

**COMMUNICATION APPROACHES IN SUSTAINABLE RURAL
DEVELOPMENT: A STUDY OF SELECTED PROJECTS IN THE
SOUTHERN SENATORIAL DISTRICT
OF CROSS RIVER STATE, NIGERIA.**

Okon Obio ARONG

Department of Mass Communication,
University of Cross River State, Calabar
arongOkon001@gmail.com;

Patience Eyo ABU & Agaji Adie NTAMU

Department of Mass Communication,
University of Calabar
Cross River State - Nigeria
Abupatience@unical.edu.ng; agajintamu@unical.edu.ng

ABSTRACT

This study was designed to evaluate communication and development which are termed by scholars as twin concepts because when development is initiated, the person, community or a society such a development is targeted at must be properly carried along through the instrument of communication. This is considered important to allow for proper diffusion, adoption and possible sustainability of such a development. Four objectives, four research questions, and two hypotheses were formulated to direct the study based on identified variables. Literature was reviewed in tandem with identified variables and the participatory communication theory used to explain the phenomenon under study. It utilised the ex-post facto research design in selecting a sample size of 355 using a quota sampling technique. Findings indicate that the communication approach adopted in the execution of the selected rural development projects was one that created a social distance between benefactors. It also indicates that the target population and benefactors failed to adopt appropriate communication approach which would have equally granted them access to lean their voices before the implementation of those projects. Based on the findings, the following recommendations were made: benefactors of rural development projects should always adopt communication approaches that give and afford benefiting community's opportunity to equally express their own opinions about any development projects meant for them for

sustainable rural development. Host communities of rural development projects should always make use of communication channels which are easily understood and appraised by beneficiary communities rather than depending only on the mass media.

Keywords: Rural Development Projects, Beneficiaries, Twin Concepts, Instrument of Communication, Participatory Communication.

INTRODUCTION

Communication permeates all facet of human existence and there is no society that grows without communication. Hence, any society desirous of even development, must have a functional communication structure. There hardly exists any rural community, where one cannot find one development project to another. In Cross River State, and more specifically, the Southern Senatorial District of the state, several rural development projects have been implemented by government and non-governmental organizations aimed at improving the living conditions of the target population. Unarguably, the attainment of this feat requires the instrument of communication. This is why Aruma (2018, p. 1) advanced that "every community development initiative requires effective communication among various groups of people who are involved in such development project in the participating communities."

Proper rethinking of the appropriate communication approach to use in any rural development programme goes a long way in achieving sustainable rural development. Communication reveals to development benefactors what will best suit the beneficiary at the time. This claim is further supported by Aruma (1998) assertion that "it is appropriate to keep communication channels open among project participants in order to keep them abreast of the community development projects."

Notwithstanding, Nwodu and Fab-Ukozor, (2003, p. 27) noted that, "The primary motive of embarking on development communication is to create adequate awareness about the development projects meant to enhance the well-being of the inhabitants of a given society and by so doing, sensitize their adoption of the project." Creation of awareness of a development project at any level and its possible adoption depends largely on the kind of development communication approach deployed.

Statement of the Research Problem

The indispensable place communication occupies in any development process corroborates the views by many development communication experts that it is almost very difficult to achieve sustainable development without communication. The absence of effective communication with the people to whom development programme is directed at can emasculate the effort of any development initiative no matter how laudable. In Cross River State Nigeria, the Cross River State Community and Social Development Agency (CRSCSDA) from inception in 2009, is said to have disbursed three billion, two hundred and seventy-one thousand, one hundred and fifteen naira only to fund 1064 micro projects in line with the felt needs of the beneficiary communities and vulnerable groups across the eighteen local Government Areas of the state (www.sunnewsonline.com). Also, between the period of 2015-2023, about thirty-eight industries were said to have been established across the eighteen local government areas of the state. The aim was to help improve the living condition of the people of these areas.

Regrettably, instead of these projects helping to ease the sufferings of the target population they have become subjects of ceaseless nagging and expression of feelings of dissatisfaction of the people of these areas which leaves much to be desired. This then poses questions like; what kind of communication approach was adopted by benefactors in the initiation and implementation of these rural development projects? If the right communication approach were being adopted by benefactors, what then could be responsible for the continued expression of feelings of dissatisfaction of the beneficiary communities over the development projects covered by this study, if the right communication approach was adopted? The study seeks answers to these questions.

Objectives of the Study

The general objective of this study was to explore the right kind of communication approach employed to engender sustainable rural development in respect to some selected development projects.

Research Questions

In order to achieve the objectives, set for the study above, the following research questions were formulated:

- 1) What kind of development communication approach was used by benefactors in selected projects towards rural development in Southern Senatorial District of Cross River State, Nigeria?
- 2) What is the reason for the continued dissatisfaction of the people of Southern Senatorial District of Cross River State, Nigeria with the selected projects?
- 3) To what extent did the involvement of beneficiaries in the implementation of the selected projects in rural development programmes by benefactors brought about sustainable rural development in Southern Senatorial District of Cross River State, Nigeria?
- 4) To what extent could the use of certain communication approach in the implementation of the selected projects brought about sustainable rural development in Southern Senatorial District of Cross River State, Nigeria?

Research Hypotheses

The following research hypotheses, stated in null forms, were formulated to guide the study:

- i. There is no link between the use of appropriate communication approaches to lack of sustainable rural development in Southern Senatorial District of Cross River State, Nigeria.
- ii. Lack of sustainable rural development in Southern Senatorial District of Cross River State, Nigeria is not directly proportional to the lack of the use of appropriate communication approaches.

Review of Related

Concept and Overview of Rural Development

Development means different things to different people. And what is considered development in one clime can be something else in another. According to Alanana, (2005) development involves changes in structure, composition and performance of the forces of production as well as qualitative improvement in the living standards of the people through the eradication of poverty, hunger, squalor and social deprivation. Osou, (2019, p. 6), development is referred to as change in the social structure, or functions performed by different groups and units within it. This means that development can be personal and collective. This is why development

mean different things to different people and differs from one society to another.

The World Bank (2005) also maintained that almost 1.3 billion people live in areas that are classified as environmentally fragile. Approximately, 75 percent of poor people can be found in rural areas. Their quality of life by most indicators, is worse than that found in urban areas because they receive roughly half the level public services. The very poor have been classified into five categories: i) The landless, ii) Those with minor assets, iii) Nomadic and semi-nomadic pastoralists, iv) females heads-of-families and v) Ethnic minorities and indigenous population.

In the midst of the foregoing, the need for active rural development policies have become imperative in addressing development issues as three quarters of the world impoverished live in the rural areas (Takeuchi, 2001; World Bank, 2001; Akpan, 2012; UN, 2018;). Many governments in developing countries have been shifting attention to rural development to reduce the poverty levels in the rural areas and resultant excessive population influxes in urban areas in search for safety nest (Nenpomingyi, 2019). Likewise, since Nigeria gained its independence in 1960, focus on rural development has remained a preoccupation of successive governments in the country (Ujo, 1994; Haruna, 2000; Tecukachi, 2001; Oruonye, 2013).

Ogidefa, (2010) indicated that rural development should encompass creating and widening opportunities for rural dwellers to realize full potential through education, sharing in decisions and actions which affects their lives, efforts to increase rural output create employment opportunities, reducing poverty, disease and ignorance. Ogidefa's view clearly shows that rural development is a participatory approach to development.

Nwodu and Fab-Ukozor, (2003, p. 3) observed that any discussion of social development of a given nation often borders much on national development. They went further to assert that, ironically, most social development in most developing nations like Nigeria is usually directed towards major cities to the detriment of the rural areas.

In a separate observation, Moemeka, (2000, p. 137), maintained that:

"A rural segment is by far the largest in population and land area. It is inhabited by the majority of the people. In Nigeria, for example this segment

accounts for about 80% of the population; in Niger, the percentage is as high as 95%. This rural population is usually bound by tradition, very poor and lack most social amenities. There are very few, if any, motorable roads, medical facilities or factories; the schools are poorly equipped and staffed, and the majority of the people are too poor to send their children to school. The people live their life mainly on subsistence agriculture."

The picture painted by Moemeka is more succinct in describing the rural area. The picture also shows the extent to which this area needs development. This gory picture also support the assertion that development in real sense was to begin in the rural areas which are said to be lacking the most basic social and physiological needs of life..

The Concept of Communication in Rural Development

Communication involves the exchange of information between individuals and groups. According to Ire and Nwanmereni, (2017, p. 125) it is the force that underlies all social interactions. It provides the medium for exchange of ideas, emotions, feelings, opinions etc. Communication can be verbal (involving the use of words) (spoken or written) in the transmission of contents and establishment of meaning. It can also be non-verbal which is devoid of the overt use of words (spoken or written) but the use of signs, symbols, drawings etc in transmitting messages and establishing meaning. Ire and Nwanmereni (2017) further maintained that, communication (verbal or non-verbal) is the single largest force that gives meaning to human existence. This is because it provides the human community (across the globe) the medium to express themselves, exchange ideas and solve problems.

Basic Development Communication Approaches to Rural Development

Communication is central in any discuss bordering on human socio-cultural development. Anywhere in the world, there can be no effective development without communication. The term communication with reference to development according to Osou, (2019, p. 2), involves different types of communication like interpersonal communication, group communication and mass communication. Osou, went further to assert that

unlike communication, it is not easy to define development since it varies depending on the context. Development talks about change towards betterment. The change can be about a progress in the field of economics, education or livelihood which is good for the society. Hence, when we talk about development communication it always refers to communication that is used efficiently to bring about progress in the society.

In the context of development, as Osou, (2019, p. 2), observed, the fundamental purpose of human communication is to understand the reality in order to achieve goals and select other subsequent goals. Corroborating this, Ugo et al (20224) opined that lack of participatory communication in the implementation of development programmes is responsible for the unsuccessful implementation in several host communities where development projects are sited. This clearly informs the concept of upward communication approach as it pertains to rural development given that rural development is people-oriented development communication process.

In the area of accessible communication channels for rural development, it is often difficult to actually know the best communication approach to adopt in rural development programme given the sophisticated nature and technology driven society of today, the need to settle for communication channels which are accessible is germane. For instance, Ugo (2019) highlighted radio as an aural form of communication with a submission that radio significantly affect and enlarge the public arena for people in rural areas.

Rural Development in a Digital Spheres

The digital sphere offers a whole lot of opportunity for interaction and sharing of ideas which is the hallmark of communication. Some rural areas today are linked to the world as a result of few enlightened members. Little wonder why there are different groups and pages bearing different communities on the internet through social media handles like Facebook, Instagram, WhatsApp and e-mails. These platforms are used by communities for rural development purposes and benefactors can reach out to communities through those platforms as well. This also emphasizes the idea of two-step flow and multi-step-flow theory, where technical ideas are modified and simplified for the understanding of the layman.

Ekwok, Ugo & Eja (2022) aver that the 21st century digital turf, many internet-based platforms, such as Twitter, Zoom, Telegram,

WhatsApp, YouTube, Facebook, LinkedIn and other social media platform have enhanced communication, dissemination and consumption of information across the globe. With an added value of providing opportunity for a two-way communication and feedback process which enables users to be active. The scholars therefore highlight the efficacy of digital media platforms or technology that can readily accentuated advocacy to persuade, increase a call for action in rural communities as well as provide avenues for presentation of facts about rural development issues by journalists as observed from the field.

Theoretical Framework

This study is anchored on the tenets of Participatory Communication theory propounded by Paulo Freire in (1970). According to Ogbuoshi, (2020, p. 56), the Participatory approach to national development arose to replace modernization theorists' emphasis on knowledge diffusion and technology transfer. It places its highest value not on transfer of knowledge from outside developing societies, but rather on reliance upon local knowledge and local capability. Rather than encourage residents of developing societies to participate in development initiatives planned by outsiders, it encourages residents to make their own plans. Based on this theory, participatory projects began in the 1970s and focused on self- determination and empowerment.

Several scholars in development communication believe the context of development differs from one country to another and hence there should not be any universal rule which can scale what development really is in any region. He pointed out that there can be few value judgments that can help in achieving development which include freedom to participate in democratic activities and treating everyone equally which constitute the core objective of development.

Methodology

This study adopted the ex-post facto research design. The adoption of this research was hinged on the premise that the researcher had no control on the variables under review. However, the sample size set for the study was 355 and was derived using Taro Yamane formula as shown below:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = desired sample size

N = Population size under study

e = Level of significance of error = 5% or 0.05%

I = Unity (always constant) in value

By use of the quota sampling, three local governments were drawn each from the three senatorial districts that make up the Cross-River State. To this end, one hundred and fifty (150) respondents were drawn from Akamkpa Local Government Area, one hundred and forty-five (145) respondents were drawn from Yala Local Government Area while one hundred and four (104) respondents were drawn from Abi Local Government Area respectively. The research study adopted the survey method of data collection through a structured 15 questions questionnaires to gather the required information from respondents in the three selected LGAs in Southern Senatorial District of Cross River State. The questionnaire was administered to separate respondents in the selected LGAs on a face-to-face basis.

Results and Discussions

Table 4.1: Opinions on the challenges of rural development in Cross River State

Responses	Frequency	Percentage (%)
Poor budget	35	9.86
Lording project on the people	20	5.64
One-way communication approach	120	33.80
Illiteracy level of the people	180	50.70
Total	355	100

Source: Field survey, 2024

Table 4.1 shows that 180 and 120 responses representing 50.70% and 33.80% strongly agreed and disagreed that the execution of the selected rural development programmes adopted communication approach that allowed for rural participation.

Table 4.2: Respondent's opinion on measures for achieving sustainable rural development in Cross River State

Responses	Frequency	Percentage (%)
Acceptance of the opinion of the people	210	59.15
Using communication means that is familiar to the people	120	33.80
Avoiding the temptation of suggesting for the people	10	2.82
Executing projects that are not alien to the people	15	4.23
Total	355	100

Source: Field survey, 2024.

The analysis in the table 4.3 above showed that 210 and 120 responses representing 59.15% and 33.80% strongly agreed and agreed that the selected rural projects covered in the study were conceived, implemented and lord on the beneficiary communities.

Table 4.3: Respondent's opinions on perceived challenges responsible for lack of sustainable rural development in respondent's communities

Responses	Frequency	Percentage (%)
Illiteracy level of the people	240	67.60
Benefactors indifferent attitude to the plight of beneficiaries	95	26.77
Inexperience of benefactors of rural development	5	1.40
Inability of benefactors in communicating with the people in a language they understand	15	4.23
Total	355	100

Source: Field survey, 2024.

The statistical analysis in table 4.4 shows that 240 and 95 responses representing 67.60% and 26.77% of the total respondents strongly agreed and agreed that an existing communication gap between benefactors and

beneficiary communities of rural development projects can make rural development programme not to be sustainable in respondents communities.

Table 4.5: When the target population for rural development projects are not carried along by benefactors and projects are executed contrary to what the people expect it can lead to feeling of dissatisfaction

Responses	Frequency	Percentage (%)
Strongly Agree	235	66.20
Agree	110	30.98
Disagree	-	-
Strongly Disagree	10	2.82
Total	355	100

Source: Field survey, 2024.

Table 4.5 above revealed that 235 and 110 responses representing 66.20% and 30.98% of the total respondents strongly agreed and agreed that feelings of dissatisfaction usually set in, in rural development programmes when benefactors fail to carry beneficiary communities along and projects are executed contrary to the expectations of the people.

Table 4.5: The feeling of dissatisfaction expressed by target population towards the selected rural development projects covered by this study could be traceable to poor communication network between benefactors and beneficiary communities

Responses	Frequency	Percentage (%)
Strongly Agree	243	68.45
Agree	100	28.16
Disagree	2	0.57
Strongly Disagree	10	2.82
Total	355	100

Source: Field survey, 2023

The results in table 4.6 showed that 243 and 100 responses representing 68.45% and 28.16% of the total respondents strongly agreed and agreed that the feelings of dissatisfaction expressed by target population towards the implementation of the selected rural development

projects could be traceable to poor communication network between benefactors and beneficiary communities.

Table 4.6: The use of articulate communication approach would have made the target population endeared to the selected projects covered by this study and make it sustainable

Responses	Frequency	Percentage (%)
Strongly Agree	220	61.97
Agree	115	32.39
Disagree	7	1.97
Strongly Disagree	13	3.67
Total	355	100

Source: Field survey, 2023.

The analysis in table 4.7 above showed that 220 and 115 responses representing 61.97% and 32.39% of the total respondents agreed and strongly agreed that the use of articulate communication approach by benefactors in the implementation of the rural development projects covered by this would have dismissed suspicion and make them sustainable.

Table 4.7: Making rural development participatory by using participatory communication approach can bring about sustainable rural development in respondents communities

Responses	Frequency	Percentage (%)
Strongly Agree	213	60
Agree	115	32.39
Disagree	12	3.38
Strongly Disagree	15	4.23
Total	355	100

Source: Field survey, 2024

The results in table 4.8 above clearly revealed that 213 and 115 responses representing 60% and 32.39% of the total respondents strongly agreed and agreed that making rural development programmes participatory by adopting participatory communication approach can lead to sustainable rural development projects.

4.1.2 Test of Hypotheses

Hypothesis One

There is no link between the use of appropriate communication approaches to lack of sustainable rural development in southern senatorial district of Cross River State, Nigeria.

The independent variable in this hypothesis is the use of appropriate communication approaches; while the dependent variable is sustainable rural development. The contingency chi-square (x^2) was employed as the most statistical technique to test this hypothesis. The result of analysis is presented in Table 4.16.

Table 4.16: Contingency Chi-square (x^2) analysis of the link between the use of appropriate communication approaches and lack of sustainable rural development in southern senatorial district of Cross River State, Nigeria.

(N=355)

The use of appropriate communication approaches	Sustainable rural development					Cal X^2
	SA	A	D	SD	Total	
High	50 (65.61)	130 (101.41)	10 (11.27)	10 (19.72)	200	
Low	70 (52.39)	50 (78.59)	10 (8.73)	25 (15.28)	155	52.85*
Total	120	180	20	235	355	

*Significant at .05, critical $x^2=5.99$ df=3

The result of analysis as presented in Table 4.16 reveals that the calculated x^2 value of 52.85 is greater than the critical x^2 value of 5.99 at .05 level of significance with 3 degree of freedom. The result of the statistical analysis is significant since the calculated value is higher than the critical value. With this result the null hypothesis that there is no link between the use of appropriate communication approaches to lack of sustainable rural development in southern senatorial district of Cross River State, Nigeria was rejected. This therefore implies that there is a link between the use of appropriate communication approaches to lack of sustainable rural development in southern senatorial district of Cross River State, Nigeria.

Hypothesis Two

Lack of sustainable rural development in southern senatorial district of Cross River State, Nigeria is not directly proportional to the lack of the use of appropriate communication approaches.

The independent variable in this hypothesis is benefactors of development programmes; while the dependent variable is interpersonal communication channels towards bridging the gap of rural development. Contingency Chi square (X^2) was used to test this hypothesis. The result is presented in Table 4.17.

Table 4.17: Contingency Chi square (x^2) of lack of sustainable rural development in southern senatorial district of Cross River State, Nigeria and lack of direct proportion in the use of appropriate communication approaches (N=280)

The use of appropriate communication approaches	Lack of sustainable rural development					Cal X^2
	SA	A	D	SD	Total	
High	90 (82.39)	120 (98.24)	5 (28.73)	10 (19.01)	225	
Low	40 (47.61)	35 (56.76)	35 (11.27)	20 (1099)	130	102.64*
Total	130	155	40	30	355	

*Significant at .05, critical $x^2=5.99$, $df=3$

The result of analysis as presented in Table 4.17 reveals that the calculated x^2 value of 102.64 is greater than the critical x^2 value of 5.99 at .05 level of significance with 5 degree of freedom. The result of the statistical analysis is significant since the calculated value is higher than the critical value. With this result, the null hypothesis that lack of sustainable rural development in southern senatorial district of Cross River State, Nigeria is not directly proportional to the lack of the use of appropriate communication approaches was rejected. This therefore implies that lack of sustainable rural development in southern senatorial district of Cross River

State, Nigeria is directly proportional to the lack of the use of appropriate communication approaches.

Discussion of Findings

The discussion is based on answers to the research questions set for the study

Research Question 1: What kind of development communication approach is used by benefactors towards rural development in Southern Senatorial District of Cross River State, Nigeria?

The result gathered revealed that the communication approach adopted in the execution of the selected rural development projects was one that created a social distance between benefactors and target population. The communication approach adopted was more of a top-down communication approach to rural development, which hardly births sustainable rural development. This aligns with Agba (2021) submission that "if you want to develop a community and you do not make them understand the need for them to participate in that development, it might not work. The result from the findings shows that lack of participation is the bane of rural development programmes. The establishment of Poles, Piles and Pylon factory in Awi-Akamkpa which is lying waste and completely abandoned is a case of not applying the right communication approach in rural development. This is an area that have been on total blackout for decades given that if benefactors had deployed the right communication approach to formalize citizens engagement, to an extent, such feelings as the ones harbored now would not have been there.

Research Question 2: What is the reason for the continued dissatisfaction of the people of Southern Senatorial District of Cross River State, Nigeria towards the implementation of the selected rural development projects?

The results gathered from the findings as seen clearly suggest that benefactors failed to adopt appropriate communication approach which would have equally granted them access to lean their voices before the implementation of those projects. It infers that the implementation of the Solar Street lights in Akamkpa by the federal government of Nigeria was meted with severe criticism as the people saw it as a project they never negotiated. Hence, the reason for the feelings of dissatisfaction and indifference.

Research Question 3: To what extent can the involvement of beneficiaries in rural development programme by benefactors bring about sustainable rural development programme in Southern Senatorial District of Cross River State, Nigeria?

Findings revealed that the involvement of targets of rural development programmes in a rural development projects meant for them goes along way can go a long way in engendering sustainable rural development. Only through this consensus can sustainable development be achieved. The initiation of the housing project in Ikang and the Resettlement Project in Bakassi Local Government Area. Although, it is seen as a good rural development programme but was still criticised leading to the epileptic implementation arising from benefactors inability to involve the target population.

Research Question 4: To what extent can the use of appropriate communication approach bring about sustainable rural development in Southern Senatorial District of Cross River State, Nigeria?

Findings indicate that the establishment of local media outlets with contents emanating from the people can bring about sustainable rural development.

Using the right communication approach in rural development can engender sustainable rural development. The findings also lean thrust to Rogers (1995) Diffusion of Innovation Theory, which advances that an innovation, an idea or practice which is perceived to be new can only be diffused through a well-defined communication approach.

CONCLUSION

Based on the results and findings of the study, it was concluded that whatever media and strategies are employed in rural development activities, the very important role of participatory communication in rural communities should not be taken lightly. Participation of rural people in development programmes should depend on the kind of projects and communication approach adopted by benefactors. Unless government integrates the indigenous media, face-to-face contact and social media in their media for national development, any development project in rural areas may not be sustainable.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations were made:

- 1 Benefactors of rural development projects should always adopt communication approach that gives and affords beneficiary communities opportunity to equally express their own opinions about any development projects meant for them in order to achieve sustainable rural development.
- 2) Benefactors should avoid talking to beneficiaries but rather talk with them given the wide gap between "talking to, and talking with" in order to achieve sustainable rural development.
- 3) Benefactors of rural development projects should always make use of communication channels which are easily understood and appraised by beneficiary communities rather than depending only on the mass media.
- 4) The use of trained volunteers to always speak with targets of rural development programme should always be rethought by government and non -governmental organization in charge of rural development projects in order to engender sustainable development.

REFERENCES

- Agba, J. U. (2021). *MAC 627 (Mass Communication in Developing Nations)* Classroom Lecture Excerpts.
- Akpan, C. S. (2006). *The Pillars of Broadcasting*. Communication Studies Forum (CSF) Publishers.
- Akpan, N. S. (2012). Rural Development in Nigeria: A Review of Rural Development Policies in Pre and Post-Independence Practice. *A Journal of Sociological Research*. Macrothink Institute.
- Ekwok, L; Ugo, S.U; & Eja, B.A. (2022): *Social Media Communication and the Psychological Challenges of Isolated Patients in The Covid-19 Pandemic in Nigeria*. Mkar Journal of Media and Culture, Vol7. N01 Pp. 1-18,
- Alannan, O. O. (2005). *Rural Sociology. An Introduction: Kaduna*. Joyce Graphic
- Aruma, E. O. (2018). Roles of Communication in Community Development. *In International Journal of Network and Communication Research*. (pp. 1-10).

- Aruma, E.O (1998). The Contributions of Farmer's Multipurpose Cooperative Societies to Community Development in Nsukka Zone of Enugu State. Unpublished PhD Dissertation, Department of Adult Education and Extra Mural Studies, University of Nigeria, Nsukka.
- Haruna, B. (2000). Rural Industrialization in Nigeria: Problems and Strategies. *Journal of Political Science*.
- Moemeka, A. A. (2000). *Development Communication in Action. Building Understanding and Creating Participation*. University Press of America.
- Ire, E., & Nwanmereni, D. (2017). Obio/Akpor Youth's Attitude towards Participation in Nigeria's Agricultural Economic Policy. In D. Wilson (ed) *Communication and Economic Development* (132-138). Uyo: ACCE.
- Odisha State Open University (Osou) Sambalpur, Odisha (2019). Development Communication Concepts and Models. *Journalism and Mass Communication (JMC)*. Mandir Publication.
- Ogbuoshi, C. L. (2020). *Understanding Modern Research Methods and Thesis Writing*. Lincoln Enterprise
- Oruonye, E. D. (2013). *Grass Root Democracy and Challenges of Rural Development in Nigeria: A Case of Bali Local Government Area of Taraba State*.
- Takeuchi, S. (2001). *African Studies and Rural Development*. Institute of Development Economics.
- Ugo, S. U. (2019): *Talk Radio and Effective Birth Control: Towards a Sustainable Development in Yala Local Government Area*. African Theatre Studies Review, Department of Theatre Arts, University of Calabar, Vol.8, N0 1. June 2019 Pp. 34-46
- Ugo, S. U et,al (2024): *Participatory Communication, Host Communities' Development in Public Policy Reforms: An Appraisal of Nigeria's Petroleum Industry Act 2021-2024*. LWATI: A Journal of Contemporary Research 2024, Vol 21 N0 (2): Pp. 36-58.
- UNESCO (1980). *Many Voices, one World: Communication and Society Today and Tomorrow*. Paris: Logan Page Limited.