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PERCEPTION OF THE SOCIALISATION INFLUENCE OF THE OSUN RADIO'S PROGRAMME, "OMOLUABI"

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ABSTRACT

"Omoluabi", a programme on Osun State radio, is a motivational radio programme which addresses various issues that affect human life. Hence, the study was design to investigate the influence of the radio programme on the behaviour and attitudes of the people within Osun State. The study is framed by the Agenda Setting theory. It adopts qualitative and quantitative research methods with questionnaire and interview guide as tools for data gathering. The purposive sampling technique was employed to select for the survey aspect of the study respondents who were 18 years and above. Interviews were conducted with key producers of the radio programmes. Data gathered were analysed using the simple percentage counts and issues of interest in the interviews were also coded to support the findings of the study. Findings revealed that 'Omoluabi' programme has been educative, informative, didactic, thereby inculcating positive social attitude in the people of Osun State. Also, the study revealed that 'Omoluabi' programme contributed an appreciable percentage to positive influence in the promotion of the usage of the mother tongue (language), and this influences the majority of listeners to avoid anti-social behaviours and become socially responsible to the government and the people in their environment. However, funding constitutes a major challenge to the continuity of the programme. The study confirms the social influence of radio and recommends that more radio programmes should be designed to promote development that would drive socialization among the populace.

Radio is one of the most and durable channel for promoting health, development and social change messages. Communication efforts that use multiple media reach the most people and best reinforce the message. When closely tied to behaviour change, such multimedia efforts can increase service utilization. The role of radio, together with those of the press, television, billboards, print materials, and personal communication, depends on

goals, costs, access to broadcasting, and how well radio reaches intended audiences.

But radio is always an attractive medium because almost everyone listens to radio; radio has an attention-getting immediacy that makes it convincing; and radio programming is flexible. People like to listen to radio because radio programming is often entertaining, intriguing, or informative, radio listening is convenient; you can listen to radio while doing other things, and it provides pleasant background entertainment. Also, radio sets can easily be carried anywhere. Inability to read is no barrier to radio listening and radio receivers are inexpensive (Population Reports, 1986, Durkin, Brennan, and Wakefield, 2012) Radio is most effective when used in conjunction with other channels of communication. Several media are best used together to reinforce each other or to compensate for each other's shortcomings. Different media reach different audiences. The guiding rule is: Use the media that give best access to intended audiences. For example, radio is usually the most effective medium for reaching rural areas, while television may be most suitable for reaching urban elites. Any communication project that wants to reach both audiences probably will use both media. Using two media to reinforce each other, health educators in The Gambia chose a combination of radio and widely distributed flyers with colour-coded pictograms to teach mothers how to mix oral dehydration solution.

The flyers pictured the sequence of steps to follow. But mothers generally were unable to interpret the pictograms until a radio voice led them through the flyer, as if following a recipe (Population Reports, 1986). Radio has passed through a lot of metamorphosis before it is now used throughout the world. It was a single shore-side contraption in 1921. Radio is seen everywhere. In 1932, radio broadcasting started in Nigeria. Today, there are sixty four radio stations in Nigeria (Ojebode, 2003). Radio holds an important position in development and social change.

Omoluabi programme on Osun Radio

Omoluabi is a motivational radio programme conceived by Muyiwa Adejumo, son of the popular Moses Olaiya Adejumo (Baba Sala), to address various issues that affect human lives. The conceptualization of the radio programme was done by Mr. Ayo Asaju. To create a departure from the usual sense of lawlessness and insecurity that has permeated the State of Osun for some times, there was the need to instil the spirit of virtue that characterises a typical Omoluabi in Yoruba land through the motivational approach of Omoluabi designed by the new administration of Ogbeni Rauf Adesoji Aregbesola of the State of Osun. "Omoluabi" is the Yoruba proverbial version of the English concept of 'law abiding citizen'. The vision sets a stage for the use of fables, folktales and Ifa mythology to create stories that will address social ills like thuggery, stealing, corruption, fraudulent activities, bad leadership, insecurity, mischief, etc. It also impacts knowledge through the preaching of good behaviour, integrity and love.

Omoluabi on Radio runs for five (5) minutes daily on all Radio Stations in the State of Osun and its audience cuts across the South-West Nigeria and Benin Republic. Different stories of Yoruba settings that teach morals comes from the daily motivational package and

it has become a vehicle for social enlightenment because it affects different issues that touches human existence. Elements of Dramaturgy is employed by the presenter Biodun Adekanbi, he applies deep Yoruba proverbial genre in the story-telling approach. Most times graphical illustrations of the stories are painted clearly in the minds of the listeners.

Some of the episodes of Omoluabi include stories that give clear understanding of deep teachings that will last several decades by virtue of the lessons that comes out of the different episodes. It is also very interesting to state here that Baba Sala, Apostle Moses Olaiya Adejumo brings into the programme his archival sense of dramatic knowledge as he goes through each story-line to ensure that clear lessons are delivered to viewers within the 5 minute motivational presentation. From the research and survey concluded by the Osun Adara Crew, Omoluabi on Radio has become a strong medium of communication, imparting knowledge to people in the South-West Nigeria. Presently, there are on-going efforts to package the motivational presentation into a book which can be passed from generation to generation.

Problem Statements

Nigeria as a nation is confronted with diverse social problems, the greatest being internal violence, inter-ethnic fighting, corruption, unemployment, drug abuse, prostitution, and many others. Some of these social problems are resultant effect of uneven wealth and powers are distribution in the Nigeria social structure. A study was conducted on the Social Issues in Nigeria and findings shows that economic inequality has a severe effect on health especially for children. One fifth of Nigeria children die before the age of five, primarily from treatable diseases such as malaria. Measles, whooping cough, diarrhoea and pneumonia less than one-half of infants are immunized against measles, and malnutrition affects more than 40 percent of children under the age of five (Ekpenyong, 2015). The study also states that adults are equally affected although with less deadly consequences. Only 20 percent of rural Nigerians and 52 percent of urban Nigerians have access to safe water. Many others cannot afford the fees charged by private clinics.

While average incomes are higher and death rates lower in cities, urban poverty is as pervasive as rural poverty. Secure, well-paying jobs are scarce even for those with considerable education. Food is typically expensive. Housing too is costly despite its rudimentary quality, prompting the poor to build basic houses in shanty towns. Sewage disposal systems in most cities are also basic or primitive and polluted "streams, wells roadside drains and other bodies of water increase the risk of infectious diseases. Industry, automobiles and the burning of fuel and wood further polluted air and water (Ekpenyong, 2015).

Oyinlola (2011) opined that crime in Nigeria rose in the mid-1990s as a result of unemployment, economic decline and social inequality which are abetted by inefficient and corrupt police and customs forces. These social problems have called for socialization between Nigerians and their counterparts in other parts of the world; socialization will enable individuals to share information with any member of their peers thereby proffering a way out of such problems. The mass media especially radio has been identified as the means of delivering impersonal communications to a vast audience. The term media

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comes from Latin meaning "middle" suggesting that the media's function is to connect people. Since mass media has enormous effects on our attitudes and behaviours it is an important contributor to the socialization process. The mass media can play a significant role in shaping the social attitudes and behaviour of the society. Hence, the study seeks to assess the influence of "OMOLUABI", a radio programme in Osun State Broadcasting Corporation, in the development of positive behaviour and attitude of people in Osun State.

Research questions

1. How do the people of Osun State perceive the radio programme 'Omoluabi'?
2. Does 'Omoluabi' programme have any positive influence on the people of Osun State?
3. To what extent does the programme influence people's attitude to social development?
4. What are the challenges of sustaining 'Omoluabi' programme on Osun State radio?

Review of relevant Literature

Conceptual Framework

Socialization is the process of learning whereby individuals acquire the culture (norms, habits, values, skills and practices) of their society in order to becoming acceptable members of that society or community. DeFleur and Dennis (1998) in an earlier study define socialization as a complex, long-term, and multidimensional set of communicative exchanges between individuals and various agents of society that result in the individual's preparation for life in a socio-cultural environment. This preparation or induction to social life takes place in the infancy of the individual and derives from different agencies that converge in the individual's reasoning, perception and interaction with the surrounding world. These agencies alternate between the parents, family and social groups on one side, and the individual's exposure to media on the other.

Nnonyelu (2009) underscores that there is now a novel recognition that socialization is no longer seen as a one-way process in which individuals learn how to fit into society, since people may also in their day to day existence redefine their social roles and obligations.

The media plays a vital role in this view, for it can teach an individual about the nature of his or her social order. On the other hand, psychologists view socialization as an inner process that one must acquire in order to control inborn drives that would lead to socially acceptable behaviour (DeFleur and Ball-Rokeach, 1989, Folarin, 2006).

The role of the media in this case can be considered as highly important. Issues of media and representation take an active role in socialization. Obasi (2005) and Nnonyelu (2009) generally agreed that the content of culture in society is transmitted to members for adoption through the process of socialization via its agents like schools, family, peer group and the media. These agents help individuals to learn the culture of their societies which enable them change from a raw and defenseless infant to a mature, independent and

culture-bearing member of society. It is this transformational process that is generally referred to as socialization which also continues throughout life in varying degrees. However, taking socialization as a communicative process rather than an isolated effect on the individual, there is need to highlight on mass media as the agents of socialization and show the role of radio in the entire process.

Mass media as agent of socialization

The advent of mass media has thus made possible the reproduction of information on a massive scale via the medium of both the print and electronic media to inform, educate, entertain, as well as transmit values thus establishing the mass media the most powerful communication force ever created by man (Okafor and Malizu, 2013).

It is often difficult to determine which agent of socialization wields the greatest influence in an individual's socialization. However, individuals can learn directly from the media as it also communicates behavioural standard to parents, teachers and peers alike. This fact underscores the importance of mass media in the development of an individual as well as adult socialization. The media can be directly utilized for the purpose of education and indoctrination as seen in the case of television programmes directed at education. Another example could be seen in cases where authoritarian governments explore the media for dissemination of values and policies they want the governed to adopt (Okafor and Malizu, 2013). The mass media is more superior to other agents of socialization because it is a message multiplier which increases the speed and frequency of message delivery as well as the size of the audience that can be reached in a little space of time. It is reasoned that given the tremendous powers especially in situations where the mass media have been adopted as integral part of the learning process, its socialization capacity must be great. The electronic media is of great value both for the literate and the non-literate audience.

The mass media are therefore used because they serve certain functions for the individual and society. The media offer an opportunity of being together, something for friends to enjoy each other's company and a common experience about what to talk. Apart from educating people about events and happenings in the world they live, the media also provide casual relations and time out from school, work, family duties or fantasy world, which the troubled and disturbed may escape. It is known that people absorb most of their social norms from the mass media either consciously or unconsciously, directly or indirectly from others who have acquired norms from the media. Some other studies on the relative rank of the mass media as normative sources among major agents of socialization, as the family, schools and peer groups, have reported the mass media as relatively more important than the other agents (Okafor and Malizu, 2013).

Huemann, Moise-Titus; Podolski and Eron (2003) divided the information processing that happens during the mass media exposure into short term effects of media exposure and long term effects. According to Huemann et al (2003), short term effects of exposure to mass media are a consequence of three processes which are: (1) priming of

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already existing cognitions or scripts for behaviour; (2) immediate mimicking of observed behaviours; or (3) changes in emotional arousal and the misattribution of that arousal (excitation transfer). On the aspect of long-term effects, the same researchers underscore that although the short-term effects have strong influences on children's day-to-day way of behaving, their emotions and thinking, they do not result in lasting changes in children's cognition and links between emotions and cognitions and behaviours. The more lasting changes that could be called mass media socialization occur when new cognition or behavioural manifestations are firmly encoded as a consequence of exposure to the mass media or when new links between emotions and these cognition and behaviours are acquired. Three long-term processes that seem to be most important for socialization of individuals are (1) observational learning of behavioural scripts, world schemas and normative beliefs; (2) activation and desensitization of emotional processes; and (3) didactic learning processes (Huemann et al, 2003).

The way behaviours are presented through the mass media will determine whether the mass media teaches prosocial or antisocial behaviours. The same learning processes are involved in both cases. Thus, how much the media contribute to this fascinating process of socialization is the primary concern borne in this research with emphasis on radio.

Radio as agent of socialization

In developing countries, radio and to some extent, televisions are the most effective tools of communication since they cut across literacy boundaries. According to Kuponiyi (2000), radio is one broadcast medium that almost all experts agree is the most appropriate for rural and urban emancipation programme. Radio beats distance and thus has immediate effect. Ojebode (2002) examining the impact of radio on development and socialization identifies the following roles:

1. **Information Dissemination and Enlightenment:** The dispersal of information and enlightenment role of radio is still the commonest of its functions. This disseminating function covers information to people's alertness, health, agriculture, education, economy and politics.
2. **Equalizer of Education Opportunities:** This has to do with various education programmes that provide opportunities for adult literacy and correspondence learning, for those who may not have the opportunity of going to the four walls of a classroom formal education. Where good teachers and health workers are not evenly distributed, radio is depended upon to perform such roles (Ojebode, 2003).
3. **Education and Mental Broadening:** Radio, through its news and other formats, broadens the mental horizons of the listeners by making them get more knowledge of newsworthy events. It transports people from their obscure corners of the world into anywhere anything newsworthy is happening (Ojebode, 2003).
4. **Mobilisation:** Another important role of radio as a development medium is its

- mobilising capacity to support government programmes. In Nigeria, government, at different levels, has used mass media to mobilise support for its various programmes.
5. **Nation Building:** The role of radio in nation building and integration is also noticeable, especially in times of crises or disaster. This is because radio has the direct access to the minds and lives of the audiences. In Nigeria, successful governments have used radio to console people and reassure them of their support in times of fire disaster, religious crisis, flood and other catastrophic events
 6. **Agenda Setting:** Radio helps a community or group of people to identify their needs, organise, and articulate their views, as well as call government attention to these needs and demands.

Hence, radio has served many important roles especially in developing nations like Nigeria where it is employed for multilingual broadcasting. Since radio is flexible, the programmes on it can come in different languages and can help to integrate members of the society into the policies and rules of the society. Radio has also helps to encourage the participation of members of a state in a particular state driven project or projects (Tabing, 2002). Members of the state are brought together through appropriate news items and programme to undertake certain project that is for the good of the society at large. Also radio educates individuals in the society on how best to live for the growth and advancement of their society. Hence, radio has been found as a good agent of socialization.

Theoretical framework

Agenda Setting Theory

Agenda setting theory is the creation of public awareness and concern of salient issues by the news media. Two basic propositions underline most research on agenda-setting:

1. The press and the media filter and shape reality.
2. Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

One of the most critical aspects in the concept of an agenda-setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda-setting potential (MaComb's and Shaw, 1972). Agenda setting refers to the idea that there is a strong correlation between the emphasis that mass media place on certain issues (e.g., based on relative placement or amount of coverage) and the importance attributed to these issues by mass audiences (MaCombs and Shaw, 1972:11).

Agenda-setting theory seems quite appropriate to help us understand the pervasive role of the media (for example on political communication systems). Bernard Cohen stated that: 'the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.' In other words, the media may not always tell us what to think but have the ability to control or direct our thinking. Control of the flow of information is often referred to as "gatekeeping," and is based not only on media professionals' perceptions of what is important, but also on time and space limitations.

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The implication of this theory is that the mass media predetermine how issues are rated. They show the issues that are regarded as important at a given time in a given society. It is not as if the media determine what we actually think but they determine what we are thinking about (Folarin, 2006). In other words, the media outlines the plan for any event in the society. For instance, the media determines what will feature in any electioneering campaign.

According to the agenda-setting theory, mass media set the agenda for public opinion by highlighting certain issues. Studying the way political campaigns were covered in the media, Shaw and McCombs found that the main effect of news media was agenda-setting, i.e. telling people not what to think, but what to think about. Agenda setting is usually referred to as a function of mass media and not a theory (McCombs & Shaw, 1972). The theory explains the correlation between the rate at which media cover a story and the extent to which people think that this story is important. This correlation has been shown to occur repeatedly. Agenda-setting is believed to occur because the press must be elective in reporting the news. News outlets act as gatekeepers of information and make choices about what to report and what not. What the public know and care about at any given time is mostly a by-product of media-gatekeeping.

The agenda-setting theory function is a three part-process:

1. Media Agenda - issues discussed in the media
2. Public Agenda - issues discussed and personally relevant to the public
3. Policy Agenda - issues that policy makers consider important

Agenda setting theory explains the ability of the media to influence topic on the public agenda. The media usually affects the way news and information about an issue is carried on. Based on that, the media influences what the audience thinks about and how they do the thinking. This theory also holds that the media gives importance to certain issues.

The media also gives salience to events and occurrences it regards as very necessary, in this study promotion of social change or socialization by the media among the populace will affect their behavioural pattern which is expected to lead to social development. When there is social development then this will eventually lead to national development.

Methodology

The study adopts survey research design with the use of questionnaire and a qualitative method in the use of interview guide to elicit the needed information. A sample size is the actual subset of population under study (Ojebode, Onektu and Adegbola, 2010). Hence, a sample of 320 respondents was selected from listeners of Osun State Radio from Osogbo metropolis and its environs while a total of 300 copies of the questionnaire duly completed were analyzed. Purposive sampling technique was used for this study. Purposive sampling involves the selection of respondents on the ground that they possess particular characteristics (Ojebode et al., 2010). The respondents were selected on the basis of

specific characteristics – being adults (18 – 35 years), resident of Osun state and are listeners of the 'Omoluabi' programme..

The research instrument for this study was structures questionnaire and an interview guide. The questionnaire contains four sections.

- Section A: Demographic information.
- Section B: Perception of people about the radio programme 'Omoluabi'
- Section C: Positive influence of the programme on listeners
- Section D: Influence of "Omoluabi" programme on people's attitude and social development.

The interview guide contains six questions designed to elicit relevant information from the interviewee who were key producers of the programme. The data gathered were analysed using simple percentages and the findings were presented in tables. The structured interview data were recorded, transcribed and coded with relevant issues and retrieved to support the findings of the study.

Demographic Data Presentation

The results of the analysis are presented in the following sub-sections from demographic characteristics of the respondents to Research Question 5. Items on section A of the questionnaire were used to elicit response from the respondents.

Table 1: Demographics characteristics of the respondents

Variable	Measure	Frequency	Percent
Gender	Male	165	55
	Female	135	45.0
		300	100%
Level of Education	SSCE/WASSCE	12	4.0
	OND/NCE	61	20.3
	HND/B.Sc/B.A	208	69.3
	Others	19	6.3
		300	100%
Age	15-20	6	2.0
	21-26	19	6.3
	27-32	79	26.3
	33 and above	195	65.0
		300	100%

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Table 1 presents the demographic characteristics of the respondents. Male respondents accounted for the highest with 55.0% and female respondents accounted for the remaining 45.0%, Senior secondary school certificate holder depicts 4.0% of the level of education, OND/NCEs and HND/B.Sc/B.A depicts 20.3% and 69.3% respectively while others accounted for 6.0%. Respondents whose ages are 33 and above accounted for the highest 65.0% followed by respondents within the age range of 27-32 with 26.3%, and those within the age range of 21-26 depicts 6.3% those between 15-20 being the lowest with 2.0.

Findings and Discussion

Content of 'Omoluabi' radio programme on Osun State Radio

In-depth interview was conducted with the Key officers in charge of the programme 'Omoluabi'. From the findings of the interviews, it could be stated that the programme content of Omoluabi include: imbibing of virtues, attitude to others in terms of being patient, attitude to looking for money – avoiding get-rich quick syndrome, changing the poor dressing style among boys who sag and ladies who leave their body open, diligence at work, good attitude to neighbour, community effort/service and respect for elders. The Deputy Director of Osun State Radio in one of the interviews highlighted on the programme content of Omoluabi that:

...the current government of Rauf Aregbesola realized that most of our virtues as Yorubas were eroding. In order to restore these virtues, the government came up with this programme called Omoluabi. The government came up with the idea of giving us identity as a way of restoring virtues and the effort to restore these virtues informed the idea of Omoluabi programme.

He spoke further on the content of Omoluabi that:

The programme content involves topics on teaching virtue, attitude to others in terms of being patient, attitude against getting rich quick syndrome, changing our attitude on the way we dress for boys and girl in not exposing our bodies in a sexual suggestive manner, diligence at work, good attitude to neighbour, community effort/service and respect for elders.

On the factors that inform choice of Omoluabi content by the radio station, another key officer of the programme answered that:

Topical issues on the programme are based on what is going on in the society, like Nigeria celebrating 100 years of amalgamation; we can pick programmes surrounding unity and where Nigeria goeth.

We pick topics that will inform the general public.

On how the radio station gets feedback on Omoluabi programme, another programme director replied that:

Sometimes we go round the state to know what the people think about us. We observe that the ladies are more conscious of what they put on now. Even now the rate of fracas has reduced. People also call in when there is a slowdown in the program to ask for it to be continued as they like it.

In order to know whether the feedback informs future content, he answered that:

People call us to help them talk about certain issues sometimes. They call us and tell us to talk on thing like this or that and by that way they suggest topics for us.

Findings from the interview session suggest that the programme has been able to inculcate the right virtues and moral among those who listened to it in Osun State. This supports Ojebode's (2002) submission on radio as agent of information dissemination and enlightenment. He emphasized that "the dispersal of information and enlightenment role of radio is still the commonest of its functions. This disseminating function covers information to people's alertness, health, agriculture, education, economy and politics'. Also He stated that radio provides an equalizer of education opportunities where good teachers and health workers are not evenly distributed (Ojebode, 2003). This was shown in the content of 'Omoluabi' radio programme.

Public perception of the radio programme 'Omoluabi'

Findings also revealed that 89.7% of the respondents have been listening to 'Omoluabi' programme while 73% have been listening to the programme for up to 2 years. This suggests that the people are familiar with the programme and it would have contributed in one way or the other to their behavioural development. To further analyze the findings in Table 2 below respondents opinion were added in strongly agree and agree while the strongly disagree and disagree also added.

Table 2: Perception of the people about the Osun State radio programme 'Omoluabi'

Variable	Agree (%)	Disagree (%)	Total
Educative and shape moral values	280 (93.3%)	20 (6.7%)	300 (100%)
Informative about government activities	275 (91.0%)	25 (9.0%)	300 (100%)
Promoted positive moral attitude among people	267 (89.0%)	23 (11.0%)	300 (100%)
Effective in inculcating positive social attitudes and development	240 (80.0%)	60 (20.0%)	300 (100%)
Instructional to youth and adults.	271 (90.3%)	29 (9.7%)	300 (100%)

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Table 2 presents the result on opinion about 'Omoluabi' programme on Osun Radio. Findings from Table 2 above revealed that 93.3% respondents agreed that the programme has been educative in shaping moral values among the people while 6.7% disagreed, 91.0% agree that the programme is informative about government activities in Osun State while 9.0% disagree, 89.0% agree that the programme promotes positive moral attitude among people while 11.0% disagree, 80% respondents agree that the programme is effective in inculcating positive social attitudes and development among the people while 20% disagree and 90.3% respondents agree that the programme is instructional to youth and adults within and outside the state while 9.7% disagree.

This result revealed that 'Omoluabi' programme on Osun radio, according to the respondents' opinion, has been educative, informative, promoting moral attitude, inculcating positive social attitude and instruction among the people of Osun State.

Hence, most residents of Osun State perceive 'Omoluabi' as a worthwhile programme on radio. More people view it as shaping moral virtues among listeners.

Majority of the people also admitted that the programme has gotten them enlightened on government activities. Many of the respondents also admit that the programme has helped to shape the attitude of the youths and adults, and has inculcated positive social attitude and development.

To buttress the finding, the role of the mass media in information dissemination and shaping the social behaviour of members of the society is evident in this study. The mass media especially radio has been shown as an instrument of social change (Okafor and Malizu, 2013). Hence, individuals can learn directly from the media as it also communicates behavioural standard to parents, teachers and peers alike.

This fact underscores the importance of mass media in the development of an individual as well as adult socialization. Radio, through its news and other formats, broadens the mental horizons of the listeners by making them get more knowledge of newsworthy events. It transports people from their obscure corners of the world into anywhere anything newsworthy is happening. This is intellectual development which is an important part of development (Ojebode, 2003). The media can be directly utilized for the purpose of education and indoctrination as seen in the case of radio programme "OMOLUABI".

The findings of the study show that the pervasive role of the media in the agenda setting theory cannot be overemphasized. This also implies that the media have been performing their educative role through the radio programme like 'Omoluabi' in Osun State radio. Positive influence of the radio programme 'Omoluabi' on listeners in Osun State

Table 3: Influence of 'Omoluabi' on people's attitude and social development

'Omoluabi' programme on Osun radio has made me to:	GE		LE		VLE		NE		Total
	F	%	F	%	F	%	F	%	
Avoid committing crime	226	75.3	21	7.0	15	5.0	38	12.7	300 (100%)
Be socially responsible	172	57.3	94	31.3	3	1.0	31	10.3	300 (100%)
Pay my tax	185	61.7	53	17.7	6	2.0	56	18.7	300 (100%)
Pay my utility bills	189	63.0	59	19.7	16	5.3	36	12.0	300 (100%)
Respect other people's opinion	213	71.0	50	16.7	3	1.0	34	11.3	300 (100%)
Be law-abiding	223	74.3	34	11.3	9	3.0	34	11.3	300 (100%)
Be my neighbour's keeper	208	69.3	64	21.3	6	2.0	22	7.3	300 (100%)
Live exemplary life	230	76.7	42	14.0	6	2.0	22	7.3	300 (100%)

Key: GE Great Extent, LE: Little Extent, VLE: Very Little Extent, NE: No Extent

Table 3 presents result of the influence of Omoluabi on people's attitude and social development. 75.3% respondents were of the opinion that the programme to a great extent has influence their attitude to avoid committing crime, 57.3% said it has influenced them to a great extent to be socially responsible, 61.7% said it has influenced them to a great extent to pay their tax regularly, 63.0% said it has influenced them to a great extent to pay their utility bills, 71.0% said it has influenced them to a great extent to be respect other people's opinion, 74.3% said it has influenced them to great extent to be law-abiding, 69.3% said it has influenced them to great extent to be their neighbour's keeper, while 76.7% said it has influenced them to a great extent to live an exemplary life.

Findings from the data above show an appreciable degree to which the radio programme 'Omoluabi' influences people to social development. A great number of people have been influenced to avoid committing crime, to be socially responsible and pay their tax to government. Also a large number of the respondents agreed that the programme has influenced them to pay their utility bills, be moved to respect other people's opinion, be law-abiding and be their neighbour's keepers.

Majority of the respondents also have been moved by the radio programme to live an exemplary life. The findings also support the view that in the face of socialization, radio helps in mobilizing the listening public towards living right. Listeners are charged to maintain the rules and regulations of the state. Radio also helps to encourage the participation of members of a state in a particular state driven project or projects (Tabing, 2002).

However, the programme cannot be solely adjudged to have a sweeping influence in mobilizing listeners' in Osun State. There might be other intervening variable or other programmes on Osun State radio that have contributed in one way or the other to mobilizing Osun State citizenry.

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Challenges of sustaining 'Omoluabi' programme on radio

The study also revealed that there are major challenges facing the continuous airing if the programme. An interview with the producer of the programme revealed that:

...fund constitutes a major challenge in producing and airing the programme on radio. The program which is three years old is faced with fund to continue production as the station is not Father Christmas to allow free air time. Without money, any program will go into extinction. The station is struggling so hard not to let the program go off air.

On the effort being made for the programme to be more vibrant for the listening audience, he emphasized that "every production is better than the last one; hence the supervisors cannot let go issues that have to do with better production content wise, sound wise to improve in their work".

From the foregoing, it could be stated that the major challenge Osun radio encounters in having the radio programme on air is bothered on availability of fund for production and payment of airtime. Other challenges are those of ensuring that there is adequate content, adequate time and also making sure that production happens at the appropriate time and with the right standard.

Hence, as revealed in the findings of the study the major challenge of radio programme of this nature in developing countries like Nigeria is non availability of fund which affect majority of social change initiatives among the people.

Conclusion/Recommendation.

This study shows that radio as a mass medium has a strong effect if properly funded and utilized for social change initiatives targeted at the people. Since mass media is a very important agent of socialization, the utilization of 'Omoluabi' programme on Osun Radio for that purpose will continue to facilitate the socialization of the listening public. Due to the decline in societal values among the people, the importance of mass media programmes especially the use of radio programmes will help to restore the original culture, virtue, language and principles of the society. 'Omoluabi' programme offers a high hope towards that direction of appropriate socialization for the community of listeners in Osun state and beyond.

Government and various bodies are encouraged to support more programmes that will drive socialization.

This can be done when effects of various programmes that contribute to the positive growth of individuals are intelligently selected and funded.

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