

# ENDOGENOUS AND EXOGENOUS COMMUNICATION IN RURAL DEVELOPMENT PROGRAMMES IN IKWERRE LOCAL GOVERNMENT AREA

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## Abstract

The study examines Endogenous and Exogenous Communication in Rural Development Programmes in Ikwerre Local Government Area. The study adopts survey research design and the population of 271,700 and employs Krejcie and Morgans's sample size determination table which put the sample size at 384. The study discovered that people of Ikwerre Local Government are very much exposed to both endogenous and exogenous communication media on rural development and that rural development information through endogenous and exogenous media had great influence on residents of Ikwerre Local Government Area. The study recommends that the media must equip the public with not just average information, but adequate information on basic rights and entitlements, public services, public budgets, health, housing projects, road rehabilitation projects especially those that could bring discomfort to road users so alternative routes could be plied if possible education and working opportunities, agricultural prices and other market information which would enable them to efficiently utilise provision of diverse development projects, consequently, developing the right stimulation to participate in the development process.

**Key Words:** Endogenous, exogenous, rural, development and programmes.

## Introduction

Communication is vital to the development of rural communities in Nigeria. It puts the people in the know about what to

expect from development programmes that are to be carried out in such areas. The medium of communication is equally as important as the message it conveys, this is because people needs to come to terms with the message conveyed.

The interplay between endogenous and exogenous systems has long been recognized as a pivotal factor influencing the socio-economic and cultural landscapes of various regions across the globe. This study delves into the intricate web of interactions between endogenous and exogenous systems within Rivers State, Nigeria. Rivers State, situated in the Niger Delta region, is known for its rich cultural diversity, natural resources, and historical significance. The coexistence of indigenous practices and externally introduced elements in this state presents a unique opportunity to explore how these systems intermingle and shape the local dynamics.

Rivers State, serves as a microcosm of the country's diverse cultural fabric. This state's unique position at the confluence of various ethnic groups and historical influences has led to the intricate blending of indigenous traditions and external elements. Rivers State, with its indigenous communities, stands as a testament to the complex interplay between endogenous and exogenous systems in shaping its cultural, economic, and governance structures.

The indigenous communities within Rivers State, including the Ikwerre, Ogoni, Kalabari, and many others, have evolved over generations to establish their distinct cultural identities. These communities have developed rich traditions, languages, artistic expressions, and belief systems that are deeply rooted in their local contexts (Alagoa, 2004). These traditions serve as a foundation upon which the state's cultural diversity is built, reflecting the resilience of its people.

The arrival of colonial powers marked a significant turning point in Rivers State's history. British colonial influence in the region introduced external governance structures, legal systems, and educational institutions (Nwauwa, 2019). This marked the beginning of the intermingling of endogenous and exogenous systems, as

indigenous communities navigated the changes imposed by colonial rule while striving to preserve their cultural identities. Like others has argued that folk media, as traditional forms of communication, have evolved as grassroots expressions of the values and lifestyle of the people and, because they use local languages with which the people are familiar, have become embedded in their cultural, social and psychological thinking. Indigenous media are used to communicate entertainment, news, announcements, persuasion, and social exchanges of all types. They are a means by which a culture is preserved and adapted. While exogenous communication while is mass communication, is defined as the use of electromagnetic component or device to reach a homogenous and heterogeneous audience. Mass media uses electromagnetic wave, this wave enables signal to travel to a long distance covering vast area.

The media helps to achieve development in the rural areas, as issues of development are aired to audience in the form of various programmes and individuals are exposed to happenings in and around their society, through listening to these programmes. Communication serves as the basic element of interaction and information sharing in life. Communication creates pool of ideas, strengthens the feeling of togetherness, through the exchange of messages and translates through thoughts, into actions.

Media educates citizens on new issues inherent in the society. For example, issues on politics, business, current affairs, etc, are aired to create awareness. The media serves as an agent of social mobilisation, people are moved to delivering a certain goal, based on their awareness of their rights and responsibility to the society. Thus this study examines the impact endogenous and exogenous communication has on rural development.

The problem is that Ikwerre Local Government consists of both semi-urban and rural area and it is believed that exogenous communication system are means by which the people of the LGA get developmental messages. The blend of both systems should be encouraged. This study therefore examines endogenous and

exogenous communication in rural development programmes in Ikwerre Local Government Area. The above is being undertaken to achieve the following objectives:

1. to determine the extent to which residents of Ikwerre Local Government Area are exposed to both endogenous and exogenous;
2. to assess the influence of endogenous and exogenous media on the residents of Ikwerre Local Government Area.
3. to ascertain how endogenous and exogenous communication media encourages residents to participate in rural development programmes in Ikwerre Local Government Area.

### **Concept of Rural**

Rural areas generally refer to areas in a country that are not fully developed. They are areas in a nation where you still have high traditional lifestyles that cannot be found in the urban areas or centres. (Udoaka 1998, p. 49) avers that when the word “rural” is mentioned in Africa, certain things are conjured in our minds. These images, according to Udoaka centre on acute undevelopment and poverty and they manifest themselves in the form of bad roads, lack of water supply, poor housing, poor sanitation and high rate of illiteracy. Udoaka further observes that the word brings to mind geographic locations in African, with populations of hungry, wretched looking people and stunted, kwashiorkor riddled children. It conjures the image of a people, who suffer in the farms, from morning to evening, but whose harvest is not commensurate with the efforts and time spent.

Rural areas are such areas that lack the necessary infrastructure to make a meaningful living. They lack infrastructure like good roads, electricity, portable water, good market, banking institutions, good schools, health centres, etc. Those in the rural areas need to go to urban areas whenever they need such infrastructures. For example, people in the rural areas normally go to the towns and cities whenever they need healthcare services. This explains why Anaeto and Anaeto (2010, p. 12) argue that what is seen in the rural areas in Africa is the picture of

poverty, unemployment, hunger, non-availability of infrastructure, illiteracy, lack of basic social amenities, like portable water, good roads and hospitals, etc.

### **Concept of Development**

Development as a concept is broad and therefore, does not subject itself to a single definition. It indeed covers a wide range of human endeavors. According to Asemah (2010), development is a process of change in attitude, social structure and general acceleration of economic growth, through reduction of poverty and inequality. Asemah (2011) notes that development in human society is a many sided process. At the level of the individual, it implies increased skills and capacity, greater freedom, creativity, self-discipline, responsibility and material well-being. The achievement of any of these aspects is very much tied in with the state of the society as a whole. Development involves the creation of opportunities for the realisation of human potentials. Human beings have certain basic requirements, which must be satisfied so that they can properly function in the society. Among these are enough food, employment and the elimination of the kinds of inequality, which lead to poverty.

Asemah (2010) sees development as a gradual process of bringing about positive attitudinal change in the people. It is a continuous process of improving their living conditions, through positive change. The essence of development according to Asemah is the development of people with change in their attitude, leading to change of habit. This means that just changing things without concurrent change of habit or attitude is not a healthy development. Development is seen as a changing process of knowledge, attitude and practices. It is in this context that the writer looks at development.

### **Concept of Rural Development**

Rural development is a concept that is used to describe a strategy that is designed to improve the economic and social life of the people in the rural areas. The United Nations Development

Programme (UNDP) sees rural development as a process of socio-economic change, involving the transformation of agrarian society, in order to reach a common set of development goals, based on the capacities and the needs of the people (Owo, in Nwosu, 2007, p. 305). To Anibueze, in Nwosu, et. Al. (2005, p. 36), rural development is a strategy that is designed to improve the economic and social conditions of a specific group of people, that is, the rural people. It involves extending the benefits of development to the poorest, among those who seek a livelihood in the rural areas. Rural development in general, is used to denote the actions and initiatives taken to improve the standard of living in non-urban neighborhoods, countryside and remote villages. These communities can be exemplified with a low ratio of inhabitants to open space.

No country can boast of development when its rural communities have not been positively affected. Onabajo, cited in Anaeto and Anaeto (2010) say that rural development entails interventions aimed at improved productivity, increased employment/incomes for the target groups, as well as, minimum acceptable levels of food, shelter, education, health and housing. Rural development according to Anaeto and Anaeto (2010) is a subset and an important part of national development. The idea and concern for rural development stems from the fact that majority of the people in the countries reside in the rural areas. Rural development efforts attempt to bring about self-reliance in the rural communities in a country. New practices, ideas, innovations and methods, are introduced and when the rural dwellers accept these practices, it leads to economic gains.

### **Theoretical Framework**

The theory adopted for this study is Agenda-Setting Theory. It was propounded by Maxwell McCombs and Donald Shaw in 1972, but was first worked on by an American Journalist Walter Lippman in 1922. Agbo (2003 p. 21) states that agenda setting theory has the power to determine what we are thinking about by pre-determining what issues are regarded as important in the society. Ngoa (2012, p. 22) writes

that agenda setting theory hinges on the media capability to structure issues in peoples' mind; in other words, people take as important issues the media consider to be so. Kuncizik (1988) in Agbo (2003, p. 32) says that the opportunity for agenda-setting by the mass media becomes enhanced when the value structure of a society is in a state of flux.

Anaeto et al (2008), argues that the media sets the agenda for our general discussion. They also went further to posit that, the following could be responsible for agenda-setting:

- i. The number of times an issue is reported;
- ii. Using headline and picture display strategies to play up a report in the media;
- iii. Reports that give room for "points and counter-points".

Daramola (2003) confirms that the media have the ability to mentally order or organize the world for the people. Supporting this position Ojabor (2002) in Nwabueze, et al. (2014) affirm that media put pictures in our heads. In relation to this study, the media set the agenda as it concerned rural developmental programmes for the rural dwellers in Ikwerre Local Government Area.

### **Empirical Review**

A study by Faisal and Alhassan (2018), entitle Community Access and Participation in Community Radio Broadcast: Case of Radio Gaakii, Ghana. The paper also investigates the frequency of community members' participation in the stations broadcast and ascertained the levels of satisfaction (or otherwise) of their participation in the radio broadcast. The study was based on cross sectional survey design. Multistage sampling was used in the sampling processes and 150 respondents across five listening communities were recruited for the purposes of data collection and analysis. The study found out that community participation in Radio Gaakii's broadcast is limited to the radio programme listening stage and community members mostly participate through the use of mobile phones during specific

programme phone-in segments of the broadcast. The study recommends establishing Radio Gaakii Listening Clubs to facilitate community's participation in management, governance, programming and financing decisions to give true meaning to participation, create a sense of community ownership and ultimately, ensure sustainability of the Station.

Another study by Ubini and Oji (2021) titled Influence of Melody FM Nigeria go better, A Pidgin English Radio Programme in Creating Development Awareness in Warri, Nigeria. The study investigates how radio has been used as a carrier of development information to create awareness on development issues among people of Warri, Nigeria. The study builds on what researchers have recognized as the strength of radio in spurring peoples' interest and participation in development matters. The study adopts the cross-sectional research method to sample the views of 240 respondents drawn from Warri population. The graduated data derived from a Likert scale which were statistically analysed using percentages. The findings reaffirmed the rationalized position of scholars on the use of radio in the direction of development. The sustainability of the programme and the quest for future capable hands to continue to run the programme however remain a worry to the people and are recommended for action.

### **Research Methodology**

The design for the study was a descriptive survey. The design was considered appropriate because it enabled the researcher to identify the characteristics of the population objectively. This study was carried out in Ikwerre Local Government Area of Rivers State. According to NPC census of 2006 which is projected to 2022 by the National Bureau of Statistics (NBS), the population of Port Harcourt stands at 271,700.

For the purpose of this study, the sample size of 384 was determined by using Krejcie and Morgan's (1970) sample size determination table. The instrument for data collection was the questionnaire on a four point modified Likert scale of Strongly Agree

(SA), Agree (A), Disagree (D) and Strongly Disagree (SD). The data were analysed using frequency table and criterion mean score.

### Data Presentation and Analysis

Research Question 1: What is the extent to which residents of Ikwerre Local Government Area exposed to both endogenous and exogenous media?

Table 1: Mean ( $\bar{x}$ ) Analysis of extent of exposure

S/N	Items	SA 4	A 3	D 2	SD 1	Total	Mean ( $\bar{x}$ )	Remark
1	I am exposed to both endogenous and exogenous media in Ikwerre local government area	77 308	122 366	131 262	40 40	370 936	2.52	Agree
2	I am exposed to endogenous media because, only endogenous media are used in Ikwerre local government communicate rural development programmes.	78 312	74 222	95 190	123 123	370 856	2.31	Disagree
3	I am exposed to exogenous media because, only exogenous media are used in Ikwerre local	100 400	104 312	112 224	54 54	370 990	2.67	Agree

government to communicate rural development programmes.								
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Table 1 shows that respondents were expose to both endogenous and exogenous media in terms of rural developmental progrmmes, but majority of the respondents get their development messages more from exogenous media than endogenous media.

Research Question 2: What is the influence of endogenous and exogenous media on the residents of Ikwerre Local Government Area on rural development?

Table 2: Mean ( $\bar{x}$ ) Analysis of influence of endogenous and exogenous media

S/N	Items	SA 4	A 3	D 2	SD 1	Tota l	Mea n ( $\bar{x}$ )	Remark
1	Exogenous and endogenous media as influence me positively on rural development	77 30 8	122 366	131 262	40 40	370 936	2.52	Agree
2	Exogenous and endogenous media influence me negatively on rural development	45 18 0	76 228	125 250	12 4 12 4	370 782	2.11	Disagree

4	I am neutral on endogenous and exogenous communication on rural development	87	49	134	10	370	2.42	Disagree
		34	147	268	0	899		
		8			10	0		

The result in the table above indicates that respondents were influence positively by endogenous and exogenous media with a mean score of 2.52 and disagreed that it affected them negative or they were neutral, with a mean score 2.11 and 2.42 respectively.

Research Question 3: How did endogenous and exogenous communication media encourages residents to participate in rural development programmes in Ikwerre Local Government Area?

Table 3 Mean ( $\bar{x}$ ) Analysis of extent of exposure.

S/N	Items	SA 4	A 3	D 2	SD 1	Total	Mea n ( $\bar{x}$ )	Remark
1	Rural development communication through endogenous and exogenous media encourages me to pay my tax	135 540	128 384	81 162	26 26	370 1112	3.00	Agree
2	The information I receive through endogenous and exogenous media enables me to support rural development programmes	107 428	109 327	111 222	43 43	370 1020	2.7	Agree

3	I discourage the vandalism of rural development project because of the conviction I get through endogenous and exogenous media.	190 760	157 471	13 26	10 10	370 1267	3.42	Agree
4	I am not moved about rural development communication through endogenous and exogenous media	832	618	202 404	154 154	370 608	1.64	Disagree

Table 3 above indicates that respondents that participated in the study, were actually motivated by information from both endogenous and exogenous media to participate in rural development programmes in Ikwerre local government area.

### Discussion of Findings

Research Question 1: What is the extent to which residents of Ikwerre Local Government Area exposed to both endogenous and exogenous media?

Table 1 shows that respondents were expose to both endogenous and exogenous media in terms of rural developmental progrmmes, but majority of the respondents got their development messages more from exogenous media than endogenous media. From the findings in table 1 it is obvious that the electronic media have a more-wider coverage than the traditional media, this is as a result of technological advancement.

Research Question 2: What is the influence of endogenous and exogenous media on the residents of Ikwerre Local Government Area on rural development? The result in 2 table above indicates that

respondents were influenced positively by endogenous and exogenous media with a mean score of 2.52 and disagreed that it affected them negatively or they were neutral with a mean score 2.11 and 2.42 respectively. Researches have established that the media have far-reaching influence on people. Okunna (1999) opines that the media perform a number of functions which benefit the individual as a member of society. These range from “serious informational and educational functions, supporting this view McQuail (1992 in Okon, 2001), states that information as a function of the media empowers the individual audience to seek advice on practical matters or opinion, decision choices, satisfy curiosity, general interest learning, self-education and gaining a sense of security through knowledge. This accounts why Kasoma (2010), Udoudo and Asak (2011) agreed that citizens need to be well informed in order to be good citizens of their country.

Research Question 3: How did endogenous and exogenous communication media encourage residents to participate in rural development programmes in Ikwerre Local Government Area? Table 3 above indicates that respondents that participated in the study, were actually motivated by information from both endogenous and exogenous media to participate in rural development programmes in Ikwerre local government area. According to Sanni and Ojewale (2020) knowledge about rural development encourages people to perform their civic duties such as tax payment, protecting such project etc.

### **Summary of Findings**

The study discovered the following:

1. That people of Ikwerre Local Government are very much exposed to both endogenous and exogenous communication media on rural development.
2. That rural development information through endogenous and exogenous media had great influence on residents of Ikwerre Local Government Area,

3. Endogenous and exogenous media encouraged residents of Ikwerre Local Government to contribute their quota to rural development.

#### Conclusion

The crux of the study is to investigate endogenous and exogenous communication in rural development programmes in Ikwerre Local Government Area. Concept were reviewed and the study was anchored on Agenda-Setting theory. Survey design was used with a population of 271,700. The power of the media cannot be over emphasized whether it is the endogenous or exogenous.

#### Recommendation

The study recommends that the media must equip the public with not just average information, but adequate information on basic rights and entitlements, public services, public budgets, health, housing projects, road rehabilitation projects;(especially those that could bring discomfort to road users so alternative routes could be plied if possible education and working opportunities, agricultural prices and other market information which would enable them to efficiently utilise provision of diverse development projects, consequently, developing the right stimulation to participate in the development process.

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