ABSTRACT
The bane of present media practice is to look for communication models that can address the challenge of development especially in the developing economies. Media Development in Nigeria is work in progress. Development Communication is a new challenge for print, Electronic and the social media. Development in all areas of our evolutionary journey to greatness as a country is yet another challenge for the media to embrace. If our media of communication are to live to the mantra of being the agenda-setter in our society, they should embrace development communication as a new form of communication that will assists in reducing our major challenge of development. This paper presents the thesis as dialogue on Development Communication for Development in Nigeria.

Shaibu (1997) Ph.d thesis dealt intensively with the issue of mass mobilisation especially in the developing economies using the radio medium.
Shaibu emphasises that radio and its audio components formed the basis of all electronic media. Radio is still powerful. It is the medium of mass communication that does not require a person to be literate before communication can be effective or effected. Radio is a cheap medium, It is reliable and can be carried anywhere you go. It is everywhere both in town and the rural areas that is why it is said that radio is ubiquitous. It is in vehicles, in our pockets, in our homes, on bicycles, horses and donkeys. The radio listeners cut across the low, the middle class and the mighty. Radio is a friend of the people as it is user-friendly. It is not surprising that the advent of television and the social media cannot knock off the power of radio in our lives.

In the researcher’s many years of sojourn in the broadcast industry, the radio is everywhere, it uses the different languages of English, French, German, Latin, polish and all languages of the world in communication to the diverse segments of peoples on planet earth.
For other media of communication such as the print, television and social media, you have to have a modicum of literacy to be able to imbibe their messages but not radio. Radio is not dependent on public power source to be alive. The uniqueness of radio makes this possible to operate, with ordinary batteries, solar power source and wind technology that does not depend on battery and solar energy.
Radio has been our historical Sparring-partner in our effort to mass mobilise citizens in Nigeria in one way or the other.
Udoakah (1998) captures all that elaborately, he said pre-independence years saw mass mobilization of Nigerians for independence from Britain, the civil war and the rehabilitation, reconstruction and reconciliation years of 1970-1975, the Economic down-turn and the resulting crises of the second republic, the Cookey political Bureau of and the birth of MAMSER for mass mobilisation for self-reliance, social justice and economic recovery.
But we must understand mass mobilisation. Again Udoakah (1998) opines:

Mass mobilisation is the wakening or activation of the dormant consciousness of a greater number of people with the use of new ideas for the purpose of gaining their support for an action or inaction; it is a process of creating new loyalties using new ideas and appeals to reasons and sentiment at appropriate times.

Shaibu (1997) has here say about social mobilisation in Nigeria, he opined that it is a call back to our core values; a value reorientation, a back-to-the basics in what makes Africans to thick and be appreciated. He
recapitulated that while the whites are marketing their technological arsenal, armaments and industries, Africans can market their moral core-values to the deprived Nations of the world. Yes we have a lot to learn from the developed world in this global village, that is our world, but the developed nations have equally a lot to learn from our moral core values! Our country is not short of ideas but what we lack over the years is policy implementations.

We were tall in putting in place:

I. NYSC by General Gowon.
II. Ethical revolution by President Shehu Shagari.
III. WAI by General Buhari.
IV. Directorate for social mobilisation (MAMSER) at Abuja in 1987 with well spelt out functions by General Babangida.
V. National Orientation Agency NDA by Decree 100 of 1983 by General Babangida

All these were noble and novel policies and programmes but their implementations left much to be desired as the approaches were via propaganda, worn our clichés, hackneyed jingles and slogans that were half-hazzardly dished out without prior research and viable test to ascertain their efficacies. Also because the media for the dissemination of these messages were in most cases, not credible, the messages were either bottled old wine in new bottles or new wine in old bottles.

For an example, how do we expect the citizens to adhere to the new messages of patriotism when they see their leaders as ostriches of hypocrisies mouthing patriotic slogans when their back side is exposed with diverse contradictions? These Leaders echo justice, equity and fair-play when on a daily basis they dish out all manner of inequities, injustices and discriminations. Adjunct to this is the contradictions of government calling on all to tighten their belts when their leaders bloat about with pot-bellies. How can the citizens give much to the country when the government has not invested or cared for such citizens? The citizens are no fools. They have eyes and can see diverse contradictions, diverse ironies and diverse decepts in our system.

In the midst of all these contradictions the citizens developed a mind-set that there is no new message by the government that they have not heard before. The result is apathy and Luke-warmness towards all government programmes, projects and policies. Governments and maladministration in our land have so pauperised our citizens to the point that our people see themselves as subjects rather than citizens. The result is the docile attitude of being comfortable in an uncomfortable situation, being slaves and second class citizens or objects in their own land/country. The result is that these passive lots have developed calloused and hard skins to all propaganda and puerile messages from our print, electronic and social media. Governments therefore deceive themselves that they are talking to the citizens when indeed the are talking and dialoguing with themselves. The result is our many years of peace of the graveyard is exploding in different dimensions and manifesting either as Niger-Delta Militants, Arewa Boko-Haram, Oduduwa’s People Congress or Minorities “sit-down-look altitude” on the follies in our systems that can tear us apart in line with the prophetic doom or predictions of our detractors.

Our governments, the judiciary and legislative as well as the media have all lost their credibility to the point that the medium can no longer determine the message as the message is no longer credible. The courier is rusted and the target of the message traumatised in sufferings and mass poverty.

The new development communication paradigm should create an enabling environment for the believability of the new messages that will be dished out. This globalised approach shall highlight best practices in information dissemination that is devoid of propaganda and trite messages.

In other climes government has a responsibility towards its citizens. When these responsibilities are passionately carried out- no one need to preach to the citizens to be patriotic or do the needful towards a greater Nigeria.

Udoakah (1998) affirms that:

The sense of readiness to answer one’s nation’s clarion call at any time is not injected into citizens by newspaper and magazine articles or through radio and television gimmicks. It is cultivated by practically giving to citizens their basic rights.

Rurton(1979) analysed such rights as;

those minimum standards to be accorded to citizens to attract support for social and political structures… the concession that have to be made to enable the system to survive.
Tell me, if leaders can abide by the tenets of our constitutional provisions of providing:

Suitable and adequate shelter, suitable and adequate food, reasonable national minimum living wage, old age care and pension and unemployment and sick benefits for all citizens.

Who will not be patriotic? Who will not be carried along by what government says and does and who will not behave as citizens rather than subjects?

What is the conclusion of the matter? The conclusion of the matter is simply is simply that if the Executive, the Judiciary and Legislature are living up to the people’s expectations, the job of the media using development communication paradigm for greater Nigeria and Nigerian development would have been easier. In the words Prof Jerry Gana:

“The executive should execute well, the judiciary should do justice well and the legislature should legislate well”.

And the job of development communication by the media would be in proper perspective for results that we can see.

Udoakah again summarise all these:

For government or any institution or person to succeed in any mobilisation, it has to be seen as credible otherwise people would not be willing to listen to its message. The credibility of Government comes from its ability to provide its citizens welfare and solve other problems satisfactorily; it comes from the expertise and trust worthiness of its officials,

He went on by adding:

“Apart from this, the message must bear a stamp of credibility”.

And analytical study of these factual enabling environment can be seen to be lacking in the face of leaders not working/walking their talks, leadership back pedalling from their promises; leaders’ rationalization of abdication of responsibility, leaders’ violation of constitutional provisions, leadership corruption and corrupting influences, legislative legislation of corruption, legislative controversial bills, judicial abdications, judicial selling of justice to the highest bidders, judicial corruption and so on (Shaibus Zuma Echo’s episodes).

Our challenge now is knowledge application that converts all these into practical production approaches on radio, television and social media.

This paper postulates, in line with the various works and practical experiences of Shaibu et al that these contents can be geared towards development communication mobilisation messages that achieve different result for the progress of the Nigerian society.

Shaibu (2006) postulated that if we must be effective in content delivery, the following must be taken into consideration:

1. Content delivery in local contents.
2. Content delivery in musical productions and presentations.
3. Content delivery in drama, variety and light entertainments.
4. Content delivery in discussion, guest and special personality programmes.
5. Content delivery in educational programmes/production and presentation.
6. Content delivery in presentation and anchoring of programmes.
7. Content delivery in engineering backbones and components.
8. Content delivery in marketing.
9. Content delivery in training and capacity building.
10. Content delivery in studio management and sound effects generation.

The reality is that some aspects of relative jobs have been done and more need to be done. Our sporadic, isolated efforts are not good enough as local content has not even reached the basic minimum. Our colonial and neo-colonial experiences has made us either slaves to the content of the West or that of the East. The result is that English, Indian, Arabic music and programme still dominate our contents. Our blind indoctrinations in things of the West or that of the East give a dependent colouration to our programming philosophy. We cannot be more English than the English, Neither can we be more catholic than the Pope or more Arabian than the Arabs.

In the area of musical presentations and productions our Anchor- persons are guilty of over-playing foreign music and exposure of foreign musicians to the detriment of the local artistes.
How often have we taken on ourselves to research, scout out new up and coming artistes for exposures on our airwaves? The reality is that even when we promote such artiste we believe we are doing them a favor. We therefore stand in their ways in processing them for copyright benefits or put one obstacle or the other to make it impossible for them to either qualify for artiste fees or copyright benefits, and yet with all these, we lament for a death of content in our land! As willing volunteers for better service-delivery we should insist on meeting the basic minimum standards for local music.

**Today, we have traditional music in all our over 250 ethnic nationalities!** We have folk songs, wise sayings, proverbs, chants etc. In addition to all these are legion of Christian and Muslim traditional music that we have not even harnessed to the maximum. Our air waves are begging for such!

In the area of **drama and light entertainment**, not much has been done. We need more of indigenous local drama, opera, soaps, satires, comedies, tragedies, stand-up comedians, etc. Our present best is not good enough as the abundant talents in creative drama writings. Acting and presentations have not even been scratched or tapped! Yet they are raw materials for development communication!

A lot more work need to be done in the area of **Discussion** and **Guest Programme**. Here we need to come over recycling of particular guests who market stereotypes and ignorance in our different discussion segments.

Those qualified to be on our **Guests** on **Hot seats** programmes should be those have ideas that go beyond tribal, religious and other primordial sentiments that dot our airwaves.

**The era of Educational Broadcasting is fast eroding.** Gone were the days of segmented Schools Broadcast, Schools Challenge and Quiz Competitions that are well produced based on research. Today we cannot even talk of dedicated segments for educational broadcast either at conventional, mass literacy or special educational levels. Education still remains the weapon to make us easy to govern but difficult to be exploited. Education is the bedrock of development communication.

**There are lots to observe in the area of presentations and anchoring on our air waves.** Here, some of the presenters and anchor persons are guilty of speaking on air “extempore” without proper scripting. Some have inundated our air waves with provincial accents, aping foreigners, speaking through their noses instead of speaking through their mouths.

There are also lots of grammatical somersaults, present and past tenses mix-ups, juxtapositions of nouns, pronouns, verbs, adverbs, adjectives etc. English as a language is so murdered with flawed pronunciation that one is forced to ask - where is the place of **received pronunciations** and/or standards for the listeners and viewers to emulate? We can go on and on.

**In the area of content delivery in Engineering**, we are faced with the challenges of new innovations in transmitting acoustics, sound engineering, sound effects that includes innovations in satellite and ICT. Here we are many years behind and will continue to depend on the developing nations for engineering backbone while they in turn will continue to depend on our content backbone that is rooted in our core values. In Engineering what seems impossible today may be possible tomorrow. We are near the era of broadcasting without transmitters, studios, studio acoustics, OBs as all engineering equipments are gradually being miniaturized.

In **broadcast training and marketing**, there are best practices that cannot be dodged by professional partnerships, study tours and trainings. Programme exchange has to continue with the BBCs, VOs, Radio Frances, Radio Deute Welles, etc. There should be an enabling environment for the world of the developing nations to learn from the developed broadcasting cultures of the world. This has to continue except we want to deceive ourselves in “strange home-grown” alternatives that have no basis in globalization.

**SOME CASE STUDIES OR APPLICATIONS BY THE AUTHOR ON CONTENT DELIVERY IN RADIO, TELEVISION AND SOCIAL MEDIA.**

Our relevance today lies in our capacity to inject the following into the contents of our News and Programmes as well as Commercials in our different Radio and Television Stations as an enabling environment for development communication:

1. **Keeping On Top of Local Events Programmes:**
   This can come in different ways. It can come in programmes packaging in capsules or through live-relays. What is to be done here is to keep a diary of local events and then a follow-up-action for relays in Programmes or News. The advantages of this is audience/listener elongation in carrying the segment of the population along. This is in **Contradistinction with** present stale, anachronistic interludes, promotions and hype on our radio and television stations. Here we have
titles such as *What is On? Spotlight, Have you Heard? What’s New? Matters Arising, Gist me, etc.*

2. **Obituary Programmes:**
   Our societies still believe in paying befitting respect for the dead. Memories of those who have gone and are going can still be kept alive by the media. A great percentage of our listeners still derive some satisfaction or inner joy by either a casual or full mentioning or focus on our radio and television waves. These appetites can be wetted by straight announcements, jingles, news and programmes packaging for the dead. There are a variety of ways of doing this in our different Programmes or New formats in English or/and any of our local languages. Titles such as “It has happened,” “Obituary Segment”, “Have you Heard?” “Gone too soon”, “A life well spent”, “The Final Call” among others abound to attract people to stay tuned to specialized Obituary Programmes and News.

3. **Community Participation Programmes:**
   This is done through *Vox Pop Programmes.* Here the various segments of the community can be made to have a say in the day-to- day issues of their environment or society. This time around, it is *bringing the microphone to the people not the people being pulled to the microphone* in our studios. Great titles such as “What the People are Saying”, “The Voice of the People”, “Feedback”, “Mirror”, “The other side”, “Peoples Voice”, “The Silent Voice” are relevant here.

4. **Issue-Oriented Programmes:**
   Any Radio/Television Station, that does not want to die a natural death, must **focus on issues-oriented Programmes and News.** The common parlance “Soldier come, soldier go but barrack remains” can be an eye opener to our projecting the mundane issues of modern political and economic engineering in our society. Yes, we must feature politicians and present leaders but the issues are, are we featuring them to display their moronic tendencies or we are featuring them to add value to our society in different areas of our lives? When we feature them to add nuisance value to our society, we make our works irrelevant and transient. Titles here can be *News and Views, Spotlight, Viewpoint, Hot Seat, Platform, In the Eyes of the Storm, One-on-One, Stories behind the News or Programmes, Indepth, Behind the Facade, etc.*

5. **Entertainment/Music Programmes:**
   Are we reflecting our own music? Are we promoting our own culture enough? Or we are mere rebroadcasting stations of foreign entertainment? Any serious Radio/Television Station must promote the culture of its immediate environment. Yes, we can play foreign music or showcase foreign entertainment; but it should not be at the detriment of our indigenous or local materials. In this vein, we should be positioned to promote up-and-coming talents in music and entertainment. Our entertainment/music can be best utilized for our jingles, bridge music, interludes, magazines, documentaries, features, drama, soaps, background music to discussion programmes, debates, quiz, etc.
   An agile Producer can play with many titles such as *Cultural Corridor, Grassroots Music, Talents in our Land, Music of our Land, Our Music, Ours is Ours, Our Heritage, Cultural Heritage, etc.*

6. **Phone-In Programmes:**
   When creativity runs riot there is no limit to our carrying the phone-in programmes. The warning here is that it should not be done in a cheap and non-creative way. Some radio/television stations are presently removing ringing tones from phone-ins. To me, this is a bastardization of the phone-in programme. The essence is for listeners to hear the phone effects. If you remove the tone, the naturalness/setting of the programme is lost.
   Example of Phone-in Programmes include *Radio Link, Peoples Parliament, Let them Say, Online, Telephone Conversations, Dail Us, Your views on Phone, etc.*

7. **Programmes that focus on the Downtrodden or the Marginalized in Our Societies:**
These programmes/news have a tendency of show-casing the problems of the down-trodden, the marginalized and the vanquished. The purpose is to generate questions that must look for answers that will bring change in the way we treat these people.

Such programmes focus on Women and Children, Street Children, Beggars, Orphans and Widows Plight, People Living with HIV/AIDS, Homeless Persons, Commercial Sex Workers, The Blind, The Handicapped, The Deaf, The Dumb, etc. These too can come in different programme formats such as magazine, drama, feature, talks, vox pop, and other formats with titles such as The Forgotten Ones, The Aborigines, The Original Inhabitants, The Silent Minority, etc

8. Crime Beats/Programmes:
We have crime and criminality in our society because the media has not done enough on the subject of crime and criminality. Our people are perishing as a result of armed robbery, burglary, kidnappings, theft, rape, drug addiction, homosexuality, bigotry etc. It is because the media has not done enough work in exposing the ills in our society that crimes thrive in our society. There is an urgent call for radio/television practitioners to get cracking in exposing these societal deviants that make life a drudgery or cause pain out of our lives in our time. But while Producers do that, Programmes on crime should not create the impression that there is too much crime in society. This is to avoid creating the impression that anybody can be attacked anytime.

If a particular trend or a particular crime is repeated often in programmes, it gives the impression of the crime being rampant and creates fear in people. A programme on crime should not only be informative about crimes, it should also be educative in terms of how to combat or eliminate crimes.

Resource Persons or Guest on crime-related-programmes should be credible in the society. Programmes are aimed at exposing crime and criminal tendencies. Programmes should not in any way constitute or promote any act that will obstruct justice. If sources of information/programme inputs are promised anonymity, such a promise should be kept and maintained throughout the programme.

A person is adjudged innocent until he is convicted. Although that is the general belief, contact with an active or wanted criminal may be regarded as a criminal offence. Producers have to weigh the two sides before inviting an active criminal to a programme. If invited, their contributions could be informative and of interest to the public but care should be taken not to allow them to glorify their acts. Titles such as Crime Beats, Crime does not Pay, Crime Tit Bits, Crime Today, The World of Crime and Our World, The Deliguent, In their den, etc. can be played or toyed with by producers to sail home our points against crime and criminality in our land.

9. Creative Jingles that force People to Change:
We have so many mindsets in our society. Since the Producer is a person ahead of his time, he should be smart enough to jolt the listener from present stowpot and complacency into the future of hope and progress through creative jingles. As a wordsmith, words to him should be as malleable as clay in moving the people/listeners forward into positive action for better living and society. These jingles can be on political, social, economic and other issues. For example, To remain gummed to one place or idea is no longer good enough, Keep moving, Hard Time No be Curse Oh, I de happen to everybody/anybody from time to time, as in Zuma Echoes jingles by Shaibu in his book of jingles for social mobilization etc.

10. Guest Interviews:
This is a common format on our Radio/Television Stations with a variety of titles such as Face to Face, Guest Forum, Hot Seat, Personality of the Week/Hour, VIP of the Week, Policies and Policy makers, Point Blank, Arrows and Targets, Mr. President Explains, The Senator, Legislator of the Week etc.

11. News and Traffic Feeds:
This is a special programme packaged or trailed in a way that will educate listeners on traffic congestions and accident on our roads. This type of Programme is relevant in towns/cities with traffic congestions or hold up problems. Modern communication availability with effective stringing has
made the Programmes a delight to listeners, car owners, taxi drivers, business people, etc. Here, we can have titles such as “Traffic situation LIVE”, “Compass, Save Journey”, “Traffic Tip Bits”, “Road Situation Report”, “Safe Journey”, “Road Safety”. etc.

12. Live Reports: With GSM and other modern communication gadgets, this programme gives on-the-spot account for listeners to have current reports. Great Titles include: “Seeing is Believing”, “With My Own Eyes”, “I was there Live”, “In my Presence”, “On The Spot”, “In the Scene of Action”, etc.

13. Listeners Call into the Studio: Technology has made this possible for “Breaking News”. In handling, the Anchor Person must be agile or sharp enough to neutralize excesses from calls, diffuse mis-information and situate facts properly through objective and probing questions that will not keep the listener in doubt as to the right and wrong answers to the problem. Here, the agenda-setting role of the media or the Anchor Person can come to play. **Here, it should be noted that self-censorship because of an imaginary fear that somebody may say something damaging does not conform to the present international norm of freedom of speech. Wild and Imaginative titles are region.**

14. Radio/Television Conferencing: Synergy of modern time can make Radio/Television Anchor Persons to bring people of diverse ethnicity, religion, etc. to shed light on a particular issue/issues from all corners of the world. e.g. **Radio Conference Live, Tele-Conference Live, Face to Face, etc.**

In conclusion, let it be stated that whereas, the totality of the works of James Paine (2001), Joseph R. Dominic (2013) and Shaibu et al lay the general framework for content delivery and development communication for mass mobilisation in mass communication practice.

Reference


