had fully digitalised its broadcasting. In essence, for there to be total digitalisation, the citizens have to own the gadgets to receive signals. But the poverty in Sub-Saharan Africa makes it a big problem to execute the policy which could have created more enabling broadcasting system; that is, considering the enormous benefits of digital broadcasting.

This takes us to the most crucial constraint of broadcasting in promoting development: finance. The economic downturn in most nations has hampered rapid development of the broadcasting industry in such nations. Thus, the viability of any broadcast station is funding. While the governments fund the public stations for personal political advantage, the private stations are perpetually taxed out of business. For instance, Nigeria's licensing regime is so exorbitant that private investors find it difficult to go into broadcasting as a venture. This, therefore, affects the quality of programmes in the sense that financial constraints also affect the personnel strength. Most times, mediocre staffs are employed resulting in substandard programmes or programmes that do not have a bearing on the region. Also, in some other cases, the stations rely on already made programmes from the Western world which do not consider the development of Africa but the projection of Western values through manipulations which may be considered imperialistic.

Way Forward
Despite the efforts made by different nations to enhance development, a lot needs to be done in the area of broadcasting. Considering the strategic position of broadcasting as a tool for promoting development, all hands should be on deck to uplift the system so as to make it fit for the tasks ahead. To start with, the governments of the Sub-Saharan African countries should create an enabling environment for broadcasting operations. This can be done through privatisation of all broadcast stations to remove the nudge of interference from government officials. Then, independent broadcasting commissions should be established to regulate the operations in relation to development communication (Wendell & Tudesq, 1997, p.5).

In the above scenario, governments need to articulate development programmes and explicitly detail the roles of the broadcast media in promoting them. Doing so will help the actualisation of the provisions of the development theory because the broadcast stations will see themselves as agents of development, while still yet informing, educating and entertaining the populace. In addition, the approach will need to reduce or entirely remove all financial constraints in the name of licensing or any other means. It will also help check over-commercialization currently enveloping the broadcasting industry.

Furthermore, decentralisation of broadcasting can help to accommodate the needs of in the areas of security, integration and development. This would amount to broadcasting from the perspectives of the local languages and cultures. Broadcasting in local languages will also take care of the majority illiterate populations of the rural areas. In doing so, the people would have more

opportunities to appreciate the developmental situations; become aware of the expectations from them; and learn how best to contribute to the transformation of their communities. It is believed that the more the broadcast media are closer to the people, the more they would understand the development problems and therefore, the more they promote development efforts. This scenario had previously been deemed ideal for the region of Sub-Saharan Africa. For instance, while talking about the promotion of public health, Zimicki (n.d., p.5) says that "Message content should relate directly to the audience's need for information, skills, or reinforcement of positive attitudes. Further messages should be relevant, comprehensive, and easy to remember. Many failures in public health can be traced to inadequate consideration of the perceptions of the audience."

Only localisation of broadcasting can help the realisation of the above position. That is why Wright (1974) cited in Udoakah (2004, p.58) states that "the intrusion of and expansion of mass media lead to changes in the members of the society and in institutions which make both the population and the society more receptive to social change, more 'modern', more 'developed'." Therefore, one of the ways to localize broadcasting is to embrace the call for community broadcasting. Umar (2008, p.1) sums up the point by positing that: "Except, of course, for the wider coverage and accessibility of rural radio [and TV], village dwellers do not have the presence of a media outfit. This is a gap that only community radio [and TV] can address."

Conclusion

The Sub-Saharan Africa is a region that is still battling with development issues. The problems cover a wide range of factors that affect the living conditions of people in the region. Because of this, there is the need to transform and modernize their ways of life. It has been observed that there are several development programmes and projects to tackle the problems in the areas of agriculture, health, education, security, shelter, poverty eradication, political stability, and so on.

It is also on record that international, national and local agencies have been making efforts to promote development in the region. The messages of the programmes are carried most often by the mass media. However, broadcasting remains the most appropriate medium for promoting development because the Sub-Saharan Africa is made up of rural communities with multifarious orientations.

Nevertheless, there are several constraints that impinge on the smooth promotion of development in the region through broadcasting. With less government control and localization of the industry, the problems would be half solved. More so, regular sponsorship by donor agencies and individuals will make broadcast stations focus on creating programmes that will promote developmental efforts in Sub-Saharan Africa.

In this vein, this piece is concluded with the position of Mboho (2005, p.156) that mass communication performs political, economic, social, cultural, educational and technological functions. It can be stated that broadcasting performs these functions more effectively than other media. Collectively, the functions according to Elia (2010, p.4) "serve as foundation for building strong political and social structures that are able to withstand the challenges of development and ensure protection of human rights."

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