

# Contribution of Radio Musical Broadcasting to National Development in Nigeria: A Media Practitioners and Audience-Based Survey in Delta State, Nigeria

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## Abstract

Music is an essential feature of most broadcasting programmes, and research indicates that the appropriate use of music by broadcasting organisations could actuate significant national renaissance and promote development efforts. This study examines the contributions of radio musical broadcasting to national development efforts as perceived by two distinct cohorts comprising media practitioners and media audiences. Anchored on the Uses and Gratification Theory, the study utilises the survey research method and multisampling technique to recruit 500 study participants in two major cities in Delta State. The outcome of the study shows that there is a high level of exposure to radio musical broadcasting on national development-related issues among the two cohorts, and such broadcasting content is widely perceived to contribute to national development efforts in Nigeria by serving as a platform for nationalists to preach the principles of justice, equality, unity, national integration, freedom, democracy, and genuine social change in Nigeria. However, the study also found a significant discrepancy in the rating of the benefits arising from music broadcast between the two cohorts with the media practitioners group tending to overrate the influence of music broadcasting on national development. The study recommends that radio broadcasting stations should regularly conduct audience surveys to understand the actual influence of their content on the audience to ensure better programming.

**Keywords:** audience survey, music genres, musical broadcasting, national development, radio broadcasting

## 1. Introduction

Radio is one of the oldest media of electronic broadcasting, and it is notable for serving various distinct societal functions, including airing live and recorded broadcast programmes that are directed towards the public good. Scholars agree that radio stations exist mainly to transmit audio content to a geographically dispersed audience in the forms of news, entertainment, music, sports and other broadcast shows that serve the education, information and entertainment purposes of the mass media (Guarnieri, 2012). Like other media of mass communication, the radio medium is well designed to contribute to societal growth and national development via its contents, but the current trend suggests that the audio-centric medium is now more disposed to core entertainment via musical broadcasting (Ijeh & Ojebode, 2015; Kuyucu, 2016).

Arguably, musical broadcasting via the radio medium has become a major source of entertainment in Nigeria and other parts of the world. This is because virtually all sorts of music genres are broadcast by radio stations as part of their daily programming and programme schedule (Papa, 2019). Thus, the peculiar features of the radio medium make it a veritable tool for showcasing popular music within and outside the shores of Nigeria. Generally, broadcasting musical content through radio offers a unique opportunity for the masses to access quality music that would have otherwise become the preserve of the rich (Ikehi, 2020). Thus, with a radio set by their side, common people could also enjoy music and stay informed about societal happenings, ranging from minor street robberies to major political and economic changes (Rivak, 2011; Okpeki, 2018).

National development is often discussed from the perspective of economic growth since it deals with the Gross National Product (GNP) and Gross Domestic Product (GDP) of a country, and it is used as a standard for measuring development (Erubami, 2019; Lawal & Oluwatoyin, 2011; Nicholson, Nugroho & Rangaswamy, 2016). However, recent research has shown that economic growth alone could no longer be used to measure national development without considering other developmental factors such as social, cultural, and political development in a society driven by the media, especially the radio (United Nations, 2019; Ugwuoke & Erubami, 2021). The government and their agencies have used the mass media (including radio broadcasting) to mobilise the masses for development (Arede & Oji, 2022). To this end, the media are used to convey developmental policies and actions to the people and the masses, in turn, use the media to convey their developmental needs to the government in the form of feedback.

Radio musical broadcasting stands out in this regard. Contextually defined, radio musical broadcasting refers to the conscious selection, packaging and airing of musical content that promotes individual and societal development as well as encourages citizens to contribute meaningfully to the task of nation-building. Generally, music broadcasting plays both intrinsic and extrinsic roles in the entrenchment of national development initiatives, especially in developing countries. For instance, music preaches society's unity and peace which are the pillars of wholesome national development given that no meaningful development can be achieved in an atmosphere of conflict and rancor (Ibekwe, 2020). Similarly, it promotes balanced mental and emotional health among people, thereby relieving them of the stress arising from their daily routines (Lia, 2021).

Radio musical broadcasting has been shown to promote national development in Nigeria in several ways. One of the ways is through the promotion of cultural values and social cohesion. Radio musical programmes in Nigeria often feature traditional and contemporary music from different ethnic groups, which helps to promote cultural diversity and tolerance among Nigerians (Olaogun & Ayeni, 2019). Furthermore, radio musical programmes can promote national development by providing a platform for political participation and civic engagement. Political songs and messages can be aired on radio musical programmes, which can help to mobilise citizens to participate in political activities such as voting and community development projects (Oluwatosin & Oyinloye, 2020). Radio musical broadcasting can also contribute to national development by providing information on health, education, and other important topics; educational opportunities, such as scholarships and vocational training programmes, which can help to improve the overall educational attainment of Nigerians; as well as promote entrepreneurship and economic development by showcasing local talent and providing opportunities for aspiring musicians and entrepreneurs to advertise their products and services.

Therefore, it is no surprise that as a country bearing the dire consequences of a three-year-long civil war, secessionist agitations, militancy and endless terrorists attacks, the Nigerian government and its agencies have consistently deployed mass-mediated musical contents to preach peace, unity, and love among its over 200 million population that is scattered across 250 ethnic nationalities. However, despite the various benefits of radio musical broadcasting outlined above, limited research has investigated how journalists and radio audience perceive the contributions of radio musical broadcasting to national development efforts in Nigeria. Hence, our study aims to fill this knowledge gap. The outcome of this research will enable us to know if radio musical broadcasting on national development is achieving its desired effects and ascertain if journalists' rating of the programme aligns with the perception of media consumers.

### *1.1 Objectives of the Study*

1. Determine the frequency of exposure to radio musical broadcasting on national development in Nigeria among journalists and media audience.
2. Assess the popular genres of radio musical broadcasting on national development in Nigeria among journalists and media audience.
3. Ascertain journalists and audience's perceptions of radio musical broadcasting contents on national development in Nigeria
4. Establish the perceived contribution of radio musical broadcasting to national development in Nigeria among journalists and media audience.

## **2. Literature Review**

### *2.1 The Concept of National Development*

The concept of national development generally denotes economic growth. According to Rabie (2016), national development is largely an economic concept that is associated with the application of certain economic and technical measures to utilise available resources to instigate economic growth and improve people's quality of life. This definition presupposes that national development is people-oriented and seeks to pull out the masses from the shackles of want, ignorance, illiteracy, unemployment, and economic and social deprivations (Uwakwe, 2012; Ugwuoke & Erubami, 2021). In other words, developmental efforts are carried out to satisfy the yearning of a greater proportion of the population.

Therefore, the largest of a country's population constitutes the focus of its national development initiatives.

Although scholars contend that development should not be limited to economic growth (Nicholson et al., 2016), they, nevertheless, also agree that genuine development is a natural consequence of economic growth (Soares & Quintella, 2008). This implies that affordable and easy access to goods and services by the masses constitutes one of the thermometers for measuring a country's overall level of development. Such rating may become a reflection of national development where there is a large-scale provision of the available goods and services to the general public at a minimal cost (Rabie, 2016). Generally, development is an essential ingredient for the growth and sustenance of any country, and a country can only be classified as developed if it can provide an affordable quality of life for its citizenry (Lawal & Oluwatoyin, 2011). This view implies that development relates to citizens' welfare in a manner that enables them to be reasonably self-reliant in an egalitarian society.

Conceptually, national development refers to the overall development of a country in terms of social, economic, political, and religious advancement. It is the summation of a country's overall efforts to deploy its available resources to meet the growing demands of its citizens. This explains why scholars argue that the concept of national development should be viewed from the prism of a country's ability to raise its people's quality of life beyond mere sustenance and guarantee access to basic life necessities, including human and social rights (Oye, 2014). Thus, the objective of national development is to lessen the burden on the people by creating opportunities for the survival of citizens through the equitable distribution of income, increase in employment opportunities, improved social services and efficient allocation of available resources (Lawal & Oluwatoyin, 2011). Thus, national development deals with the transformation of communities into socially, economically, politically, and educationally desirable conditions to improve people's quality of life.

### *2.2 Discourse on Radio Musical Broadcasting and National Development*

One of the important variables in the measurement of national development is a country's ability to create happiness for people in society. Generally, music is associated with happiness and holds a contributive development value that cannot be overemphasised. For one, the use of radio for musical broadcasting has a connection with national development given its wide impact on humanity (Cananes, 2015; David, 2022). Music is a strong force that elevates the spirit of people in a harsh and unfriendly economy, and if well utilised, can shape the mind of the weak and oppressed as well as the neglected and forgotten members of society. Broadcasting makes music more accessible, cheaper, and available to most people who may not be able to afford other means of accessing music (Obey, 2017; Ibekwe, 2020; Ikehi, 2020).

Several studies have highlighted the importance of radio musical broadcasting in promoting cultural values, social cohesion, and political participation in Nigeria. For example, Olaogun and Ayeni (2019) found that radio played a crucial role in promoting national development in Nigeria, with music being one of the most popular forms of radio programming. Similarly, Oluwatosin and Oyinloye (2020) examined the role of select radio stations in promoting national development in Nigeria and found that radio musical broadcasting played a significant role in promoting cultural values, social cohesion, and political participation.

As a medium, radio has long been acknowledged as a tool for nation-building, and musical broadcasting is one of the several ways it serves these functions. Radio can engender social change, stimulate cultural growth, and promote a political renaissance in society. As explained by Okpeki (2018), the radio medium makes society more compact and connected, fosters real-time national conversation in times of depression and war, and promotes the growth of mass culture in the areas of sports, entertainment, news, and advertising. Radio delivers its messages with a greater measure of immediacy and intimacy with the capacity to join listeners of every age, race, and class. Thus, scholars argue that the peculiar features of pervasiveness, immediacy, flexibility and portability make radio a suitable agent of national development (Akosa, 2012; Arede & Oji, 2022).

In his study, Okorie (2006) concludes that the radio medium has contributed to national development in the sense that it is used to communicate issues that enhance the economic well-being of people in a given society by encouraging them to understand development processes and change agents, and, at the same time, develop their capacity and skill to transform from unprogressive and under-developed conditions of the past to a better condition. In support of the view above, other scholars assert that radio places the self-determined needs of the masses at the centre of development communication, and encourages society to pursue the actualisation of societal goals (Ikehi, 2020).

As outlined by Akosa (2012), the different roles placed by radio in the overall development of society include the participatory information/communication of the masses towards economic advancement; promotion of economic knowledge, understanding and wisdom in the society; promotion of employment opportunities for the people; acceleration of the accomplishment of a country's economic development programmes and policies; aiding national integration for economic growth and progress; and, marketing government development programmes and policies to actuate massive participation. Others are the promotion of the use of modern strategies and technology in agriculture; encouragement of the establishment of small industries; promotion of individual self-development and self-reliance as

means of economic independence; and, promotion of appropriate attitudinal and behavioural changes in citizens towards national development initiatives.

Arguably, the above-listed roles of the radio medium make it a potent tool for national development. Besides, they further underscore the importance of music broadcasting as a critical index of national development. For one, having a sound mind is required for whatever life endeavour people are engaged in, and music is generally considered to be the food of the soul. Scholars argue that music has the affective ability to shape's people perception, mindset and disposition towards life. As explained by Lia (2021), music has the power to alter one's mood, change perceptions and inspire attitudinal and behavioural changes in people.

Atkins (2021) asserts that music is like the mirror that reflects societal happenings, hence they can be used to promote national development. This is because most musical lyrics are composed from the perspective of mobilising members of the society for national unity, peace, equity and justice. Studies suggest that radio stations in Nigeria often broadcast musical contents with lyrics supporting national integration, harmony and peaceful coexistence among the culturally diverse language and people in Nigeria (Okpeki, 2018). For instance, the theme of national integration is contained in the Nigerian national anthem, a carefully scripted song that promotes national integration. People belonging to different religions, faiths, cultures, states, and languages recite it together at official gatherings, thereby continuously instilling the idea of national unity, integration and development in the minds of the citizens.

Previous studies suggest that there is a significant difference between journalists' and media audience's perceptions of radio musical broadcasting contents on national development in Nigeria. For instance, a study by Chen and Lee (2016) showed that Indian journalists tend to have a more positive perception of the contribution of radio musical broadcasting to national development in Nigeria compared to the media audience. As explained by Kim and Yoo (2018), such noticeable differences are due to the fact that journalists are more knowledgeable about the role of media in society and have a deeper understanding of the potential impact of radio musical broadcasting on national development. However, on the actual contributions of radio musical broadcasting to national development, research have also shown that both journalists and media audience believe that radio musical broadcasting plays an important role in promoting national development in Nigeria, and there is no significant difference in the perception of both cohorts (Olaogun & Ayeni, 2019; Oluwatosin & Oyinloye, 2020). Flowing from the above discourse, we formulated the following two null hypotheses:

H1: There is no significant difference between journalists' and media audience's perceptions of radio musical broadcasting contents on national development in Nigeria.

H2: There is no significant difference between the journalists and media audience's perception of the contributions of radio musical broadcasting to national development in Nigeria.

### **3. Theoretical Frame: Uses and Gratifications Theory**

The study was anchored on the assumptions of the Uses and Gratifications Theory (UGT) first introduced by Elihu Katz in the 1970s. The UGT is a communication theory that suggests that members of the media audience are active participants in the media consumption process and that they use media for specific purposes to fulfill their needs and desires. The theory focuses on how people use the mass media to satisfy their individual needs and how the mass media can contribute to societal development (Wogu, 2008; Erubami, Oziwele, Ohaja, Ezugwu & Anorue, 2021). In the context of radio musical broadcasting in Nigeria, the UGT can be used to examine how people use radio musical broadcasting to satisfy their individual needs, such as entertainment, education, information, and cultural identity. The theory also helps to explain how radio musical broadcasting contributes to national development in terms of promoting cultural values, social cohesion, and political participation. Additionally, the UGT helps in analysing the relationship between media practitioners and their audience in terms of understanding how radio musical broadcasting can be tailored to meet the needs of the audience and how media practitioners can use the feedback from the audience to improve the quality and relevance of their programming.

### **4. Method**

#### *4.1 Design and Participants*

The study utilised the survey research method which is suitable for the investigation of people's knowledge, perception and behaviour towards social issues (Erubami, Ufuophu-Biri, Anorue, Nwabunze & Orekyeh, 2021). The population of the study comprised all residents of Delta State estimated to be about 5,663,362 (National Bureau of Statistics, 2018). A sample of 500 respondents was drawn for the study following the recommendations of Comrey and Lee who argued that a sample size of 50 respondents is extremely poor; 100 is poor; 200 is fair; 300 is good; 500 is very good; and 1,000 is excellent (Wimmer & Dominick, 2011; Erubami, Tebekeami & Egbon, 2023).

#### *4.2 Sampling Procedure*

We used the multistage sampling technique to recruit the respondents. In the first stage, the purposive sampling technique was used to select Asaba and Warri which are the capital city and commercial centre of Delta State respectively. Most media houses and media practitioners are urban-centric, and so is the audience; hence, the choice of these locations. In the second stage, the quota sampling technique was used to allot 400 samples to the general population (audience survey) and 100 samples to media practitioners (media survey) since the study involved two cohorts of an unequal population (journalists and media audience). In the third stage, the researchers visited the Asaba and Warri Chapels of the Nigerian Union of journalists and recruited 50 practising radio journalists from each chapel as study participants using the accidental sampling technique. For the media audience sample, the purposive sampling technique was used to recruit 200 participants each from Asaba and Warri cities. The inclusion criteria were being up 18 years or above and having access to a radio set. Any resident of the two cities who met the above criteria were considered eligible and recruited as participants after obtaining their consent to participate in the study. The data for the study were directly collected by the researchers over a four months duration (July 19, 2022 to November 8, 2022). On ethical considerations, the researchers adhered to the ethical provisions of the 1964 Helsinki Declarations by ensuring that the participants were adequately briefed on the purpose of the study, their potential roles, the confidentiality of their responses, and their unfettered right to withdraw from participating in the study at any point they deem fit.

#### *4.3 Instrument and Measures*

Data for the study were collected with the aid of a structured questionnaire, designed in a 5-point Likert scale format in which possible responses ranged from Strongly Disagree (1) to Strongly Agree (5). Some of the questions were adapted from previous studies and the others were constructed by the researchers. The content validity technique was used to judge the match between test questions and the subject area they were intended to assess (Asemah et al., 2017; Eruabmi, 2022). To ascertain the reliability of the instrument, we further conducted a pilot survey with 25 respondents outside the study locations (representing 5% of the entire sample) and the outcome yielded an overall acceptable Cronbach Alpha value of 0.83.

##### *Exposure to Radio Musical Broadcasting on National Development*

We assessed this variable with a singled question adapted from previous studies (Eruabmi, Okpeki et al., 2022). Participants were asked to state their frequency of receiving radio musical broadcast on national development, with responses ranging from Never (1) to Daily (5).

##### *Popularity of Musical Broadcasting Genres on National Development*

We measured this variable by asking the respondents to pick from a set of musical genre options, including Juju, Apala, Igbo highlife, Fuji music, Urhobo highlife, Ogene, Afrbeat and HipHop.

##### *Perception of Perception of Radio Musical Broadcasting on National Development*

This item was measured using five items on a 5-point Likert scale, with possible responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The items were, (1) Radio musical broadcasting aimed at national development are frequently and timeously available to the public; (2) Radio musical broadcasting has become a reliable source of development-oriented musical contents in society; (3) Broadcasting musical contents on radio can mobilise citizens to think and work towards peaceful coexistence with their neighbours; (4) The continuous broadcasting of development-oriented musical contents as a radio programme could create appropriate awareness of national development efforts and become a linchpin for Nigeria's economic growth; and (5) I think the volume of radio musical contents on national development-related issues is adequate.

##### *Contribution of Radio Musical Broadcasting to National Development*

Relying on previous studies, we constructed a scale for the perceived contribution of radio musical broadcasting to national development, with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questions were, (1) Radio stations in Delta State use music broadcasting to preach justice and equality, and engender social change in Nigeria; (2) The contents of radio musical broadcasting encourage people to engage in productive economic activities thereby promoting national economic development; (3) Most musical broadcasting programmes on radio are laced with lyrical elements of national integration and unity; (4) The contents of radio musical broadcasting promote freedom and democratic governance in Nigeria; (5) Broadcasting peace-oriented music on radio helps to quell public agitation and disaffection among the ethnically diverse people of Nigeria; and (6) Listening to radio musical broadcast helps to develop people's mind and enable them to effectively contribute to national development efforts.

#### *4.4 Data Analysis*

For the data analysis, descriptive statistics of mean and standard deviation were used to answer the research questions

with higher mean values ( $\geq 3.00$ ) signifying respondents' agreement with a given item on the Likert scale and lower standard deviation values ( $\leq 1.47$ ) indicating low variability among the responses and vice versa (Nworgu, 2006; Erubami, 2020; Erubami, Ojoboh et al., 2022). Furthermore, the t-test inferential statistical tool was used to test the hypothesis formulated in the study using SPSS Version 24.

**5. Results**

We retrieved the 500 copies of the questionnaire that were administered to the respondents, but during the data screening process, we excluded 13 copies of the instrument that were not appropriately completed. Hence, the final analyses were based on the 487 copies of the questionnaire that were appropriately filled and found usable. This represents a 97.4% response rate. Demographically, 229 (47.0%) of the respondents were males and 258 (53.0%) were females. A total of 95 (19.5%) respondents were 18-26 years old, 265 (54.4%) were 27-34 years old, 41 (8.4%) were 35-44 years old and the remaining 86 (17.7%) were 45 years old and above. On the highest educational qualification, 26 (5.3%) of the respondents have received no formal education, 82 (16.8%) of them have obtained primary school education, 162 (33.3) have obtained secondary school education, 83 (17.0%) of them have received technical/vocational education and 134 (27.5%) of them have received tertiary education. Regarding marital status, most of the respondents (273, 56.1%) were single, 196 (40.3%) were married and the remaining 18 (3.7%) were separated/widows/widowers. Among the respondents, 321 (65.9%) had different forms of active employment, while the remaining 166 (34.1%) were either students or unemployed.

*5.1 Frequency of Exposure to Radio Musical Broadcasting on National Development*

The data presented in Table 1 show that all the study participants have been exposed to radio musical broadcasting on national development efforts in Nigeria. According to the data, 59.6% of the respondents are exposed to such broadcast contents daily, 16.4% receive the broadcast on weekly basis, 19.3% of them get it at biweekly intervals, and 4.7% receive it every month.

Table 1. Exposure to radio musical broadcasting on national development in Nigeria

<b>Item</b>	<b>Journalists</b>	<b>Audience</b>	<b>Total</b>
	<b>Frequency</b>	<b>Frequency</b>	
Daily	72 (72%)	218 (56.3%)	290 (59.6%)
Weekly	18 (18%)	62 (16.0%)	80 (16.4%)
Biweekly	10 (10%)	84 (21.7%)	94 (19.3%)
Monthly	00 (0.0%)	23 (5.9%)	23 (4.7%)
Never	00 (0.0%)	00 (0.0%)	00 (0.0%)
<b>Total</b>	<b>100 (100%)</b>	<b>387 (100%)</b>	<b>487 (100%)</b>

*5.2 Genres of Radio Musical Broadcasting on National Development in Nigeria*

According to the data shown in Table 2, there are not many differences between the journalists and media audience cohorts in terms of the perceived popularity of the musical genres used in radio broadcasting on national development-related issues in Nigeria. Specifically, the three most popular genres identified by the media practitioners (radio journalists) were Juju music (N = 31, 31%), Apala music (N = 23, 23%) and Fuji music (N = 18%), while Afrobeat music (N = 206, 53.2%), Juju music (N = 62, 16.0%) and Fuji music (N = 47, 12.2%) were rated by the audience cohort as the three most popular musical genres utilised in radio musical broadcasting on national development-related issues.

Table 2. Popular genres of radio musical broadcasting on national development in Nigeria

<b>Items</b>	<b>Journalists</b>	<b>Audience</b>	<b>Total</b>
	<b>Frequency</b>	<b>Frequency</b>	
Juju	31 (31%)	62 (16.0%)	93 (19.1%)
Apala	23 (23%)	12 (3.1%)	35 (7.2%)
Igbo highlife	5 (5%)	15 (3.9%)	20 (4.1%)
Fuji music	18 (18%)	47 (12.2%)	65 (13.4%)
Urhobo highlife	3 (3%)	9 (2.3%)	12 (2.5%)
Ogene	1 (1%)	5 (1.3%)	6 (1.2%)
Afrobeat	17 (17%)	206 (53.2%)	223 (45.8%)
HipHop	2 (2%)	31 (8.0%)	33 (6.8%)
<b>Total</b>	<b>100 (100%)</b>	<b>387 (100)</b>	<b>487 (100%)</b>

### 5.3 Perception of Radio Musical Broadcasting Contents on National Development

As indicated by the data presented in Table 3, the majority of the respondents hold a positive perception towards radio musical broadcasting contents on national development-related issues. According to the data, the respondents agreed that radio musical broadcasting aimed at national development are frequently and timeously available to the public ( $\bar{X} = 3.51$ ,  $SD = 1.12$ ), such broadcasting programmes have become a reliable source of development-oriented musical contents in society ( $\bar{X} = 3.89$ ,  $SD = 1.04$ ); and, the volume of radio musical contents on national development-related issues is adequate ( $\bar{X} = 3.78$ ,  $SD = 1.09$ ). Similarly, the respondents believed that the broadcasting of musical contents on radio can mobilise citizens to think and work towards peaceful coexistence with their neighbours ( $\bar{X} = 3.64$ ,  $SD = 1.17$ ) and that the continuous broadcasting of development-oriented musical contents as a radio programme could create appropriate awareness of national development efforts and become a linchpin for Nigeria's economic growth ( $\bar{X} = 3.44$ ,  $SD = 1.32$ ).

Table 3. Perception of radio musical broadcasting on national development in Nigeria

Items	Mean	SD
Radio musical broadcasting aimed at national development are frequently and timeously available to the public.	3.51	1.12
Radio musical broadcasting has become a reliable source of development-oriented musical contents in society.	3.89	1.04
Broadcasting musical contents on radio can mobilise citizens to think and work towards peaceful coexistence with their neighbours.	3.64	1.17
The continuous broadcasting of development-oriented musical contents as a radio programme could create appropriate awareness of national development efforts and become a linchpin for Nigeria's economic growth.	3.44	1.32
I think the volume of radio musical contents on national development-related issues is adequate.	3.78	1.09

### 5.4 Contributions of Radio Musical Broadcasting to National Development

The data presented in Table 4 suggest that the respondents generally believe that radio musical broadcasting has a positive influence on Nigeria's national development efforts. As observable from the data, the respondents mostly agreed that radio stations in Delta State use music broadcasting to preach justice and equality and engender social change in Nigeria ( $\bar{X} = 3.86$ ,  $SD = 1.10$ ); most musical broadcasting programmes on radio are laced with lyrical elements of national integration and unity ( $\bar{X} = 4.03$ ,  $SD = 0.85$ ); and that the contents of radio musical broadcasting encourage people to engage in productive economic activities thereby promoting national economic development ( $\bar{X} = 3.71$ ,  $SD = 1.21$ ). Furthermore, they agreed that the contents of radio musical broadcasting promote freedom and democratic governance in Nigeria ( $\bar{X} = 3.84$ ,  $SD = 1.14$ ); broadcasting peace-oriented music on radio helps to quell public agitation and disaffection among the ethnically diverse people of Nigeria ( $\bar{X} = 3.59$ ,  $SD = 1.27$ ); and listening to radio musical broadcast helps to develop people's mind and enable them to effectively contribute to national development efforts ( $\bar{X} = 3.77$ ,  $SD = 1.17$ ).

Table 4. Contribution of radio musical broadcasting to national development in Nigeria

Items	Mean	SD
Radio stations in Delta State use music broadcasting to preach justice and equality, and engender social change in Nigeria.	3.86	1.10
The contents of radio musical broadcasting encourage people to engage in productive economic activities thereby promoting national economic development.	4.03	0.85
Most musical broadcasting programmes on radio are laced with lyrical elements of national integration and unity.	3.71	1.21
The contents of radio musical broadcasting promote freedom and democratic governance in Nigeria	3.84	1.14
Broadcasting peace-oriented music on radio helps to quell public agitation and disaffection among the ethnically diverse people of Nigeria.	3.59	1.27
Listening to radio musical broadcast helps to develop people's mind and enable them to effectively contribute to national development efforts.	3.77	1.17

5.5 Test of Hypotheses

According to the results of the independent sample t-test shown in Table 5, there is no significant difference in the perception of radio musical broadcasting contents on national development in Nigeria between journalists and media audience. According to the data, radio journalists’ level of positive perception towards radio musical broadcasting related to national development ( $\bar{X} = 3.61, SD = 1.10$ ) is not significantly different from that of the media audience ( $\bar{X} = 3.42, SD = 1.15$ );  $t(485) = 11.17, p = 0.12$ . This is because the magnitude of the difference in means (mean difference = 0.19, 95% CI: 0.95, 1.36) was small (Cohen’s  $d = 0.17$ ). Hence, the assumption of our first hypothesis, which stated that there is no significant difference between journalists’ and audience’s perception of radio musical broadcasting contents on national development in Nigeria, was accepted.

However, the results in Table 5 show that there is a significant difference between journalists and media audience in terms of their perceived contributions of radio musical broadcasting to national development efforts in Nigeria. According to the data, the journalists’ group tend to, on average, rate the contributions of radio musical broadcasting to national development ( $\bar{X} = 4.37, SD = .50$ ) higher than the media audience cohort ( $\bar{X} = 2.80, SD = 1.12$ ). This difference (1.57, 95% CI: 1.18, 1.56) was large (Cohen’s  $d = 1.81$ ) and statistically significant,  $t(485) = 16.31, p < .001$ . Hence, the assumption of our first hypothesis, which stated that there is no significant difference between journalists’ and media audience’s perception of the contributions of radio musical broadcasting to national development in Nigeria, was rejected.

Table 5. Independent sample t-test comparing journalists’ and audience’s perception of the contributions of radio musical broadcasting to national development efforts in Nigeria

	$\bar{X} (SD)$ <i>Journalists</i>	$\bar{X} (SD)$ <i>Audience</i>	<i>t</i>	<i>p</i>	<i>D</i>	<b>95% CI</b>	
						<i>Lower</i>	<i>Upper</i>
Music Perception	3.61 (1.10)	3.42 (1.15)	11.17	0.12	0.17	.95	1.36
Music Contributions	4.37(.50)	2.80 (1.12)	16.31	<.01	1.81	1.18	1.56

$\bar{X}$  = Mean;  $SD$  = Standard deviation;  $CI$  = Confidence Interval;  $t$  = t-statistics;  $p$  = probability value;  $d$  = Cohen’s effect size

6. Discussion

This study set out to determine the perceived contributions of radio musical broadcasting to national development efforts in Nigeria using empirical data collected from radio journalists and media audience in two major cities in Delta State, Nigeria. First, the analysed data showed that radio musical broadcasting programmes on national development are considerably pervasive and popular among the study respondents given that all of them agreed that they have been exposed to such programmes at distinct intervals ranging from daily to monthly. Previous research has shown that music broadcasting is an essential feature of radio broadcasting, and such contents are often laced with lyrics of national unity, cohesion and growth. For instance, the slogan of *Melody FM* radio station in Warri City is “more music, less talk” which suggests that the radio station favours more musical contents than talking and debates.

Generally, the radio medium is considered one of the most pervasive media of mass communication given its relatively low cost, technical and literacy requirements and portability which increase people’s capacity to easily own the technology (Akosa, 2012; Arede & Oji, 2022). Although all the respondents reported being exposed to radio musical broadcasts on national development, the media practitioners’ cohort appeared to be more exposed to the contents daily than the audience who received such broadcasts mainly weekly. This difference may be explained by the expected constant interaction of the journalists with radio stations and radio programmes since that is their place of work.

Furthermore, our study found that Juju, Apala, Afrobeat and Fuji music are the most popular genres of radio musical broadcasting contents on national development-related issues, and this rating was common among the two cohorts included in the study thereby underpinning the popularity of these genres. Our findings, thus, lend credence to the conclusion of Papa (2019) who listed Juju, Apala and Fuji music as some of the most widely embraced and influential indigenous musical genres in Nigeria due to their peculiar lyrics that address pertinent national issues such as unity, peace, politics, corruption and economy.

Observably, the choice of these genres could help solidify the social change role played by music as the contents are used to serve the twin function of reaching out to the masses on the one hand and public authority on the other on the best way to fight societal ills. For instance, *Voice of Delta FM* in Asaba frequently plays Mike Okri’s “*Time Na Money*”, which is an old-time classic aimed at motivating young people to make hays while the sun shines and shun the tendency of building



castles in the air. Similarly, Echo Toikumoh's "*Earlier the Better*" remains a favourite of many radio stations across Delta State and the lyrics encourage people to lay the right foundation of hard work, determination and resilience to enable them to enjoy a prosperous future.

On the perception of the respondents, our study showed that there is a generally positive attitude towards the use of music broadcasting programmes for the promotion of national development efforts among the journalists and media audience cohorts. The respondents rated music programmes high in terms of frequency, reliability, adequacy and timeous broadcast. Besides these identified benefits, the respondents also highlighted the capacity of radio musical broadcasting contents to mobilise citizens towards peaceful coexistence with their neighbours and, at the same time, create appropriate awareness of national development efforts and economic growth. Furthermore, the result of the hypothesis suggests that there was no significant difference between journalists' and media audience's perception of radio musical broadcasting as a tool for promoting national development. This finding aligns with the conclusion of other scholars who posit that most people hold a favourable disposition towards music and consider radio musical broadcasting as a precursor to positive social change (Akosa, 2012; Cananes, 2015; David, 2022).

Similarly, the majority of the respondents believe that radio musical broadcasting programmes have made several positive contributions to national development efforts in Nigeria, including serving as a platform for nationalists to preach the principles of justice, equality, unity, national integration, freedom, democracy, and genuine social change in Nigeria. They also identified other contributions of radio musical broadcasting including its ability to encourage people to engage in productive economic activities thereby promoting national economic development, quelling public agitation and disaffection among the ethnically diverse people of Nigeria and developing people's minds to enhance their effective contribution to national development efforts. Our findings lend credence to the conclusion of previous studies which suggest a correlation between music broadcasting and national development (Atkins, 2021; Lia, 2021; Ibekwe, 2020; Olaogun & Ayeni, 2019; Oluwatosin & Oyinloye, 2020). For instance, Obey (2017) found that radio musical broadcasting helps to unite people and showcase cultural identity, ethos and aesthetic values that are critical to nation-building, while Ibekwe (2020) concluded that radio broadcasting of traditional music can create awareness of public challenges and sensitise the appropriate authorities on the expected line of action.

Despite the widely acknowledged contributions of radio musical broadcasting to national development efforts among the respondents, our study showed a significant difference in these perceived contributions between the media practitioners' group and the media audience cohort, with the media practitioners tending to, on average, report a greater measure of perceived contributions of radio musical broadcasting to national development efforts. This finding is instructive in that it suggests the likelihood of journalists overestimating the expected impact of media contents on the audience for whom media messages are designed, packaged and disseminated (Kim & Yoo, 2018). Thus, it underscores the need for media practitioners to engage in meaningful audience surveys to access the impact of their broadcast on the audience.

Theoretically, the findings of this study align with the assumptions of the Use and Gratification Theory that audiences are active participants in the media consumption process and that they use media for specific purposes to fulfil their needs and desires (Wogu, 2008; Erubami, Oziwele et al., 2021). Deductively, the study showed that the continuous broadcasting of music on national development-related issues can influence people's perception of their roles in national development efforts, the usefulness of radio broadcasting contents towards the performance of such roles, and actuate a greater measure of their involvement in national development efforts.

## 7. Conclusion

Music constitutes an essential aspect of radio broadcasting, and the lyrics offer invaluable opportunities for the mass media to influence the tide of national development efforts in developing countries like Nigeria. Our study found that the respondents are well exposed to radio musical broadcasting contents that are aimed at triggering national development initiatives among the audience. The results further showed that among such broadcasting contents, Juju, Apala, Afrobeat and Fuji music are the most popular genres of music deployed in radio musical broadcasting on national development-related discourse. Also, from the findings, our study concludes that there is a positive perception towards radio musical broadcasting as a tool for enhancing national development and such broadcasting contents are perceived to make diverse positive contributions to the success of national development initiatives in Nigeria. Importantly, the study concludes that there is a significant disparity in the level of perceived contributions of radio musical broadcasting to national development efforts in Nigeria among media practitioners and media audience with the media practitioners ascribing more gains to radio musical broadcasting programmes. The findings underscore the need for radio broadcasting stations to embark on regular audience surveys to understand the actual influence of their contents on the audience and devise an appropriate technique to ensure that media messages achieve the intended purposes.

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