

Influence of “*Oyin Ado*” Fresh 105.9 FM Indigenous Phone-in Radio Programme on Request and Government Response to Road Development in Ibadan Hinterland

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ABSTRACT

A recent phone-in request on the “*Oyin Ado*” programme on Fresh FM Indigenous Radio has prompted a call for an in-depth investigation into the impact of this programme on public requests and the government’s response to road development in the Ibadan hinterland, Oyo State, Nigeria. The study, conducted in *Arapaja, Odoona Kekere*, in the *Oluyole* local government area of Ibadan, Oyo State, Nigeria utilized a survey method, employing a questionnaire for data collection through simple random sampling techniques among residents. The findings reveal that respondents regularly tune in to “*Oyin Ado*” on Fresh FM, and the programme effectively facilitates making requests through phone-ins. Moreover, the study indicates that the audience believes the government acknowledges public requests through the programme, but the response to these requests regarding road development is not prompt. In light of these findings, the study recommends that the public continues to utilize this medium to draw the government’s attention to their requests, especially concerning community and infrastructural development. The “*Oyin Ado*” programme on Fresh FM remains a valuable tool for fostering communication between the public and the government, contributing to the overall development of the community.

Keywords: Indigenous, Phone-in Radio Programme, Request and Government Response, Road Development

INTRODUCTION

Indigenous radio programmes are crafted to cater to listeners in their local languages, fostering a strong connection between elites and non-elites (Familusi & Owoeye, 2014). These programmes serve as a platform for individuals to express their thoughts, beliefs, ideas, and experiences, creating a communal space for communication. Language, a powerful influencer of human thoughts, is a crucial element in daily interactions (Chukwunalu et al., 2022).

Radio, particularly in indigenous languages, plays a pivotal role in rural community development, as it is considered a significant medium for grassroots growth (Oyeyebi, 2022). Its affordability and accessibility through electronic devices in various settings, such as offices, homes, and vehicles, further contribute to its prominence in Nigeria. Recognizing the media’s role as a societal watchdog, responsible for ensuring that government provides essential amenities, road repairs and construction emerge as national infrastructural benefits that impact both affluent and less privileged citizens. Studies suggest that the absence of indigenous radio programmes constitute a significant hindrance to community development (Chukwunalu et al., 2022).

The language used in broadcasting, especially indigenous languages, facilitates the transmission of easily

understandable information. Conversely, inappropriate language may hinder effective communication and understanding affecting the reach and decoding of information by the audience (Akanbi & Aladesanmi, 2014). Thus, the language employed by a media house significantly influences its listenership strength and service effectiveness. Phone-in programmes, a feature of radio broadcasts, enable swift engagement and response to the demands of the masses through on-air phone requests. Such programmes serve as a bridge to connect with remote areas, allowing residents to convey their needs to the government and philanthropists promptly (Apata & Lukuman, 2019).

Objectives

1. Investigate the impact of the “*Oyin Ado*” indigenous phone-in radio programme on the solicitation for road development in the Ibadan hinterland.
2. Evaluate the extent to which the “*Oyin Ado*” Fresh FM Indigenous Radio Programme has stimulated the government’s responsiveness to road development in the Ibadan hinterland.

Indigenous Phone-in Radio Programme and Public Request

Broadcasting in Nigeria serves as a rich cultural education platform, primarily through programmes broadcasted in local languages and thoughtfully curated content. These approaches represent effective means by which radio stations contribute to the revitalization of indigenous languages (Chukwunalu et al., 2022). Despite the prevalence of English-language usage in many Nigerian radio stations, a common practice in the majority of the country’s electronic media, this trend often comes at the expense of neglecting other languages. English has become a dominant language for information dissemination, overshadowing the various indigenous languages spoken in Nigeria (Akanbi & Aladesanmi, 2014). Broadcasting programmes play a vital role as they enable the sharing of meanings, ideas, messages, experiences, and feelings through the organization of essential content in each segment. In this context, ideas or thoughts become the flow of consciousness, with the indigenous language serving as the channel of communication.

“*Oyin Ado*” Fresh FM Indigenous phone-in Radio Programme

“*Oyin Ado*” stands out as one of the programs featured on Fresh 105.9 FM, an indigenous phone-in radio program co-hosted by the renowned radio presenters Olalomi Amole and Komolafe Olaiya. Noteworthy for its unique blend of humor and seriousness, the program tackles significant issues. Airing every Saturday in the Yoruba language, “*Oyin Ado*” has progressively garnered a growing audience. During the program, which provides a platform for public engagement, the phone lines are open, allowing members of the public to express their opinions on various topical issues discussed. Furthermore, it serves as an avenue for individuals to make requests for infrastructural development in their communities. The program has become a voice for communities facing diverse developmental challenges in remote areas of Nigeria, including issues related to roads, water, electricity, security, health facilities, and more, all of which “*Oyin Ado*” Fresh FM Indigenous phone-in Radio Program addresses.

Indigenous Radio Programme as agent for Sustainable Development in Hinterland

Radio serves as an electronic medium of communication with three primary purposes: informing, educating, and entertaining. The effectiveness of achieving these key objectives hinges on the use of language and the content being disseminated. This utilization allows the audience to connect with and respond to the messages conveyed by presenters, thereby elevating both the program and the station’s prominence (Akanbi & Aladesanmi, 2014).

Development Communication, as described in a related study, is a facet of the media that harmonizes

communication elements such as language, culture, media, and public development through programs and media campaigns in indigenous languages, particularly on platforms like radio (Salawu, 2015). The choice of language and the manner in which messages are conveyed in campaigns for development through the media are of utmost importance and require careful consideration. In this context, it is advisable to use the indigenous language of a community as the most suitable means for effectively conveying messages (Salawu, 2015). This approach ensures that the communication is well-received and resonates with the intended audience, fostering a more impactful connection between the message and the community.

METHODOLOGY

The study employed a survey method, utilizing questionnaires as the primary instruments for data collection. A simple random sampling technique was employed, with one hundred and fifty (150) questionnaires randomly distributed and collected from residents in Arapaja, Odoona, within the Kekere Oluyle Local Government area of Ibadan.

THEORETICAL FRAME WORK

Development Media Theory

The theoretical framework guiding this study is the Development Media Theory. This theory is grounded in the premise that communication mediums play a crucial role in promoting social development, as outlined by Tanveer in 2021. According to this theory, mass media serves the purpose of nation-building by employing various programs designed to exert influence on the government, compelling it to respond to the demands of the public. In essence, the Development Media Theory posits that the communication medium, particularly mass media, is a powerful tool that can be leveraged to foster positive social change and development.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

Analysis of Data

Table 1: Gender of Respondent

Gender	No of Respondents	Percentage
Male	92	61.3
Female	58	38.7
Total	150	100

The table revealed that 92(61.3%) of the respondents are male while 58 are female (38.7%)

Table 2: Awareness of “Oyin Ado” indigenous phone-in radio programme

Awareness	No of Respondents	Percentage
Yes	150	100
No	–	–
Total	150	100

The table revealed 150(100%) of the respondents are aware of “*Oyin Ado*” indigenous phone-in radio programmes.

Table 3: Respondents who often listened to the program

How often listen to the program	No of Respondents	Percentage
Very often	111	74
Often	23	15.3
Less often	11	7.3
Not often	5	3.4
Total	150	100

The table revealed 111 (74%) of the respondents listen to the programme Very often, 23 (15.3%) of the respondents have often listen to the programme 11(7.3%) of respondents less often 11, while 5(3.4%) of the respondents have not often listen to the programme.

Table 4: How frequent do respondents make request through the programme

Making request through the programme	No of Respondents	Percentage
Very frequently	93	62
Frequently	34	22.7
Less frequently	14	9.3
Not frequently	9	6
Total	150	100

The table revealed that, 93 (62%) of the respondents make request through the programme very frequently, 34(22.7%) frequently make request through the programme, 14 (9.3%) make request Less frequently while 9(6%) do Not frequently make request through the programme

Table 5: How often do you make request on road development

How often listen to the program	No of Respondents	Percentage
Very often	104	69.3
Often	31	20.7
Less often	9	6
Not often	6	4
Total	150	100

The table revealed that, 104 (69.3%) of the respondents make request on road development very often, 31 (20.7%) often make request on road development, 9 (6%) make request on road development less often while 6 (4%) of the respondent Not often make request

Table 6: If government do listen to their request on the programme

If government do listen to the programme	No of Respondents	Percentage
Yes	127	84.7
No	23	15.3
Total	150	100

The table revealed that, 127 (84.7%) of the respondents perceived that government do listen to their request on the programme, 23 (15.3%) of the respondents perceived that government do not listen to their request on the programme.

Table 7: Response from the government through the radio programme

Response through the radio programme	No of Respondents	Percentage
Very often	89	59.3
Often	37	24.7
Less often	11	7.3
Not often	13	8.7
Total	150	100

The table revealed that, 89 (59.3) of the respondents do get response from the government through the radio programme very often, 37 (24.7) of the respondents often get response from the government through the radio programme, 11 (7.3) Less often get response while 13 (8.7) of the respondents not often get response from the government through the radio programme

Table 8: Government response to request on road development in Ibadan hinterland

How rapid is Government response	No of Respondents	Percentage
Very Rapid	38	25.3
Not Rapid	112	74.7
Total	143	100

The table revealed that, 112 (74.7%) of respondent stated that government response to publics request on road development in Ibadan Hinterland is not rapid government response to publics request on road development in Ibadan hinterland is very rapid 38 (25.3%)

Discussion of Findings

Data gotten have revealed that 150 (100%) of the respondents are aware of “*Oyin Ado*” indigenous phone-in radio programmes, also, 111 (74%) of the respondents listen to the programme every often, the data also revealed that, 93 (62%) of the respondents make request through the programme very frequently, **data gotten revealed that, 104 (69.3%).**

The study revealed that, 127(84.7%) of the respondents perceived that government do listen to their request on the programme. The data also revealed that, 89(59.3) of the respondents do get response from the government through the radio programme very often, data gotten also revealed that, 112 (74.7%) of respondents stated that government response to publics request on road development in Ibadan hinterland is not rapid.

CONCLUSION

The study concludes that the audience are aware of “*Oyin Ado*” indigenous phone-in radio programmes. They listen to the programme Very often and make request through the programme very frequently. The audience also perceived that government do listen to their request through the radio programme because the audience do get response from the government through the radio programme very often but government response to the request on road development in Ibadan hinterland is not rapid

RECOMMENDATION

The study recommended that members of the public should continue to tune to the indigenous radio programme. Also radio stations should intensify their surveillance function on the society so that the government will be able to provide basic amenities for the public.

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