



## SIBABA SIBABA RADIO PROGRAMME ON AKWA IBOM STATE BROADCASTING CORPORATION (AKBC) AND MORAL ENLIGHTENMENT AMONG OTORO CLAN, ABAK L.G.A

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### ABSTRACT

The broadcast media are playing significant role in creating environmental awareness and information that engages rural dwellers. Broadcast media such as radio has brought noticeable changes leading to a huge impact on socio- cultural understanding and achieving success in its popularity in rural areas. Hence, this study sought to examine the effects of “Sibaba Sibaba” radio programme on Akwa Ibom State Broadcasting Corporation (AKBC) and moral enlightenment among Otoro Clan, Abak L.G.A. The survey research method was adopted. The population of this study consist of eight villages in Otoro clan which made up a total of 2,800. Using the Philip Meyer’s standard of sample size selection, a sample size of 322 was chosen for the study. The sampling technique employed in this study was the cluster sampling technique and the simple random. The cluster sampling technique enabled the researcher to properly divide the respondent into units based on their villages while the simple random technique was used for the selection of the individuals. The study employed questionnaire as an instrument of data collection, since the study is focusing on members of the community. Data was analysed using the frequency distribution table. Findings from this study revealed that indigenous programmes like sibaba sibaba has a positive influence on the youth and radio is a more effective tool in rural development. The study therefore recommends that more programmes should be produced using the local dialect to aid participation and community engagement.

**Keywords:** broadcasting, moral enlightenment, programme, sibaba sibaba, influence.

## **Introduction**

The arrival of radio stations (private commercial stations, as well as community based and associative stations) in the 1990s signalled insightful breaks with traditional radio and with the national information system (Akpan, 2014). The sector whose continuous quest targets the provision of news and information relevant to the needs of community members has formed programmes that aid development. Rural development is one of the important aspects in the development of a nation, and for a nation to develop very well; it must reach the rural dwellers and the rural masses with vital developmental information capable of enhancing their way of live and also bridge information gap between rural communities and their urban counterparts. Meaningful rural development of any kind can only be attained through a well planned and executed message (Akinfeleye, 2006).

In recent years, a lot of concern has been expressed about the predicament of the rural poor and the imperatives of several baseline requirements for human development. These include access to land and water resources, agricultural inputs and services, including extension and research facilities, and participatory development strategies to tackle rural poverty, with social equity and civil participation viewed as essential to well-rounded socio-economic development (UNDP, 2006). This people-centred development programming helps in emancipating people from poverty, ignorance, filth, squalor, deprivation and exploitation. The media as agent of change focuses on the events, people, issues, trends, etc. affecting the community to promote development at all levels.

One of such media is the Akwa Ibom State Broadcasting Station. This station which is government owned has created a programme that propels rural development and moral enlightenment within the state. One of such programme is *Sibaba sibaba*. This language based programme that runs on Akwa Ibom State Broadcasting Cooperation (AKBC) makes use of satirical tone to address and correct societal ills within the state. This programme which attracts a large audience-ship every Tuesday at 8 p.m. when it airs severe as a central mandate to promote all round development and moral enlightenment at the grassroots.

According to Dickson (2010), his type of development that involves the people themselves and seeks to bring about positive change in their living conditions and environment can be very effective. It is with this objective that this study seeks to examine the effect of this state base programme to enlighten the people of otoro clan on moral values.

## **Statement of Problem**

The socializing role of the broadcast media is critical to our understanding and learning process and educational outcomes. There is no doubt that the broadcast media content affect people's view and that of the rural people. The broadcast media content is also influenced by the messages intended goals. The broadcast media is responsible for development of morality among certain cultures, knowledge and attitudes.

Although many communities have reckoned their change in attitudes, morals and belief to information gotten from the media, some however are still in the dark in respect to their moral conduct and life practices. One of such community is the Otoro clan in Akwa Ibom State. Bearing this at heart, the researchers sought to examine how far the broadcast media can actually aid them in moral enlightenment through its programme "Sibaba Sibaba" aired in AKBC.

## **Research Questions**

The following questions were raised to guide the study

- i. What is the level of listenership to AKBC radio by Otoro clan?
- ii. What is the awareness level of Otoro clan to “Sibaba Sibaba” programme?
- iii. To examine the effects of the programme on moral awakening among the people of Otoro clan

## **Review of Related Literature**

### **Radio, rural development and morality**

No matter the time and generation, the broadcast media remain at the wheel of control in every nook and edge of the world. Where this media penetrates the remotest village, the broadcast media has been classified to be the media for all. As time unfolds, in growing and developing nations the electronic media, radio in particular has served as a tool towards propelling the desired change. In respect to this, Asemah (2013) is of the opinion that the importance of rural radio in the introduction and maintenance of change in rural communities is indisputable. He further explains that the broadcast media, particularly radio has brought stimulus into the house, mobilized family and community grooming and contribute positively to the process of rural, urban and national development. This is why radio is referred to as the grass root media.

On the other hand, Nwakwor (2010, p. 34) suggest that moral education or enlightenment involves character formation which bears an end goal of creating dignified humans. For media programmes to achieve this goal Nwakwor (2010, p. 35) says that programmes must be created to protect, preserve, refine and inform the people of both new and old values.

### **Review of Empirical Studies**

There has been several research carried out on the use of radio for rural enlightenment and development. In a study by Akpabio (2000) on communicating Aids to the rural populace, findings revealed that electronic media play a positive and relevant role in the development of the rural areas. However, his study revealed that for development to take place in the rural areas there should be a harnessing of functions between the modern mass media and the traditional folk media. According to him, what each cannot achieve single handedly could be attainable with the combination of the two systems.

In another study conducted by Hiremanth on the use of electronic media among rural students in (2014), in his findings, he records that 35.75% of respondents affirmed that, they used their cell phone audio storage capability of the device to record lectures. And 60.60% of the respondents said that they used cell to access the mobile radio to be able to get information on what is going on in the world. Only 29.69% of the total respondents have computer knowledge and 29.09% of them have joined computer basic class. Whereas, F.M. band radio is accessed by less of 10.30% of the respondents. An important agent of rural development services, majority of 61.21% of the respondents opined that electronic media (72.72% said TV) has found wide inroads into their rural life-styles and is the most potential condition for rural development in modern days.

This empirical research clearly states that at present day situation the respondents- the youths are active and vibrant participators in using electronic media for development. On the basis of the above facts, thus, these electronic media are ubiquitous. They have become a phenomenon and the adolescents find it to be a necessity in one’s life. This type of youth mentality can lead to positive as well as negative effects on their culture. As, some scholars believe that electronic media is helping rural youths become better educated, more socially connected, and better informed than any previous

generation. Others fear that it is a hazard for vulnerable youth exposing them to advertising, violent or pornographic images, and encounters with strangers.

Also, a similar research carried out in 2010 by Egbunu on the effectiveness of television broadcasting and development in Bida Local Government Area revealed that television broadcasting have really influenced the growth of the area as 280 respondents representing 70% of the total number of 400 respondents said it has contributed to the development of the area. The study also revealed that respondents in Bida watch television programmes because it informs them on current issues about happenings in and around the locality. Information is also, usually packaged using the indigenous language of the people. This study further attest to the fact that television educational programmes can help bring about development in our rural communities. Similarly, a study carried out in 2009 by Gagare (2017) on the impact of radio broadcasting in achieving development in rural areas using Unguwan Pah village in Kaduna state as a case study revealed that radio has been used to educate people in the rural areas about development. The findings of the research showed that 120 respondents representing 60% asserts that radio has educated them on the development of rural areas out of the total number of 200 respondents of the study, stating that radio can be accessed almost everywhere in the world including rural areas.

However, according to studies reviewed it can be deduced that the effect of radio on rural development is unlimited. . Where there exist a body to address this issue, this study seeks to know if same can be replicated by the broadcast media in Otoro community.

## **Theoretical Framework**

This study was anchored on the development media theory. The development media theory was propounded in 1987 by Denis McQuail. The development media theory is concern with usage of media for national development. This theory came as a result of the broadening gap between the developed nations and developing countries, this theory over the cause of time has necessitated media actions towards national development (Asemah, *et al.*,2017).In respect to the study, this theory becomes necessary as it allows for proper understanding of the role of the media towards reawakening of moral values among the youth in Otoro clan.

## **Methodology**

The research design employed in this study is survey. The survey allows documenting a particular state of affairs regarding public opinion or behaviour or population characteristics at one point in time (Gunter, 2000). The Otoro clan in Abak local government area of Akwa Ibom State was the area of study. The clan comprises of eighteen villages of which eight villages was used and questionnaire distributed. The population under study according to Abak Local Government Council in 2019 was a total of 2,800 for Otoro clan.

Using the Philip Meyer's standard of sample size selection, a sample size of 322 was chosen for the study. The sampling technique employed in this study was the cluster sampling technique and the simple random. The cluster sampling technique enabled the researcher to properly divide the respondent into units based on their villages while the simple random technique was used for the selection of the individuals. The study employed questionnaire as an instrument of data collection, since the study is focusing on members of the community. The questionnaire consisted of a closed-ended question which was analysed using the frequency distribution table. The table above shows how copies of questionnaire were distributed per village. The highest numbers of questionnaire was distributed in Ikot-Essien and Atai-otoro village because that was the first place visited while fifty

(45) copies of questionnaire was distributed in Ikot-Odon, Abiakpo, Ikot-osom and Uruk-Usu which makes it a total number of three hundred and twenty two copies of questionnaire.

### Data presentation and analysis

Out of the 322 copies of questionnaire distributed 300(93%) copies were properly filled and returned while 22 (7%) were invalid. Therefore, analysis was done on the 300 copies of questionnaire returned.

**Table B: analysis of respondent response**

S/N	Responses	Options	No of respondent	Percentage (%)
1.	<b>Audience listenership to radio programme</b>	Often	146	48.7
		Very often	67	22.3
		Sometimes	38	12.7
		Never	49	16.3
		<b>Total</b>	<b>300</b>	<b>100</b>
2.	<b>Audience response to importance of radio</b>	Yes	290	96.67
		No	10	3.33
		Undecided	0	0
		<b>Total</b>	<b>300</b>	<b>100</b>
3.	<b>Audience awareness of “sibabasibaba” programme</b>	Yes	231	77
		No	17	5.7
		Can't say	52	17.3
		<b>Total</b>	<b>300</b>	<b>100</b>
4.	<b>Level of listenership of “sibabasibaba” programme</b>	Always	115	38.3
		Sometimes	116	38.7
		Never	69	23
		<b>Total</b>	<b>300</b>	<b>100</b>
5.	<b>Positive effect of “sibabasibaba” programme on resident Otoro Clan</b>	Agree	132	44
		Strongly Agree	103	34.3
		Disagree	61	20.3
		Strongly Disagree	4	1.3
		<b>Total</b>	<b>300</b>	<b>100</b>

Source: *Field survey, 2019*

The table above analyses respondents' responses on the basic claims and assumptions of this study. 48.7% of the respondents listen to radio programmes. This implies that they can provide knowledgeable and useful responses on the subject of the study. The majority of the respondents (96.67%) were of the opinion that the radio is very important in enlightening the youths. (77%) of the respondents opine that they are aware of the programme, “Sibaba sibaba” on Akwa Ibom broadcasting corporation. Meanwhile, about half of the respondents listen to the programme always (38.3%), the other half (38.7%) listen to the programme sometimes. It is inimical to note that a majority of the respondents concur to the positive effect of the programme on the moral wellbeing of residents of Otoro clan.

## **Discussion of Findings**

### **The level of listenership to AKBC radio**

In response to the media engagement level and audience listenership to the AKBC radio, it was revealed that more than 70% of the youth in the community listen to this station. However, about 30% of the respondents barely listen to this station. From this we can postulate that the media role in rural development is greatly dependent on the audience exposure to such media. This study however agrees with Gagare (2017) on the impact of radio broadcasting in achieving development in rural areas. It was revealed subsequently that radio can be accessed almost everywhere in the world including rural areas however only those who listened to the AKBC station and its programmes were more incline to observing and engaging their community to do what they heard.

### **Awareness level of Otoro clan to “Sibaba sibaba” programme**

Analysis of findings revealed that 77% of the respondents in Otoro clan community is aware of the programme “*Sibabasibaba*” on AKBC radio. However, only 38.3% % of the respondent said they listen to it. This finding corroborates with that of Akpabio (2000) whose findings acknowledges that electronic media plays a positive and relevant role in the development of the rural areas. However, for this development to take place in the rural areas there should be a harnessing of functions between the modern mass media and the traditional folk media. According to him, what each cannot achieve singlehandedly could be attainable with the combination of the two systems. This implies therefore that rural engagement should be a function of both the media and the government. For this to be achieved the media must create programmes that are community related and if possible such programme should be produced in the local dialect to aid communication and in the long run aid development as the development media theory this study was anchored on postulates.

### **Effect of the programme on moral awakening among the people of otoro clan**

From the findings, it was revealed that the people were drawn to the programme “*Sibaba sibaba*” because it is done in the indigenous language. It was discovered that they had a positive effect on the people of this clan. With a sum total of 235 respondents which made up 78.3% of the sample data saying the programme has positively affected them in terms of reawaken their moral. Therefore, by implication it can be agreed that the programme has been highly effective so far. This finding conforms to the development media theory this study was anchored on.

## **Conclusion and recommendation**

The focus of this study is to examine the effect of AKBC local dialect programme “*sibaba sibaba*” on moral enlightenment among the people in Otoro Clan. Where the broadcast media, radio in particular has been consider as the grass root media, some are of the opinion that the media has not exercised great influence in terms of rural development. To this end, this study was considered on the overall to research on the effect of radio in rural development and in particular how a specific radio programme can affect development and enlightenment of the people.

From the findings it was discovered that members of the Otoro clan listen to radio and in turn the medium was able to affect the youth. Another finding from the study was that the media should engage the use of locally produced dialect programmes to educate, entertain and inform the people. In all the following recommendations was made:

1. Given the fact that 30% hardly listen to AKBC is efforts should be made by content producers to further increase the level of listenership in Otoro clan and by implication cause positive developmental change.
2. Owing to the fact that the awareness level of Sibaba sibaba programmes is high AKBC should continue in the line of patterning their programmes in the way it will interest its listeners.
3. Having known how important radio can be in causing development, government and other agents of development should utilize the radio medium through its programmes in creating and advancing development in places like rural areas.
4. Radio stations should pattern their programmes using more of local dialect to the understanding of many both the educated and the non-educated of Akwa Ibom State at large not only Otoro clan this time around, because it is believed that there are more villages in the interior that need more developmental programmes and some programmes that will educate and enlighten them on some important aspect of life so as this will give the rural dwellers the opportunity to have interest in the broadcast media.

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