

THE INDISPENSABILITY OF DEVELOPMENT COMMUNICATION FOR NIGERIA'S NATIONAL DEVELOPMENT: SURVEY OF PORT HARCOURT CITY RESIDENTS

IKADERINYO IBAMBO FUROMFAGHA, Ph.D

Department of Mass Communication
University of Africa, Toru-Orua (UAT),

Bayelsa State, Nigeria

ikass2006@gmail.com. 08039316351

Orcid: 0000 -0003-0476-4430

Scopus ID: 58537252400

Abstract.

Development communication is the process that focuses on promoting development using different media forms: mass media, interpersonal channels, and traditional forms of communication. This form of communication plays a vital role in the overall development of a nation. National development implies holistic development reflecting advancement in the quality of life of the individual and the country. This study aims to explore the indispensability of Development Communication for national development, through an analysis of the perceptions and experiences of the residents of Port Harcourt City. The survey was employed as the method of study. The study's theoretical underpinnings were the Development Communication Theory and. Data were analyzed with mean statistics based on the Likert Scaling System. Findings revealed that Development Communication enhances the effectiveness of development initiatives by ensuring their relevance and accessibility to the local context. Based on the findings, the study concludes that the indispensability of development communication for national development cannot be overstated. This is encapsulated in its ability to facilitate information sharing, promote citizen participation, and foster social and cultural development, making it an invaluable tool for sustainable development. Also, Development Communication bridges the gap between policymakers and the citizens, leading to more targeted and impactful development interventions. The study recommended among other things that government should use development communication strategies in pursuing development initiatives, programs, and activities because of its multi-media approach, and potential inherent in interpersonal communication and participation.

Keywords: Communication, Development, Development Communication, National Development

Introduction

The concept of national development encompasses the overall development of a nation which transcends material development to include individual development, social development, economic cum political development, environmental development, health, and educational development, as well as greater social equality, freedom, and justice. Furomfate (2021), posits that “national development has been described as an all-round development, balanced development, integrated development, and holistic development” (p. 40).

National development is aimed at creating an enabling environment for the individual in society to actualize his/her potential. This is premised on the fact that development is about man and man is both the subject and the recipient of development. The beneficiaries and target of any development initiatives are the people, also, the success or failure of any national development project/programme depends to a large extent on the nature of planning and consultation with the people and participation of the people. According to Lawal & Oluwatoyin (2011) national development “can be achieved through development planning otherwise known as a country's collection of strategies (p. 239).

Similarly, Yar'Adua et al. (2023), informs that:

Development is a change process geared at improving or making better the life and environment of man. Where the media comes in the development process is through what is called “development communication”. This is the type of communication which is consciously packaged by the sender, such that the message content or information sent could persuade, encourage or convince the receiver or target audience to adopt an attitude and participate in actualizing a development plan or goal (p, 106).

Thus, for a country like Nigeria, the promotion and propagation of her developmental ideals, initiatives, or programmes would be the access to information, and knowledge that helps her citizens make productive and objective choices to promote national goals and plans for national development. Development communication comes in handy to fill this gap, as it has the potential to create awareness of the importance of communication in achieving development objectives. It, therefore, engenders widespread recognition of the need to use information as a veritable instrument of national development.

Communication often is regarded as a human survival skill; it is human interaction leading to the sharing of meaning. Individuals cannot afford not to communicate because of the role communication plays in the lives of individuals and a nation. It is an integral part of development and no society can develop without communication. This could be the reason why (Nwabueze, 2006 cited in Yar'Adua et al., 2023, p.110), established that “it is the dissemination of development messages to the target audience often to persuade them to adopt a positive attitude change towards a development purpose at all levels. Therefore, communicating development issues in journalism involves the use of all forms of communication in reporting, publicizing, and promoting development at all levels of society”.

Development communication plays a crucial role in the overall development of a nation. It is a strategic communication process focused on promoting development through various forms of communication and media such as print media, electronic/broadcast media, new media platforms, and the traditional media of communication. Odoom (2020, p. 42) corroborated the above proposition when he posits that development communication is essentially about the deliberate use of communication to promote development. It is concerned with using communication to change or improve the lives of people” (p.42). In contemporary times, many governments have adjudged development communication as an effective tool for driving socio-economic progress.

In the case of Nigeria's national development, development communication is indispensable. It serves as a bridge between the government and its citizens by using the media to facilitate the sharing of development-oriented information and promoting participation in development initiatives. Therefore, the objective of development communication entails the media carrying out development tasks within the ambit of the society as well as advocating the essence why society should develop. This is paramount because development is a process that should target individuals and groups and by extension the society at large and always aim towards improving the quality of all aspects of people's lives, ranging from the economic, the political, the socio-cultural and even the technological. Development and communication are seen as a chain process or two sides of the same coin. In this chain process, the media play a pivotal role in a sound economy, which in turn determines political stability (Abba et al., 2021).

The indispensability of development communication for national development cannot be overstated. Its ability to facilitate information sharing, promote citizen participation, and foster social and cultural development makes it an invaluable tool for national development.

Statement of the Problem

Development has always been the optimum aspiration of all nations and human societies. The main aim of development is to improve the quality of life and to guarantee greater social equality, freedom and justice among its citizens. In this instance, national development is conceived as a holistic development: it involves both the advancement of the rural and urban areas of the nation; it encompasses the quantitative and qualitative aspects of the citizenry, environmental transformation, and infrastructural transformation. Lawal and Oluwatoyin (2011), observe that “national development therefore can be described as the overall development or a collective socio-economic, political as well as religious advancement of a country or nation”(237). It is a truism that development is about man and man is both the subject and the recipient of development. Hence deploying effective and strategic methods of communication to provide information and knowledge about development to the people becomes a necessity.

Communication then becomes critical in any development process. Beyond its role as a tool for information dissemination, communication is used to promote people's participation in development activities. Citizens rely on knowledge and information to successfully respond to the developmental opportunities available to them. However, for knowledge and information to be useful in the development process, they must be effectively communicated to the people. This brings to the fore the compelling relevance and indispensability of development communication in Nigeria's national development. Though development communication is indispensable in sustainable development drive, many people still have not come to appreciate its underlying philosophical underpinnings, conceptual intentions, core principles, and methodologies, hence, this study sought to investigate the indispensability of development communication for Nigeria's national development: survey of Port Harcourt City.

Objectives of the Study

For proper guidance of this study, the following objectives were raised.

1. Understand what national development means
2. Find out the role of development communication in national development
3. Determine how national development in Nigeria can be achieved without the use of development communication.

Research Questions

1. What do you understand by national development?
2. What roles does development communication play in national development?
3. How national development can be achieved without development communication?

Theoretical Framework

This study is located within the ambit of the Development Communication theory. Nora Quebral of the University of the Philippines, 1973, postulated this model and defined it “as the art and science of human communication which is applied to the speedy transformation of a country and the mass of its people from poverty to a more dynamic state of economic growth which makes possible greater social equality and the larger fulfillment of the human potentials”. Similarly, Odoom (2020), asserts that “development communication is defined as the planned and systematic use of communication through inter-personal channels, ICTs audio-visuals, and mass media for social change (p. 41)”

Development communication theory emphasizes the importance of communication (media and interpersonal communication) to project and promote the development initiatives and objectives of society. Development communication can then be seen as a tool for national development as is known that no nation can exist without proper information exchange which is at the heart of development.

This theory is contextual and goal-oriented. Namara (2010) in Isiaka (2012) explains that “development communication theory should focus on the needs of the poor, the deprived and the marginalized and should emphasize the effective participants of the affected people and advocates for their interest, in place of the view of policymakers and planners”. The relevance of this theory to this study is hinged on the fact that national development encompasses all-round development and the role of development communication is to use the communication principles, strategies, and available media to project, and promote development initiatives of a nation.

Conceptual Review

The Concept of National Development

National Development as a concept is contextualized as a holistic development of a country, it includes human capital development, infrastructural development, environmental development, health and educational development, and citizens gaining greater access to freedom and equality. Accordingly, Lucas and Ibayum (2019) argue that:

The term national development is very comprehensive. It includes all aspects of the life of an individual

and the nation. It is holistic in approach. It is a process of reconstruction and development in various dimensions of a nation and development of individuals. It includes all growth and expansion of our industries, agriculture, education, social, religious and cultural institutions. Moreover, national development implies development of a nation as a whole. It can be defined as the all – round and balanced development of different aspects and facets of the nation which include but not limited to political, social, economic, cultural, material, environmental and material (p.254).

Akinfeleye, (2008), established that national development refers to the process of social change within a society or nation”. The McBride Report (1980), in Oso, Soola, and Pate (2012), defines national development as "all aspects of development linked to improvement of the quality of life; facilitating and increasing participation by the people in the decision-making process, and adoption of labour, intensive and appropriate technologies, the equitable distribution of national income."

Manuwa (2017) enumerates the following national development strategies:

1. Development through a planned national economy
2. Increase in agricultural production through the application of modern technical know-how
3. Harnessing industrial production
4. Development of human resources
5. Application of science and technology in the production sector
6. Provision of mass education
7. Provision of various facilities to meet the needs and aspirations of disadvantaged, deprived, and poorest of the poor segments of the population.

Development Communication

In the annals of communication and media studies, what is today known as “development communication” is attributed to Quebral's work with the University of the Philippines Los Baños' Office of Extension and Publications evolved into today's College of Development Communication (CDC), which in 1971 became the first to offer degree programmes at Undergraduate and Postgraduate degree levels. The aspects of development communication extensively explored by the College of Development Communication (CDC) include Development Broadcasting and Telecommunications; Development Journalism, Educational Communication, Science Communication, Strategic Communication, and Health Communication.

Development communication as a field of study is known by a set of names such as; communication for development, development journalism, and communication for social change.

When one looks closely at the subject matter; development communication, we are looking at two things media and development. The presupposition is to conceptualize and brainstorm on the notions of development. It is the understanding of the notions of development that will guide us on how we will apply the dynamics of the mass media to these notions.

Scholars have observed and also realized that communication of knowledge and information is a sine qua none in the efforts to address the challenge of development. Accordingly, Lozare (2015) informs thus:

Arthur Miller, a prolific American playwright and essayist, once described a newspaper as a nation having a dialogue with itself. More importantly, he pointed out that the quality of that dialogue helps shape the future of the country. Indeed, it is difficult to imagine a national development process without communication playing an essential part. (para 1).

In this regard, development communication can be viewed as the strategic and purposive use of communication forms: the interpersonal form of communication and traditional media of communication; the different media: print, broadcast, and new media aimed at achieving the development of a given society. Anaeto and Anaeto (2010), posit that “development communication is also concerned with the planned use of communication resources to pursue development goals. It is the use of communication to promote development” (p. 34). Also (Lade, 1987 cited in Samuel, 2019, p. 126) opined that “development communication means "the use of all forms of communication in reporting, publicizing and promotion of development at all levels of society." It implies communicating development message transaction between the

source and the receiver”.

Development Communication and National Development: The Nexus

The nexus between development communication and national development is hinged on:

Development Communication and National Development as a Process

Development communication differs in some ways from other forms of communication as it involves a well-articulated, planned, and strategic way of sharing development-oriented information. The components of planning and articulation lend themselves to participation and taking joint action of stakeholders, while strategic entails designing communication interventions to achieve the desired development goal. Hence the link with national development, which is achieved through development planning, can be described as the country's collection of strategies mapped out by the government. Asadu (2012, p.17), observes that “communication for development as a process involves taking certain actions at different stages of development intervention to arrive at an expected end”

Communication and National Development as an Approach

According to Asadu (2012, p.18), “This means various techniques through which specific development programme can be achieved at a given point in time”. As it relates to national development, communication for development utilizes the processes, techniques, and principles of communication to promote development initiatives and agenda of a country like Nigeria. In doing this, the various mass media forms, traditional media of communication, and interpersonal channels are deployed. National development is a relative term as different countries adopt different approaches to achieve all-around development –human and material advancements.

Through development communication, governments can effectively communicate their development plans and policies to the public, ensuring that citizens are aware and understand the direction in which the nation is heading. At the same time, development communication also allows citizens to participate in development initiatives thereby promoting greater latitude of freedom in the citizenry.

Furthermore, development communication also plays a critical role in promoting social and cultural development. It enables the sharing of ideas, knowledge, and information, bridging the gap between different social and cultural groups within a nation. This leads to a more cohesive society and fosters a sense of national identity and unity, which are essential for sustainable national development.

Indispensability of Development Communication to National Development

Development communication is aimed at building consensus and to facilitate knowledge sharing for the achievement of positive behaviour change in development initiatives. It disseminates information and employs empirical research, two-way communication, and dialogue among stakeholders.

Development communication speeds up the process of a nation's development through its strategic application of the media and interpersonal forms of communication to promote development initiatives and goals. Samuel (2019, p. 126) argues that “Development communication is a powerful catalyst of economic development. Without such communication there can be no meaningful economic development in the society”. The extrapolation is that development communication is indispensable to national development.

Development communication has been practiced in different countries including Nigeria in recent times. In the course of the practice, it has been discovered that such communication has a lot of positive impact on national development. As a result of that discovery, it is believed that development communication is indispensable to societal development.

Empirical Review

A study conducted by Odoom (2020) titled *Understanding Development Communication: A review of selected literature* examined the critical role communication plays in any development process. Beyond its role as an empowerment tool, communication is used to promote people's participation in development activities. Particularly, citizens rely on knowledge and information to successfully respond to the opportunities and challenges of social, economic, cultural, political and technological changes. However, for knowledge and information to be useful in the development process, they must be effectively communicated to people. This brings to the fore the compelling relevance of development communication in development discourse.

Though development communication is indispensable in sustainable development drive, many people still struggle to appreciate its underlying philosophical underpinnings, conceptual intentions, core principles, and methodologies, hence their failure to make the concept practically relevant in development practice. What is more, the ever-increasing demand on the part of the citizenry for participatory development coupled with the significant advancement in technologies and globalization means that concerted efforts ought to be put in place by all development stakeholders including governments, research institutions, researchers, and civil society organizations to bridge the gap between the theory and practice of development communication. Achieving this, however, requires an increased discussion on what constitutes development communication and also the generation of sustained interest and commitment by all stakeholders to the cause of development communication, bearing in mind its unique principles and methodologies.

Also, another study was conducted by Yar'Adua (2023) titled “Media and National Development in Democratic Societies” to investigate media and national development. The researcher posits that the objective of development communication entails the media carrying out development tasks within the context of society as well as advocating the essence why society should develop. This is paramount because development is a process that should target individuals and groups and by extension the society at large and should aim towards improving the quality of all aspects of people's lives, ranging from the economic, the political, the socio-cultural and even the technological.

In this direction, this paper examines media and national development, development communication and development reporting, the imperativeness of development news reporting, and the role of the media in fostering development. The paper adopted the theoretical tenets of Development Media Theory, and Agenda-setting Theory to interrogate media and national development. The secondary source of data was employed using journal articles, textbooks, and the internet. The paper argued that the media played a double-edged role which may either enhance or derail national development. The paper concludes that the objective of development communication entails the media carrying out development tasks as well as advocating the essence why society should develop. The paper recommends that the media should be socially responsible in carrying out development tasks that will foster national development, and such developmental goals should be based on a bottom-to-top approach.

These studies are similar to the current study as they all examined the concepts and notions of media, development communication, and national development. However, there are established differences in their theoretical underpinnings and methodology with minor differences in their findings, conclusion, and recommendations.

Methodology

This study lends itself to a quantitative design with the survey as a data collection method. Consequently, Creswell (2012) states that a “survey is a procedure in quantitative research design in which investigators administer a survey to a sample or to the entire population of people to describe the attitudes, opinions, behaviours, or characteristics of the population”. Further, Wimmer and Dominick (2016) observe that “survey allows researchers to examine many variables, lifestyle information, motives, intentions among others”.

A multi-stage cluster sampling technique was considered suitable because of the vast nature of Port Harcourt City and was adopted for this study. Consequently, Port Harcourt City was divided into seventeen (17) clusters viz Borokiri, old Port Harcourt Town, Diobu, GRA/ D. line, Rumuolumeni, Abuloma, Trans Amadi, Rumuigbo/Rumuokwuta, Choba, Rumukrushu, Ogbogoro/ Ozoba, Rumuokoro, Igruta/Omagwa, Eliezu,

Ngbosomiri, Rumuekeni, Rumuogba. These 17 clusters were further sampled to arrive at 10 clusters, and they are Borokiri, Old Port Harcourt Town, Diobu, GRA/D line, Abuloma, Rumuigbo/ Rumuokwuta, Choba, Ogbogoro/Ozoba, Rumuolumeni,

Population

The population of this study comprises all the residents of Port Harcourt City, Rivers State. The current Port Harcourt City projected population is **3,637,000** by the United Nations population projections for 2024 at an annual growth rate of 4.51%. Based on this population figure, the sample size of 400 was arrived at using Taro Yamane's sample size determination formula. Out of 400 copies of the self – administered questionnaires 376 copies of the questionnaire were duly completed and returned. This figure constitutes 94% and is considered a reasonable return rate. This forms the basis of the data presentation and analysis.

Taro Yamane – this is a formula.

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

Where:

N = population

n = sample size (to be determined)

e = margin of tolerable error = 5% or 0.05

$$n = \frac{3,637,000}{1+N(0.05)(0.05) = 0.0025}$$

$$n = \frac{3,637,000}{1+3,637,000(0.0025)}$$

$$n = \frac{3,637,000}{1+9,092.5}$$

$$n = \frac{3,637,000}{9,093.5}$$

$$n = \frac{3,637,000}{9,093.5}$$

$$= 399$$

The sample size is approximated = **400**.

Data Presentation and Analysis

The responses obtained from the completed questionnaire were analyzed employing the mean statistics based on a four-point Likert Scaling System and presented in tables of frequency distribution. The total values allotted to the responses were divided by 4 points to arrive at the level of acceptance.

The weighted mean score (WMS) is calculated as $4 + 3 + 2 + 1 = 10$ divided by $4 = 2.5$. The score of 2.5 was used as the criterion for a decision on the responses to each item which meant that if an item in the questionnaire had a mean value greater than 2.5 (level of acceptance) then it implied that the statement had a high level of acceptance with the respondents. Still, a mean value lesser than 2.5 (level of acceptance) means rejection. While analyzing data from the four-point Likert Scale, responses were weighed in the following order:

Strongly Agree (SA)	=	4 points
Agree (A)	=	3 points
Disagree (D)	=	2 points
Strongly Disagree	=	1 point

The questionnaire constitutes the primary instrument for data collection. The instrument was self-administered and its validation was done through a pilot test. On the other hand, reliability was done using Cronbach Alpha. Cronbach Alpha can be written as a function of the number of test items and the average inter-correlation among the items. For conceptual purposes, the formula for the Cronbach's alpha is shown:

$$Nc^-$$

$$a = \frac{c^-}{v + (N-1)c^-}$$

Here N is equal to the number of items,

c^- is the average inter-item covariance among the items and

v^- equals the average variance.

The consistency test showed a cumulative score of 79%, considered highly significant.

Table 1: Understanding national development

Nature of response	Response in mean score				WMS	Decision
	SA	A	D	SD		
Item: 1 national development is holistic development	4x120 480 +	3x154 462 +	2x68 136 +	1x34 34	2.9 = 1,112	Affirm
Item: 3 national development emphasizes greater freedom and equality	4x132 528 +	3x178 534 +	2x51 102	1x15 + 15	3.1 = 1,179	Affirm
Item: 2 is concerned with human and material development	4x125 500 +	3x193 579 +	2x20 40 +	1x38 38	3.0 = 1,157	Affirm
Item: 4 national development deals with the rural, regional and urban development	4x100 400 +	3x205 615 +	2x28 56 +	1x43 43	2.9 = 1,114	Affirm

Item: 5 it talks about improving the living standard of the citizens	4x 144	3x 191	2x15	1x 26	3.2	Affirm
	576 + 573 + 30 + 26 = 1,205					

It was affirmed in Table 1 above that national development is understood to mean all – inclusive development of a country or nation: it involves the improvement of the living standard of the people, freedom and equality, development of the rural and urban places.

Table 2: Role of Development Communication in National Development

Nature of response	Response in mean score				WMS	Decision
	SA	A	D	SD		
Item: 6 is to bring about positive behaviour change through two – way communication	4x108	3x205	2x14	1x 49	2.9	Affirm
	432 + 615 + 28 + 49 = 1,124					
Item: 7 to create awareness in the planned process and direction of national development	4x125	3x180	2x47	1x24	3.0	Affirm
	500 + 540 + 94 + 24 = 1,158					
Item: 8 it plays the role of advocacy for national development	4x92	3x221	2x20	1x43	2.9	Affirm
	368 + 663 + 40 + 43 = 1,114					
Item: 9 prepare and distribute development messages to millions of people in such a way that they are received and understood, accepted and applied.	4x113	3x195	2x36	1x32	3.0	Affirm
	452 + 585 + 72 + 32 = 1,141					
Item: 10 to understand the process of development and how communication works in society	4x130	3x200	2x38	1x8	3.2	Affirm
	520 + 600 + 76 + 8 = 1,204					

Table 2 shows that development communication was affirmed to play fundamental and strategic role in national development beyond mere dissemination of information. It is the sharing of knowledge and information, understanding the process of development and how communication works in the society, and advocate for development initiatives or goals.

Table 3: Indispensability of Development Communication for National Development

Nature of response	Response in mean score				WMS	Decision
	SA	A	D	SD		
Item: 14 it facilitates dialogue	4x94 376	3x210 + 630	2x25 + 50	1x47 + 47 =1,103	2.9	Affirm
Item: 12 it is participatory	4x89 356	3x233 + 699	2x17 + 34	1x37 + 37 = 1,126	3.0	Affirm
Item: 11 it enhances feedback which allows audience participation	4x140 560	3x176 + 528	2x31 + 62	1 x 293.1 + 29 =1,179		Affirm
Item: 13 it makes use of multi - media approach and interpersonal	4x118 472	3x190 + 570	2x38 + 76	1x30 + 30 = 1,148	3.0	Affirm
Item: 15 it facilitates horizontal communication	4x150 600	3x115 + 345	2x54 + 108	1 x 572.9 + 57 = 1,110		Affirm
Item: 16 it facilitates empowerment	4x109 436	3x185 + 555	2x31 + 62	1x51 + 51 = 1,104	2.9	Affirm

Development communication was also affirmed by the responses in Table 3 to be the fulcrum of any national development initiative, programme, or goal because of its multi-faceted potentials: feedback, participation for consensus building, dialogic, multi-media facilitation, utilization of interpersonal communication, and human empowerment. All these are facets that induce behaviour change required for national development hence the indispensability of development communication for national development.

Discussion

Recently, the world has come to realize the importance of development communication and its role in promoting national development, while national development has been conceptualized as the overall development of a country or nation. Findings in the light of the preceding suggest that a nation is regarded as being developed when vestiges of development manifest in the rural and urban areas, improved human capabilities, and both human and material development – holistic development. Furomfate (2021), in an earlier elucidation notes that national development has been described as an all-round development, balanced development, integrated development, and holistic development” (p. 40).

Findings also show that development communication plays a fundamental role in enhancing and promoting national development through the sharing of not just information but knowledge that will lead to a change in the desired behaviour. Scholarly illuminations on the subject matter were given by Anaeto and Anaeto (2010), (Lade, 1987 cited in Samuel, 2019, p. 126) who observe that development communication means utilizing all forms of communication in reporting, publicizing, and promoting the development of society. In that sense, development communication is concerned with the planned use of communication resources to pursue development goals. It implies communicating development message transactions between the source and the receiver.

Lastly, on the issue of how development communication is observed to be indispensable for national development, data revealed and aligned positively, and showed an overwhelming affirmation. As shown in Table 3 responses in the weighted mean score were 2.9, 3.0, 3.1, 3.0, 2.9, and 2.9 respectively for items 11, 12, 13, 14, 15, and 16. The aforementioned items gave insight into the strategic and the multi-faceted potentials of development communication which differs from other forms of communication. They include but are not limited to the following: its ability to enhance feedback through participation, its participatory approach, use of different media forms and interpersonal communication, dialogic characteristics, empowering the locals, and horizontal communication. This may have prompted Samuel (2019, p. 126) where he stated that “Development communication is a powerful catalyst of economic development. Without such communication there can be no meaningful economic development in the society”. This by extrapolation is a testament to the indispensability of development communication for a nation's national development.

Conclusion

The findings of this study highlighted that national development means an all – round development (human and material), and the indispensability of development communication in the context of national development. It does not only provide a platform to facilitate the dissemination of information and knowledge but also empowers individuals and communities to actively participate in the development process. By promoting a culture of dialogue and collaboration, Development Communication fosters a sense of ownership and responsibility among the citizens, resulting in a more inclusive and participatory development.

Furthermore, the study reveals development communication is indispensable in the process of national development. It achieves this by engaging with the target audience and understanding their needs and preferences, Development Communication bridges the gap between policymakers and the citizens, leading to a change in behaviour that is impactful in development interventions.

Recommendations

Based on the findings and conclusion, the researcher made the following recommendation:

1. Government should create awareness and sensitize citizens on what national development entails.
2. The government should ensure that national development is practiced in the real sense of it.
3. The government should use development communication strategies in pursuing development initiatives, programs, and activities because of its multi-media approach, and potential inherent in interpersonal communication and participation.

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