

Perception of Impact of Development Communication on Sustainable Development Among Students of Ignatius Ajuru University of Education, Port Harcourt

Andrew Ike Onyekosor, Ph.D

Department of English and Communication Arts,
Ignatius Ajuru University of Education, Port Harcourt
Email: andykosor@gmail.com

Edward Diegbegha Yeibo, (PhD)

Department of Linguistics and Communication,
University of Port Harcourt,
Email: edwdy@yahoo.com

DOI: 10.56201/wjeds.v9.no2.2024.pg1.15

Abstract

This study investigated the perception of students of Ignatius Ajuru University of Education, Port Harcourt on the impact of development communication on sustainable development. The study was informed by divided opinion among media scholars about the strength of development communication among other development agents. In carrying out this investigation, four specific objectives were formulated out of which four research questions were designed to generate data from respondents. Survey research design was employed. Population of the study comprised all weekend students of English and Communication Arts department of Ignatius Ajuru University of Education, Port Harcourt which was 105. Study sample of 40 respondents was drawn from the population through a simple random sampling technique, while a 12-item questionnaire was used as research instruments. Data were analysed using simple percentages. In the end, study showed That upward communication is the best type of development communication; that development communication approach is very relevant for sustainable development; communication has a lot of roles to play in sustainable development; findings also showed that students perception is that development communication among other development agents plays a vital role in sustainable development. It was recommended that development communication should be used to mobilize the people to appreciate and support government development programmes; knowledge of development communication should be broaden to make it more popular and practicable among media practitioners, scholars and the public among others.

Keywords: *Development; Sustainable Development; Development Communication*

Introduction

There is no doubt that the mass media play important role in national development. This role lies in the power and ability of the media to influence, persuade, mobilize, sensitize, and set agenda for people in society by means of information dissemination (Seema, 2014). For meaningful and sustainable development to be attained in any society therefore, communication must play key role in leading other catalysts of development to bring about transformation that involves the participation and inputs of citizens in society.

It was in recognition of the importance of development to society and by extension the globe that spurred the United Nations to organize the largest gathering of the world leaders in history to adopt, the United Nations Millennium Declarations committing their nations to a new global partnership to reduce extreme poverty and setting out series of time bound targets with a deadline of 2015, that was known as Millennium Development Goals (MDGs). Following the end of 2015, member countries of the United Nations General Assembly in September, 2015 adopted the 2030 development agenda titled “Transforming Our World: the 2030 Agenda for Sustainable Development” (United Nations Report, 2015). These goals also regarded as Sustainable Development Goals (SDGs) were intergovernmental set goals with many targets spelt out to be achieved by member nations, by the year 2030.

For sustainable development target to be attained without it ending up as one of the failed government policies and programmes in Nigeria as may be applicable to other developing nations of the world, a new approach whereby communication are used to drive the process and to carry out development task has to be introduced into development process. This new approach is Development Communication.

Development communication which is the new media approach to development by society like Nigeria and other developing countries focuses on local initiatives (Perry, 2002). This means that citizens in villages and other local communities should promote development from the grassroots, that is, from the “bottom-up” by deciding what form it will take for them. This is a clear departure from the western “top-down” approach which involves efforts by government officials or other elites to persuade the masses. This according to Schiller (1976) cited in Perry (2002) subjugate the developing world, keeping its people away from true development, presumably based on some sort of socialist model, and promote the interest of the capitalist elites.

The focus of this paper therefore, is to bring to the front burner the relevance of development communication as a catalyst for sustainable development and to recommend it as the best communication approach for development.

Statement of the Problem

There have been strong divided opinions among media scholars especially those who have bias for development communication that no meaningful development can take place in any society without communication being a driving force. To these communication experts, ideas about development, strategies, plans, policies, programmes, participants and mechanisms must be rightly communicated for meaningful impact. The people who are to benefit from such development have to be informed and educated about the importance of the developmental project.

However, development of a society is a complex activity which involves several processes, agencies and individuals to get it done. For this reason, some scholars also believe that communication merely operate in nexus with other development agents in any society to drive the development process. To these scholars, ascribing sustainable development in a society to impact of communication might be an unfair judgement.

Based on these points of arguments, this study was out to sample the opinion of students of Ignatius Ajuru University of Education, Port Harcourt to get their perception on the impact of development communication in accelerating sustainable development of a society or nation.

Objectives of the Study

The specific objectives of this study are to:

1. To identify the type of development communication that are necessary for sustainable development.
2. To identify development communication approach that is most relevant for sustainable development.
3. To determine the extent to which development communication can enhance sustainable development.
4. To determine students' perception of the impact of development communication on sustainable development.

Research Questions

Answers to the following research questions were sought by the study:

1. Which type of communication is most relevant for sustainable development?
2. Which development communication approach is best applicable to sustainable development?
3. To what extent can development communication enhance sustainable development?
4. What are the perceptions of Ignatius Ajuru University of Education students on the impact of development communication on sustainable development?

Conceptual Review Development

The word development is difficult to give a general definition. However, scholars have come up with various definitions based on indices or acceptable parameter to define development. For instance, Rodney (1972) sees development as a phenomenon which is inherent in all societies. According to him all parts of the world including Africa, had potentials for development. He explained that Africa was infact developing before the intrusion of colonialism. Rodney posited that it does not matter whether a society is primitive or modern, provided that the society is in position to positively and creatively harness and utilize, the objects of nature to improve its living conditions on sustainable basis.

Development in human society is a many sided process. At the level of the individual, it implies increased skill and capacity, greater freedom, creativity, self-discipline, responsibility and material well being. A society develops economically as its members increase jointly their capacity for dealing with the environment. This capacity for dealing with the environment is dependent on the extent to which they understand the laws of nature (science), or the extent of which they put their understanding into practice by devising tools (technology), and on manner in which works is organized (management) (Perry, 2002).

In the view of Anaeto and Solo-Anaeto (2010; p.4) “development is about man; and man is both the subject and recipient of development”. According to these authors, the word “development” implies growing or advancement in the life of a person or society. Also, Amodu (2007) in explaining development says that it is the process of positive socio-economic change in the quality and level of human existence which is aimed at raising the standard of living, the quantity of life and human dignity.

To Rogers (1976) cited in Wilson (2005; p.124), development “is a widely participatory process of social change in a society, intended to bring about social and material advancement including greater equality, freedom and other values qualities for the majority of the people through their gaining greater control over their environment. Similarly, Muhi et al. (1993; p.2) explained that development is concerned with the quality and quantity of life available to the people.

They expounded that quality of life refers to opportunities and availabilities of social, health and educational concerns. Quality of life involves the amount of economic and political participation of the people. Writing on development, Soola (2003, p.15) sees development from democratic point of view. He wrote that development must be of the people, by the people and for the people. He went further to emphasize that development must permeate the entire spectrum and strata of society, touching on the lives of the poorest of the poor, lifting them up, as it were, from the abyss of poverty, ignorance, diseases, squalor, human rights abuses and related deprivations.

In the opinion of Moemeka (2012), development has to do with change for the better from the conditions (social, economic, political, cultural and human) that are no longer considered good enough for the goals and aspirations of a society to those that are most likely to meet those goals and aspirations.

Development must be judged by its impact on people and society in general not only by changes in income as some economists might think, but more generally in terms of choice, capabilities and freedom and is concerned about the distribution of income and wealth to the people in the society. Owen (2012) in his own view says that development is a result of the way people, firms, technologies, and institutions interacts with each other within the economic, social and political system . Specifically, development is the capacity of those systems to provide self-organized complexities.

In a simple sense, development could be summed up by recent quote in the social media by Gustavo Petro, Mayor of Bogota which says “A developed country or society is not a place

where the poor have cars; rather it is where the rich use public transportation.” This statement tends to portray efficiency, safety, harmony and equality of citizens as hallmark of development.

Sustainable Development

Sustainable development has been defined in many ways just as it was impossible to have a single definition of development among scholars. But the most frequently quoted definition is from United Nations World Commission on Environment and Development, **Our Common Future** (2015) which says that “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.

Sustainable development according to this world development agency contains within it, two concepts: the concept of needs, in particular, the essential needs of the worlds poor, to which overriding priority should be given; and the idea of limitations imposed by the state of technology and social organizations on environment’s ability to meet present and future needs. Sustainable development is a process for meeting human development goals while sustaining the ability of natural systems to continue to provide the natural resources and ecosystem services upon which the economy and society depends. The concept of sustainable development has developed beyond the initial intergenerational framework that focused more on goals of socially inclusive and environmentally sustainable economic growth.

The Action Plan Agenda 21 for sustainable development as provided by United Nations World Commission on Environment and Development (2015) identified information, integration, and participation as key building blocks to help countries achieve development that recognize these interdependent pillars. Also Agenda 21 emphasizes that broad public participation in decision making is a fundamental development for achieving sustainable development. Agenda 21 is a 350-page document divided into 40 chapters that have been grouped into four sections by the United Nations.

Section one, deals with social and economic dimension directed toward combating poverty, especially in developing countries, changing consumption patterns, promoting health, achieving a more stable population, and sustain settlement in decision making.

Section two, focused on conservation and management of resources for development. It includes atmospheric protection, combating deforestation, protecting fragile environment etc.

Section three, touched on ways of strengthening the role of major groups in society: including women, children etc.

Section four, paid attention on the means of implementing the policies geared towards sustainable development.

The United Nations Development Programme (2015) coined the term “sustainable development to describe the very human centredness of sustainable development. Generally speaking, development is good, but while we go about development we should be mindful of the effect of our development so as not to subject coming generation to adverse effects of our

present development. It therefore suggests that the benefits of development should be reliable, enduring, dependable and sustainable irrespective of who assumes power or party in power.

Development Communication

Development communication is organized efforts to use communication process and media to bring social and economic improvements generally in developing countries. According to Anaeto and Solo-Anaeto (2010), development communication is concerned with facilitating the process of development through the sharing of development-oriented information as well as fostering necessary collaborations to help more people from unacceptable levels of underdevelopment to improve quality of life. Focus of development communication is concerned with the ability of using information to bring about positive change in society. In this opinion on the subject matter, Melkote (1991) cited in Anaeto and Solo-Anaeto (2010) say that the main purpose of development communication is to use communication and information dissemination to raise the quality of life of the masses, including to accelerate income and wellbeing, eradicate social injustice, promote land use reforms and freedom of speech.

Several strategies are applied in development communication. They include; advocacy, social mobilization, participatory communication, social marketing among others. The purpose of these strategies is aimed at improving the socio-economic wellbeing of the people.

McQuail (1987, p.1-5) outlined the major tenets of development communication to include:

- i. Media must accept and carry out positive development tasks in line with national established order.
- ii. Freedom of the media should be opened to economic priorities and development needs of the society.
- iii. Media should give priority in news and information to link with other developing countries which are close geographically, culturally, or politically.
- iv. Media should give priority in their content to the nation culture and language(s).
- v. Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks.
- vi. In the interest of development, the state has a right to intervene in or retrieve media operations, and devices of censorship, subsidy and direct control can be justified.

Seema (2014) in his opinion refers to development communication as a spectrum of communication process, strategies and principles within the field of international development, aimed at improving the conditions and quality of life of people struggling with underdevelopment and marginalization. Reflective of the field's historical evaluation, development communication is characterized by conceptual flexibility and diversity in the application techniques used to address the problems of development. Some approaches in the field according to Seema, include information dissemination, and education, behaviour change, social marketing, social mobilization, media advocacy, communication for social change and participatory communication.

The limited application of the “four theories of the press” to the third world countries, which are vastly different from each other and also from western countries, led to the birth of a new approach whereby communication is used to carry out development task. These tasks are carried out in line with nationally established policy. The best source for information on this

issue is the report of the UNESCO sponsored International Commission for the Study of Communication Problems. According to the report as edited by Sear Macbride (UNESCO, 1980), some common conditions of developing countries that limit the potential benefits of other theories here are:

- a) The absence of communication infrastructure
- b) Dependence on the development world for hardware and software
- c) The commitment of these societies to economic, political and social development as a primary nation task.
- d) The developing countries awareness of their similar identity and interest in international politics.

Because of these prevailing conditions, the developing countries overriding objectives would be to use mass media for nation building. The major thrust of development communication theorists has been on the use of media as a support to nation development programmes like poverty alleviation, polio eradication, population control, literacy drive, employment generation scheme, gender equality etc. Development communication can also refer to access by population to the communication process with a view to promoting social justice and democracy (Beltran, 1993, cited in Srampickel, 2007).

Theoretical Framework

Many theories have been suggested for development communication (Anaeto & Solo-Anaeto, 2010, p.5). But two of these theories seem to be more popular among media scholars in recent times. The theories are: The diffusion of innovation theory and participatory communication theory.

Diffusion of Innovation

The diffusion of innovations theory elaborated by Everett Roger (1962; 1983) became one of the most influential modernization theories (Srampickel, 2007). It has been said that Rogers model has ruled development communication for decades and became the blueprint for communication activities in development. Roger's intention was to understand the adoption of new behaviours. The premise was that innovations diffuses overtime according to individuals' stages. Having reviewed over 500 empirical studies in the 1960s, Rogers posited five stages through which an individual passes in adoption of innovation. These stages he said are: awareness, knowledge and interest, decision trial, and adoption/rejection. Respondents were divided into different groups according to their propensity to incorporate innovations and timing in actually adopting them.

Rogers proposed that early adopters act as models to emulate and generate a climate of acceptance and an appetite for change, and those who are slow to adopt are laggards. This latter category was assured to describe the vast majority of the population in the third world (Srampickel, 2007). For Rogers, the subculture of the peasantry offered important psychological constraints on the incorporation of innovations and consequently, development. According to Rogers, development communication entails a process by which an idea is transferred from a source to a receiver with the intent to change his behaviour. Usually the source wants to alter the receiver's knowledge of some idea, create or change his attitude towards the idea or persuade him to adopt the idea as part of his regular behaviour.

Contributing to diffusion of innovation, Anaeto et al (2008) expounded that diffusion of innovation involves engaging communication in the transfer of technological, innovations from development agencies to their clients or recipients so as to create an appetite for change through creating an enabling environment for modernization among members of the public.

Combination of mass communication and interpersonal communication in innovation diffusion help to ensure that development messages are carried to the grass root by the aid of mass media technologies and the opinion leaders. The opinion leaders get the information from the mass media and pass the messages down to their neighbors or opinion followers. This theory therefore emphasizes the importance of communication in innovation diffusion.

Participatory Development Communication Theory

Participatory theorists criticized the modernization paradigm on the grounds that it promoted a top-down, ethnocentric and paternalistic view of development (Srampickel, 2007). These theorists argued that the diffusion model proposed a conception of development associated with western vision of progress. The top-down approach of persuasion models implicitly assumed that the knowledge of governments and agencies were correct and that indigenous population either did not know or had incorrect beliefs. Since the conceptualization of the programmes emanated outside the villages, the communities' members assumed that the innovation did not belong to them, but the government. They therefore expect the government to be responsible when there is challenge or problem with the innovation.

Anaeto and Solo-Anaeto (2010) say that participatory development communication is all about seeking the active involvement and participation of community members and groups in development through a strategic utilization of various communication strategies. Put in a simple sentence, participatory development communication is the use of communication to facilitate community involvement in a development initiative.

In this approach to development, communities are not considered as beneficiaries of a development initiative, but they are rather assumed as stakeholders and owners of the initiative. As such the communities are involved right from conception (planning) stage to the execution. It was for this reason that Bassette (2004) says that participatory development communication is the process of involving the local community in identifying their development problems, discovering its many dimensions and taking concrete set of actions to experiment or implement them. To achieve these objectives, participatory communication makes use of dialogue and horizontal exchange of ideas, views and opinion.

The important objective of participatory development communication is to involve the people or community who the development programme is meant to benefit or targeted. Anaeto and Solo-Anaeto (2010, p.18) further explained that “participatory idea of development is premised on the fact that the common people are intelligent and can be active agents in change management. Development efforts should be based on the peoples capacity to contribute and participate actively in the task of transforming their society.

An important element in the strategy for rural development is therefore the mobilization of the rural masses to encourage the active participation of every individual with others and group in various programmes. The reason being that development programmes have a better chance of

success when they are seen not so much as what can be done for people, but rather what the people can do together for themselves. To get them into this frame of mind, information must reach the people at all levels, concerning the new desired goals and objectives for social transformation, as to what is required of them to achieve them.

In addition, adequate information will make a better understanding and enable recipients appreciate the relevance of the new programmes to their everyday living condition. It will also encourage a close link between the initiators of the development tasks and beneficiaries of development efforts. Focus Group Discussion (FGD), opinion leaders, community socio-cultural groups, community radios, newspapers, and town hall meetings are key channels of participatory development communication.

Role of Development Communication in Sustainable Development

Primarily, the media perform three functions in any given society. They are to: inform, educate and entertain the people (Onyekasor, 2019;2014). Added to these three basic functions, the mass media can perform the role of persuasion, mobilization and integration. Specifically, development communication has a specific objective, which is “communication for development”.

The roles of development communication in sustainable development are outlined as follows:

1. Development communication believes in involving people in the development decisions that concerns them. This is the views of the participatory theory (Bassette, 2004). By so doing, the people have a sense of belonging and become active participants in their programmes. This brings about success since such programmes are supported and embraced by all.
2. Through development communication, knowledge of new innovations are easily diffused or transferred from the source or originator of the ideas to the recipients or user of the innovation through repeated and persistent presentation through the media. This could be achieved through agenda setting or from the media through the opinion leaders who pass the message to the audience.
3. Development communication plays key role in mobilizing people for development task. When people understand the purpose of a programme and the benefit of the programme to them, it becomes easier to get their support and involvement. For instance, at the onset of the polio immunization in Nigeria, majority of parents in northern Nigeria did not accept the programme because of wrong perception of its purpose. But through participatory communication using their local midwives, nurses and other health workers in conjunction with opinion leaders and media campaigns, the parents came out with their children for immunization. This brought about the huge success recorded in eradication of polio virus in Nigeria.
4. Development communication encourages the promotion and preservation of culture and tradition. The idea of development communication is grass root (people) oriented. It take development to the people at the grass root. By so doing the culture of the people and tradition of the people are taken into consideration.

5. Development communication encourages integration by bringing people together to participate in development. It is through this means that large members of people across cultures come to know about each other's tradition and appreciate each other ways of life. It develops integration and tolerance towards each other.
6. It promotes friendly environment and peace in society. In a society where people felt cheated, unimportant and marginalized, rebellion and social unrest will abound. But when people see themselves as part of the system there will be peace, unity, harmony and development.
7. Lastly, development successes are better sustained through development communication.

Research Methods and Procedure

The study adopted the survey research design. The reason for the preference of this design among others is that survey has the advantage of collecting and analyzing data of a small number of a population and generalizing results of data to the entire population (Okwandu, 2004; Onyekosor, 2014). The population of this study comprised all English and Communication Arts students under the weekend programme of Ignatius Ajuru University of Education, St. Johns Campus, Port Harcourt which according to available class lists is 105. Out of this population, a sample of 40 respondents was drawn through random sampling technique. Akogun (2004, p.86) recommends that a "descriptive survey research should have a sample size that is larger than 30 depending on the size of the population".

A 12-item questionnaire served as research instrument. It was designed in such a way that it could generate data for the study. Students seated in class were given numbers before the administration of the copies of questionnaire. Student given number 1, was used as the starting point, followed by student with number 2 in that order to the last number of respondent, which is 40. This was done with permission from course lecturers to administer the copies of questionnaire. Validity was achieved by the scrutiny of colleagues, while reliability was realized by administering 10 copies of the study questionnaire on students of regular English and Communication Arts department, Ignatius Ajuru University of Education, Port Harcourt. The Cronbach's Alpha Coefficient was applied in determining reliability which was discovered to be 0.84. Collected data were analyzed using simple percentages.

Analysis of Data

Table 1: Percentage response to which type of development communication is most relevant for sustainable development.

| Criterion | Yes | Undecided | No | Total |
|-----------|-----|-----------|----|-------|
|-----------|-----|-----------|----|-------|

| | N | % | N | % | N | % | N | % |
|----------|----|--------|---|-------|----|--------|----|-----|
| Downward | 9 | (22.5) | 1 | (2.5) | 30 | (75) | 40 | 100 |
| Upward | 31 | (77.5) | 0 | (0%) | 9 | (22.5) | 40 | 100 |

Table 1 shows the response to type of development communication that is most relevant for sustainable development. A total of 31 respondent representing 77.5% agreed that upward communication is the best type of development communication, while 22.5% agreed to downward communication.

Table 2: Shows the response to best development communication approach applicable to sustainable development

| Criterion | Yes | | Undecided | | No | | Total | |
|-------------------------|-----|--------|-----------|-------|----|------|-------|-----|
| | N | % | N | % | N | % | N | % |
| Participatory approach | 29 | (72.5) | 3 | (7.5) | 8 | (20) | 40 | 100 |
| Diffusion of Innovation | 6 | (15) | 2 | (5) | 32 | (80) | 40 | 100 |

Table 2, the response from respondents as indicated in table 2, shows that a total of 79.5% representing 29 respondents answered “yes” to participatory approach, while a total of 15% agreed to diffusion of innovation.

Table 3: Percentage responses to what extent development communication can enhance sustainable development.

| Criterion | Yes | | Undecided | | No | | Total | |
|----------------|-----|--------|-----------|-------|----|--------|-------|-------|
| | N | % | N | % | N | % | N | % |
| Large extent | 28 | (70) | 2 | (5) | 10 | (25) | 40 | (100) |
| Minimal extent | 7 | (17.5) | - | - | 33 | (82.5) | 40 | (100) |
| No extent | 2 | (5) | 3 | (7.5) | 35 | (87.5) | 40 | (100) |

Table 3 shows that a total of 70% of respondents representing 28 persons answered yes to “large extent”, 17.5% to “minimal extent” and 17% to “no extent”.

Table 4: Percentage response to perception of students on impact of development communication on sustainable development.

| Criterion | Yes | | Undecided | | No | | Total | |
|-------------|-----|------|-----------|------|----|------|-------|-------|
| | N | % | N | % | N | % | N | % |
| High Impact | 32 | (80) | - | - | 8 | (20) | 40 | (100) |
| Low Impact | 10 | (25) | 2 | (17) | 28 | (70) | 40 | (10) |
| No Impact | 2 | (5) | - | - | 38 | (95) | 40 | (100) |

Table 4 shows that 32 respondents represent 80% answered yes to a “high impact”, 25% was on “low impact”, while “no impact was 5%.

Discussion of Findings

The discussion of finding of the study was based on the research questions.

Research Question One: Which type of communication is most relevant for sustainable development?

Findings from analysis on Table 1 show that upward communication is the best type of communication for sustainable development. Unlike the downward communication which is believe by scholars like Srampickel (2007) to be ethnocentric and paternalistic when it comes to development, the upward communication encourages communities’ participation in the developmental project that is meant to benefit them. In order ward the initiative or conceptualization of community project emanates from the grassroot which is, the community people, not the other way round. The important objective of the upward communication is that the people have a voice or input through communication on development programmes meant for them.

Findings are in agreement with Srampickel (2007) who criticized the topdown or downward type of communication as western vision of progress. To him, the downward approach of persuasion models implicitly assumed that the knowledge of governments and agencies were correct and that indigenous population either did not know or had incorrect beliefs.

Research Question Two: Which development communication approach is best applicable to sustainable development?

Table 2 provided answers to this research question. The findings on which development communication approach is best applicable to sustainable development indicated that respondents’ agreed to participatory communication approach as the best approach to sustainable development.

These findings is in consonance with the assertions of Anaeto and Solo-Anaeto (2010) who said that participatory development communication is all about seeking the active involvement and participation of community members and groups in development through a strategic utilization of various communication strategies. According to them, communities are not just considered as beneficiaries of a development initiative, but they are rather assumed to be stakeholders and owners of the initiative as such the communities are involved right from conceptualization to the execution state.

The findings also support the contribution of Bassette (2004) who opined that participatory development communication is the process of involving the local communities in identifying development problems, discovering its many dimensions and taking concrete set of actions to implement them. To achieve these objectives, participatory communication according to him makes use of dialogue and horizontal exchange of ideas, views and opinion.

Research Question Three: To what extent can development communication enhance sustainable development?

Data for this question are provided in table 3. The finding on what extent can development communication enhances sustainable development indicated that to a large extent, development communication has a lot of roles to play in sustainable development. This was evident from the responses of the respondents.

These findings justified the statement of Seena (2004) who said that for meaningful and sustainable development to be attained in any society therefore, communication must play key role in leading other catalysts of development to bring about transformation that involves the participation and inputs of citizens.

Development communication therefore helps to sustain development effort by mobilizing the people for development task. When people understand the purpose of a development programme and the benefit of the programme to them, it becomes easier to get their support and involvement. Development communication can help drive this process and get every stakeholder to be involved in the process.

Research Question Four: What are the perceptions of students of IAUE on the impact of development communication on sustainable development?

Table 4 provided answers to the question of what are the perception of students on the impact of development communication on sustainable development. The findings indicated that respondents' (students') general perception is that development communication has a very high impact on sustainable development. This means that among the agents of development, development communication plays a key role in sustainable development. This is the more reason why attention must be given to it in the design of any development project or programme.

This finding is in agreement with the assertion of Perry (2022) who said that for sustainable development projects to be attained without it ending up as one of the failed government policies and programmes in developing world, a new approach whereby communication are used to drive the process and to carry out development task has to be introduced into development process. This new approach according to him, is development communication.

Conclusion

The aim of development communication is to bring development to the poor and underdevelopment societies in the developing world through the media of communication. This indeed is not a very popular or familiar kind of communication. However, if there must be even development among the urban and rural societies, then development communication must be

engaged as the process of encouraging participation and mobilizing peoples' support for development. More importantly, development programmes that are not communicated effectively and persuasively will be dead on arrival. To ensure sustainable development therefore, those whose development are meant for must participate in their programme.

Recommendations

Based on the findings and conclusion of this study, the following recommendations are made.

1. Development communication which encourages the use of upward communication should be used to mobilize the people to appreciate and support government development programmes.
2. Participatory development communication should be adopted and incorporated into government development plans.
3. Knowledge of development communication should be broaden to make it more popular and practicable among media practitioners, scholars and the public.
4. Among other agents of development, development communication should be given a top priority.

References

- Amodu, L. O. (2007). The role of internet in the sustainable development of rural Africa: A fact or farce? In E. V. Mojaje, A. Salawu and O. O. Oyewo (Eds). *Ebenezer Soola Conference on Communication Proceedings*. Pp 8-13.
- Anaeto, S.G. & Solo-Anaeto M. (2010). *Development communication: Principles and practice*. Stirling-Horders Publishers.
- Anaeto, S.G., Onabajo, O.S. & Osifeso, J.B. (2008). *Model and theories of communication*. African Renaissance Books Inc.
- Bassette, G. (2004). *Involving the community: A guide to participatory development*. South Bound and International Development Research Centre (IDRC).
- Akogun, O.A. (2000). *The research manual*. Paraclete Publishers.
- Bittner, J. R. (1989). *Mass communication an introduction*. New Jersey: Prentice Hall Inc.
- Creig, R. T. (1989). Communication a practical discipline. In B. Derwin, L. Grossberg, B. J. O'Kerefe & E. Wartella (Eds). *Rethinking Communication. 1*, 97-122.
- Folarin, B. (1998). *Theories of mass communication: An introduction text*. Link Publishers.
- McQuail, D. (1987). *Mass communication theory: An introduction*. SAGE Publication.
- Moemeka, A.A. (2012). *Development communication in action: building understanding and creating participation*. University Press of America.

- Muhi, E. T., Panopio, L.S. & Salcedo, L.L. (1993). *Dynamics of development: The Phillipines perspectives*. National Book Stores, Inc.
- Onyekosor, A. I. (2019). Observational learning of gangsterism in Nollywood movies among youths in Ogba-Egbema-Ndoni LGA, Rivers State, Nigeria. *Journal of Humanities and Social Policy*, 5(2), 13-26.
- Onyekosor, A.I. (2014). Television programme reference and the propensity for violent behaviour among youths in tertiary institutions in Port Harcourt, Nigeria. *Journal of New Media and Mass Communication*, 21, 50-55.
- Owen, B. (2012). What is development? Centre for global development. www.cgdev.org/what-development.
- Perry, D. K. (2002). *Theory and research in mass communication*. Lawrence Erlbaum Associates Inc. Publication.
- Rodney, W. (1972). *How Europe underdeveloped Africa*. Bogle L'ouverture Publications.
- Rogers, E. M. (1976). Communication and development: The passing of the dominant paradigm. *Communication Research*, 3, 213-240.
- Schiller, H. (1976). *Communication and cultural domination*. International Arts and Sciences Press.
- Seema, H. (2014). *Mass communication principles and concepts*. CBS Publishers & Distributors.
- Soola, E. O. (2003). Development communication: The past, the present and the future. In E.O. Soola (Ed). *Communication for Development purposes*. Kraft Books Limited.
- Strampickal, J. (2007). Major theories of development communication and their critiques. In J. Strampickal (Ed). *Understanding mass communication*. Media House.
- UNESCO (1981). *Many voices one world*. S. MacBride (Ed). University Press.
- United Nations Development Programme Report (2015).
- United Nations World Commission on Environment and Development: Our future (2015).
- Wilson, D. (2005). *New perspectives in applied communication*. Stirling-Horden Publishers Ltd. www.businessdictionary.com/definition.