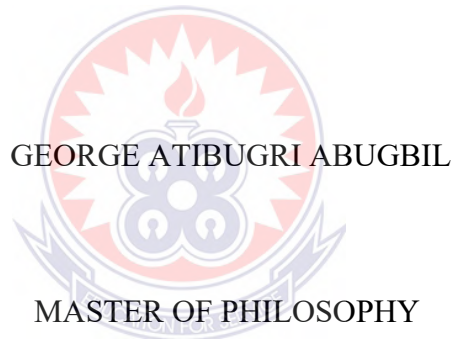


UNIVERSITY OF EDUCATION, WINNEBA

RURAL COMMERCIAL RADIO BROADCASTING AND HUMAN  
DEVELOPMENT: A CASE STUDY OF QUALITY FM.



**UNIVERSITY OF EDUCATION, WINNEBA**

**COMMERCIAL RADIO BROADCASTING AND HUMAN DEVELOPMENT:  
A CASE STUDY OF QUALITY FM.**

**GEORGE ATIBUGRI ABUGBIL**

**718182003**



**A dissertation in the Department of Journalism and Media Studies, School of  
Communication and Media Studies, Submitted to the School of  
Graduate Studies in partial fulfilment**

**of the requirements for the award of the degree of  
Master of Philosophy**

**(Media Studies)**

**in the University of Education, Winneba.**

**NOVEMBER, 2021**

## DECLARATION

### STUDENT'S DECLARATION

I, **George Atibugri Abugbil** declare that this dissertation, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE: .....

DATE: .....

### SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of Dissertation as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: Gifty Appiah-Adjei (PhD)

SIGNATURE: .....

DATE: .....

## **DEDICATION**

This Theses is dedicated to the blessed memory of my dad Alaru Abugbil whose toil and sweet still keeps the family going. Dad, until we meet again, continue to rest well.



## ACKNOWLEDGEMENT

I owe several people gratitude, for without them, this turbulent and lonely journey could not have been completed. Paramount among them is my supervisor, Dr. Gifty Appiah-Adjei whose directives and suggestions were not only value adding but timely as well. Dr. I cannot thank you enough.

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## TABLE OF CONTENT

DECLARATION	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
ABSTRACT	xii
CHAPTER ONE	1
INTRODUCTION	1
1.0 Introduction	1
1.2 Radio and Development	3
1.3 Profile of study area	4
1.4 Overview of radio broadcasting in Ghana	5
1.4.1 Public service broadcasting	6
1.4.3 Commercial Radio	7
1.5 Introduction of Commercial radio in Ghana	7
1.6 Statement of problem.	9
1.7 Research Objectives	12
1.8.1 Research Questions.	12
1.8 Significance of the study	12
1.9 Delimitation of the Study	13
1.10 Operational Definition of key concepts	14
1.10.1 Livelihood enhancement	14
1.10.2 Empowerment	14

1.11 Organization of this Study	14
1.12 Chapter Summary	15
<b>CHAPTER TWO</b>	<b>16</b>
<b>LITERATURE REVIEW AND THEORETICAL FRAMEWORK</b>	<b>16</b>
2.0 Introduction.	16
2.1 The Dominance of Radio as a Mass Media Channel in Africa	16
2.2. Rural Radio and Human Development	18
2.3 Participatory development and Rural Radio	21
2.4 Radio and the Provision of Education.	24
2.5 Radio's use in Rural Agriculture.	28
2.6 Rural radio's use in health and sanitation	31
2.7 Rural Radio in Women and Youth Empowerment	35
2.8 Rural livelihoods and Radio	37
2.9 Theoretical Framework	39
2.9.1 Capability approach	40
2.9.2 The Concept of Human Development.	41
2.10 Relevance of Theories to the Study	43
2.11 Chapter Summary	43
<b>CHAPTER THREE</b>	<b>45</b>
<b>METHODOLOGY</b>	<b>45</b>
3.0 Introduction	45
3.1 Research Approach	45
3.2 Research design.	47
3.3 Case Study.	48
3.3.1 Single Case study	49
3.4 Sampling Strategies	49
3.5 Profile of Quality FM	50
3.5 Sample Size	51

3.5 Data collection methods	53
3.5.1 In-depth Interviews	53
3.5.2 Focused Group Discussions (FGD)	54
3.5.3 Document Analysis	54
3.6. Data collection procedure	55
3.6.1 In-depth interviews	55
3.6.2 Focused Group Discussions (FDG)	57
3.6.3 Document Analysis	57
3.7. Data Analyses	58
3.8 Ethical Considerations	59
3.9 Credibility and Trustworthiness	60
<b>CHAPTER FOUR</b>	<b>62</b>
<b>FINDINGS AND ANALYSIS</b>	<b>62</b>
4.0. Introduction	62
4.1.2 Entertainment	64
4.1.3 Commercials	65
<b>4.1.4 Information</b>	<b>66</b>
4.1.5 Education	68
4.1.6 Health	69
4.1.7 Religion	70
4.1.8 Agriculture	72
4.1.8 Culture	74
4.1.9 Advocacy	75
4.2. RQ2. How do the programs from Quality FM contribute to the human development of its audience at Garu District?	77
4.2.1 Knowledge sharing	77
4.2.2 Health communication (promotion)	80
4.2.3 Economic wellbeing	83
4.2.3.1 Improved Access	83





4.2.3.2 Improved network	84
4.2.3.3 Agriculture productivity	85
4.3 RQ3 What are the perspectives of stakeholders on the contribution of Quality FM's programming as a tool for human development and social change?	88
4.3.1 Development Partners	88
4.3.2 Agent of transformation	89
4.3.4 Development	90
4.4 Chapter summary	92
<b>CHAPTER FIVE</b>	<b>93</b>
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS</b>	<b>93</b>
5.0 Introduction	93
5.1. Summary	93
5.2. Main Findings	94
5.3 Conclusions	95
5.4 Limitations	96
5.5 Suggestions for further studies	97
5.6 Recommendations	97
<b>REFERENCES</b>	<b>99</b>
<b>APPENDIX A</b>	<b>109</b>
<b>APPENDIX B</b>	<b>111</b>
<b>APPENDIX C</b>	<b>113</b>
<b>APPENDIX D</b>	<b>116</b>
<b>APPENDIX E</b>	<b>118</b>



## LIST OF TABLES

Table 1: Recovery Livelihoods Categories (Chambers and Conway, 1991)	39
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## LIST OF FIGURES

1. A histogram showing the nature of programming. (source field data, 2020) 63
2. An Islamic cleric in the studios of Quality FM delivering sermon (Source, field data 2020). 71
3. Agric extension officers discoursing best farm practices during the time with farmers in the studios of Quality FM (source, field data 2020) 73



## ABSTRACT

Radio has stood the test of time and continues to be a popular mass communication channel with the proliferation of commercial radio stations in rural communities on the increase. While some scholars perceive community radio programming to be developmental, very little is known about the impact of rural commercial programming. This study using the theories of Human Development and Sen's Capability Approach investigated Rural Commercial Radio Broadcasting and Human Livelihood Improvement in the Garu District of Ghana. Through the use of Qualitative research approach, Case Study design, and Thematic Analysis, the study probed into the programming of *Quality FM*; Examining its role in enhancing the wellbeing of its audience. The Study found that *Quality FM*'s programming generally cover broad themes such as education, health promotion, economic activities, entertainment and culture. The study also explored stakeholders' perspectives on the role *Quality FM*'s programming play as a tool for development and found that the stakeholders think of *Quality FM* as: development partner, agent of transformation and development itself. The study also revealed that *Quality FM*'s programming promotes the wellbeing of the people of Garu. By providing them Knowledge, and promoting their health and economic wellbeing. The study concluded that, *Quality FM* as a rural commercial radio station fits in very well with an approach to development related to building human capabilities.



## CHAPTER ONE

### INTRODUCTION

#### 1.0 Introduction

In the field of development, scholars have highlighted the potential of the mass media to facilitate development as far back as early post-world war two (Amadu & Amin, 2018, Mu-azu & Shivram, 2017 and Rasheed & Maraimalai, 2018). Dating as far back as the 17<sup>th</sup> century until present, scholars argue that communication systems are not only agents of change but indicators of change as well pointing out that the mass media can teach new skills and facilitate behavioral and attitudinal change because of their capability to communicate to large and heterogeneous audiences concurrently (Lerner, 1758; Myers, 2009; Mhagama, 2015). Also, in 1964 Schramm as cited in Amadu and Amin (2018) also noted that the mass media can serve as agents of social change and national development. Schramm posits further that the media are able to motivate people to adopt new customs and practices, and in some instances, new social relations.

Upon studying the media in Ghana soon after its liberalization, Karikari (1994) observed that the media could facilitate and speedup development if they actively pursue development as a social goal. He postulates further that the main characteristic of development communication is the active role of the media in demanding for positive social change. This means that the media could serve as advocates for the provision of the developmental needs of society as well as for the introduction and implementation policies that will enhance social and human development.

It must be noted that these assertions were made in the era when the modernization theory dominated development thinking. Development under this paradigm is

believed to be emanating from the center and that it should be communicated to the periphery in a monologic manner (Jacobs, 2020). Development scholars then saw the mass media as a perfect tool for the execution of this task (Amadu & Amin, 2018; Schram 1964).

In recent years, there have been calls for participatory approach to development (Mhagama, 2015; Asian Development Bank, 2004). Development scholars based on their empirical observations, still think that radio is a perfect tool for development (Amadu & Amin 2018; Meyers, 2009). This is especially so due to radio's ability to deliver content in local dialects, stimulate debates on issues of both social (education, religion, culture and political) and economic dimensions bothering the community; Radio is again perceived to possess the ability to encourage participation and ownership of community development projects (Myers, 2009). For example, Nigussie (2006) studies the Ethiopian mass media and argues that, the media's role in nation building is always linked with socio-economic development. He establishes that the Ethiopian media play significant roles such as the provision of valuable information, and education which lead to the enlightenment of the people, bring them up to date information on significant development interventions and thus give the people the ultimate chance to participate in taking steps to improve their livelihood.

In like manner, Mhagama (2015) investigates the use of community radio as a tool for development and reasons that radio stations fit very well with an approach to building capabilities because they sometimes give people resources (for example information) to enhance their capabilities. Mhagama (2015) adds that radio stations at times act as partners with government and development agencies in facilitating a variety of development goals. By his intimation, a radio station that provides information on

healthy living and good sanitation practices enhances the health capabilities of the people whiles programs that seek to educate the people enhance the literacy and knowledge capabilities of the people.

It is important to note that even with limited or no participation, radio can still enhance capabilities (Mhagama 2015). This assertion refutes the claim of participation as the sole indicator of radio's developmental capability (Tucker, 2013). That is to say that peoples' participation in the programming and design of program content is good but getting the people to actively get them involved in developing themselves and the society in which they live in is equally important (Mhagama, 2015). This claim influences the thrust of this study: to further investigate the spheres of rural commercial radio broadcasting at Quality FM so as to examine how it is being used to enhance the livelihood of Ghanaians at Garu and District in the Upper East Region.

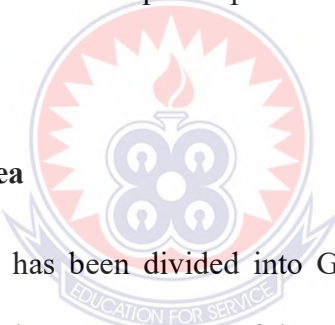


### **1.1 Radio and Development**

Radio as a medium has been reported by scholars to have been used in the past and present times for community and human development purposes in world (Mhagama, 2015). In some cases, it has been used to diffuse technology whiles in other cases, it has been used to fight poverty and hunger. It has been noted in Ghana for example that, Radio Ghana has been used for development purposes such as education, health and sanitation, soil and water conservation and to fight of outmoded cultural practices since its inception in pre independence till date (Amadu and Amen, 2018). Also, Mowlana (1985) observes that in Anglophone Africa, radio and theatre are being used for educational purposes in sectors such as health, adult literacy, and Agriculture.

Also, Eltzroth and Kenny (2003) write in a World Bank Working Paper (2003) that broadcast services (radio) have been employed in the information transfer in areas like conveying crop prices and employment opportunities. According to the authors, radio has played an important role in a range of development projects including interactive radio instruction where they have been found to be a highly cost-effective intervention. According to Chapman, Blench, Kranjac-Berisavljevic and Zakariah (2003), rural radio provides a set of participatory communication techniques that support agricultural extension efforts by using local languages to communicate directly with farmers and listeners. Among the several interests driving this study is to find out how radio is being used to empower the people of Garu District to take part in championing their own development path in various communities.

## 1.2 Profile of study area

The logo of the University of Education, Winneba, is circular with a red border. Inside, there is a white sunburst at the top, a central emblem with a lamp and three interlocking circles, and a banner at the bottom with the text 'EDUCATION FOR SERVICE'.

The Garu District, which has been divided into Garu and Tempani Districts since 2018, is located in the South Eastern corner of the Upper East Region of the Republic of Ghana. It shares boundaries with Bawku Municipal to the North, Binduri to the North West, Tempani District to the East, East Mamprusi District to the South West, Bunkpurugu-Yunyoo District to South East, and Bawku West District to the West. It covers an area of 1,230km<sup>2</sup> and lies on approximately latitude 10o 38IN and 110N and longitude 0o061E and 00231E (Garu District Assembly, 2020). Garu is the capital of Garu District.

The socio-political structure in Ghana include traditional arears headed by traditional rulers known as chiefs. The chiefs who are elected in accordance of customary laws form the traditional authority (Asamoah, 2012; Arhin, 1985).



Traditional authorities play an important role in governance process in the decentralized system of governance in Ghana. The Garu District is as such divided into six (6) divisional areas headed by a divisional chief in each of the areas. The divisional area is further divided into sub divisional areas also headed by sub-divisional chiefs. In all, there are six divisional chiefs whilst the rest (15) are sub-divisional chiefs, Sub-chiefs or sectional heads in the District. Their role in the development drive is very significant. They help the District Assembly in revenue mobilization, mobilization of communal labor for the execution of projects, awareness creation in environmental protection and in security and justice (Garu District Assembly, 2020).

The 2020 population and housing census indicates a district population of 158,118. The male population in the District is 75,472 representing 47.7 percent of total population while that of the female population is 82,697 also representing 52.3 percent, an indication of female majority in the population statistics of the District (GSS, 2020).

The main occupation of the people is Agriculture as the Districts composite budget indicate, “Unskilled agriculture, forestry and fishery workers are the dominant occupation in the district recording 85.2 percent, followed by small scale industrialization, fishing and trading. A small proportion of the people are also engaged in the service industries” (Composite budget, 2020)

### **1.3 Overview of radio broadcasting in Ghana**

According to Ghana Broadcasting Study (2005), radio broadcasting in Ghana predates independence. It states that radio was first introduced into the country by the British

colonial administration in 1935 when they introduced a radio relay service station under the name Radio ZOY, which later became the Gold Coast Broadcasting service (Ghana Broadcasting study, 2005). The intention of the colonial government was to provide a single radio station covering the entire colony (Ghana Broadcasting Study, 2005). The station was used not only for information and entertainment purposes but also for countering the works of independent fighters in the colony at the time (Nyarko, 2020).

The national broadcaster was renamed Ghana Broadcasting Corporation (GBC) after the Gold coast attained independence and changed its name to Ghana in 1957 by the new CPP government led by Dr. Kwame Nkrumah. The state broadcaster (GBC) which was operated as public service radio was used by the state for development and propaganda purposes. it has been noted that, GBC “had been a tool of nation building and education but it had also served as an instrument of propaganda and state control in the past.” (Ghana Broadcasting Study, 2005; p.6).

The National Telecommunication Policy adopted and published by the Cabinet of Ghana in January, 2005 indicates that three models of radio broadcast stations exist in Ghana currently. They are, public service broadcasting, community broadcasting and commercial broadcasting. (Ghana broadcasting Study, 2005).

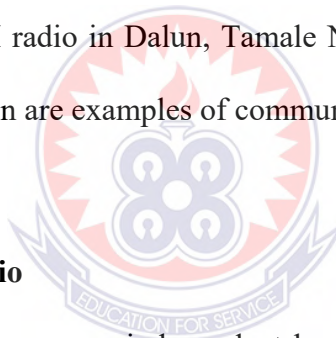
### **1.3.1 Public service broadcasting**

These refers to the media system established by legislative framework that allows the state to establish, own and fund a media house to operate independently in the interest of the public and not for profit or the interest of government of the day. Examples of

radio networks under this category include Radio Ghana under the GBC and BBC Radio under the British Broadcasting Cooperation (GBS, 2005, Wild, 2004).

### **1.3.2 Community Radio**

Community radio is a radio broadcasting module in which ownership and operation of the radio station comes from a specific community which operates the station to advance their own interest. It is also a not-for-profit organization funded by donations, community support and internally generated revenue. Community radio stations are mostly staffed by volunteers from the community they represent. Community radios allows community participation in its programming and activities. (Amadu and Amin 2018, GBS, 2005). SIMII radio in Dalun, Tamale Northern Region and Radio Peace in Winneba, Central region are examples of community radio stations in Ghana.



### **1.3.3 Commercial Radio**

Commercial radio, also known as independent broadcasting, refers to radio stations that are privately owned and operated by its owners. It derives its funding from advertising proceeds and sponsorship deals with its partners (Karikari, 1904; GBS, 2005).

## **1.4 Introduction of Commercial radio in Ghana**

Empirical studies indicate that even after independence, commercial radio was only introduced in the country after two years of the coming into being of the Forth Republican Constitution (Karikari, 1994; Serworno, 2012). Thus, until the Fourth Republican Constitution which granted media pluralism, broadcasting in Ghana was

monopolized by the Ghana Broadcasting Corporation (GBC) formally the Gold Coast Broadcasting Services (Ansu- Kyeremeh & Karikari, 1998).

Even though there were provisions for the liberalization of the media in Ghana in 1992, it was in 1996 that the Ghana Frequency Registration and Control Board (GFRCB) issued authorization for ten (10) commercial stations within Accra and Kumasi. Ten (10) more stations were given authorization to operate in rural communities (Ghana Broadcasting, 2005).

After twenty-five (25) years when the first commercial radio license was issued, the 2020 National Communication Authority's (NCA) quarterly report indicates that 629 radio stations are authorized to operate in Ghana out of which 459 are currently operational. This number is overly dominated by commercial radio station. four hundred and seventy-four (474) stations representing seventy-five percent (75%) operates with a commercial license. The rest comprises of ninety-six (96) community radio stations, thirty-one (31) public stations, twenty-three (23) campus radio and five (5) public foreign stations (NCA, 2020). In line with this, research findings indicate that radio has been the most consumed medium in Ghana and other African countries (Mayers, 2009; AMDIR, 2018).

Commercial or independent radio are defined by the Ghana Broadcasting Study (2005) as radio stations that are privately owned, operated for profit and controlled privately by independent commercial groups or individuals. Private commercial broadcasting often requires license to operate and can thus, be carefully controlled to contribute to the development efforts of the government.

Commercial radio stations may be subject to public service requirements in relation to content and coverage where they can be expected to hold a dominant position in the market. Such requirements should be designed only to further public interest objectives and should not be disproportionate in scope such that they threaten the viability of the service. (Ghana Broadcasting Study, 2005; p.28).

According to the study, the limited spectrum should be carefully managed to ensure diversity and to meet all the development facets of the country which cannot be handled by only public service broadcasting.

The radio spectrum is a limited natural resource that should be managed in the public interest through transparent and accountable regulatory frameworks. Spectrum planning should be designed to ensure fair and efficient use of this resource. It should respect the need for equitable distribution between different geographical areas and it should always ensure sufficient spectrum is available for educational, humanitarian and other non-commercial uses, including public service and community broadcasting (Ghana Broadcasting Study 2005; p.29).

The African Media Development Initiative Research Report (2018) indicates that the rural people's dependence on radio for media products remain uncontested due to its ability to break barriers such as economic, educational and language barriers. In this present study, the researcher is interested in knowing how commercial radio in rural communities is able to meet the information needs of the rural people.

### **1.5 Statement of problem.**

Radio, since its inception, has been viewed by communication and development scholars as a great tool capable of facilitating social change, and socio-economic

development as well as the improvement of the general wellbeing of people (Amadu & Amin, 2018; Mhegama, 2015; Serwornoo, 2012; Jallof, 2012; Polk et al, 2012; Karikari, 1994; Lerner, 1958). Myers (2009) posits that radio is a very active medium for scientific education, political enlightenment, and socio-cultural progress.

Despite the surge and invasion of the communication sector by the internet, radio continues to enjoy popularity and is the most accessible, affordable and consumed medium in Ghana and other 16 African countries (African Media Development Initiative Research Report AMDIRR, 2017). Available literature demonstrates the role of community and public radio broadcasting in influencing social change and fostering human and economic development (Amadu & Amin, 2018; Serwornoo, 2012; Mu-azu & Shivram, 2017; & Adam 2008).

Employing qualitative research methods and the theory of development communication, Amadu and Amin (2018) examined the relationship between community radio and community development and found that community radio was used by the people of Soboba to address the most pressing needs of the listening community in areas such as health and sanitation, agriculture, socio culture as well as governance.

Fraiser and Rrestrapo- Estrada studied the role that is played by community radio stations in facilitating change (and thus development) by reviewing and presenting literature on the nature of community radio, and how it can be used to bring about development. The authors postulate that community radio stations are “platforms for identifying and analyzing problems and their solutions, thereby determining development inputs that truly meet local needs” (Fraiser and Rrestrapo- Estrada, 2002; p.1).

The foregoing indicate that evidence of the role of community radio and development abound yet on the other hand, very minimal studies exist on the role of commercial radio in the development of society (Karikari, 1994; Ansah, 1994; Rasheed & Maraimalai 2018).

In a study that focused on how radio (public and private) contribute to women development in India, Rasheed and Maraimalai (2018) made the following findings; both private and public radio is used in India to deliver content that increases the knowledge level, motivate talent development and build confidence of women listeners. Therefore, this study is designed to help fill this lacuna in the existing literature.

More so there is an opposing view on the commercial module of radio broadcasting in the existing literature. Commercial radio has been described as a model for “profit, propaganda, power and privilege” (Tabing, 2002 as cited by Tucker 2013). These labelling which connotes negativity on the part of commercial radio programing is adopted by scholars to explain commercial radio to signify that commercial radio is an antidevelopment model (Tucker, 2013; Mcdonald, 2019).

However, Myers (2009) intimates that “community does not necessarily mean good and commercial does not necessarily mean bad” (Myers, 2009; p.5). By this assertion, it implies that commercial radio programming could go beyond the profit motives to facilitate development through its content. These two contradictory statements in the literature warrant an empirical investigation of rural commercial programming to help affirm or refute the conflicting schools of thought.

This study, therefore, seeks to interrogate Quality FM's programming (which is a commercial radio model based in a rural community) to see if facilitate livelihood improvement through its programming (Myers, 2009) or it does not (Tabing, 2002).

## **1.6 Research Objectives**

This present study investigates commercial radio broadcasting in rural communities and its role in livelihood improvement by seeking to achieve the following objectives.

1. To examine the nature of programs run by Quality FM.
2. To determine whether the station's programs contribute to the human development of its audience at Garu District.
3. To examine the perspectives of stakeholders on the contribution of Quality FM's programs as tools for human development and social change.

### **1.6.1 Research Questions.**

The researcher sought to find answers to the following questions through the study.

1. What is the nature of programs aired by Quality FM?
2. How do the programs from Quality FM contribute to the human development of its audience at Garu District?
3. What are the perspectives of stakeholders on the contribution of Quality FM's programming as a tool for human development and social change?

## **1.7 Significance of the study**

This study is an investigation into commercial radio programming in rural communities and its contribution to human and rural development extends the



discourse on radio as a tool for human and socio-economic development to the spheres of commercial programming. This will significantly contribute to the diversification of the literature on radio broadcasting and its role in development.

Secondly the researcher will be bringing to bare through this research, the ways in which commercial radio programming can bring about human development and thus, create awareness on how to use radio to bring about human livelihood enhancement.

The outcome of this study can serve as a guide for commercial radio programmers who seek to influence the wellbeing of their audience through their programs. There is an ongoing debate among broadcasting scholars regarding the routes to development through radio (Mhegama, 2015). The study will thus contribute to the debate on whether participation is the panacea of radio's development capability.

The findings of this study can also serve as a guide to policy formulators in the broadcasting sector as the sector in Ghana is yet to witness a broadcasting law.

Last but not least, the findings of this study will be useful to development agencies who seek to empower rural dwellers, diversify and improve rural communities and their livelihoods.

### **1.8 Delimitation of the Study**

This study was dedicated to finding the link between rural commercial radio broadcasting and human development. By this, the study which is conducted in the Garu district is limited itself to examining the kind of programs aired on Quality Radio and how social change is promoted through its programming. It was thus limited

to experiences and the perceptions of stakeholders of quality FM on the station's contributions to their livelihood enhancement.

## **1.9 Operational Definition of key concepts**

### **1.9.1 Rural Radio**

Radio stations located in rural communities whose programs are broadcasted in the local language of the listening community and have programs targeting rural folks.

Rural Commercial radio: rural radio stations owned by private individuals or corporate bodies.

### **1.9.2 Livelihood enhancement**

Improvement in the basic capabilities of people that allow them to lead healthy lives, live in clean and safe environment, live in a peaceful society, acquire knowledge, and increase their income earnings through a positive management of their livelihood assets.

### **1.9.3 Empowerment**

The process of increasing the awareness and consciousness of the marginalized people to gain confidence in themselves leading to active participation in self and community development.

## **1.10 Organization of this Study**

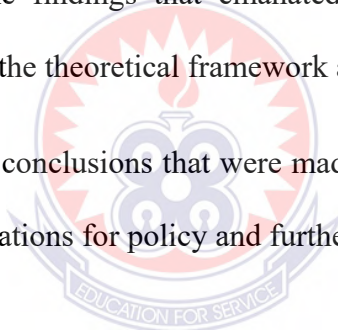
This study is organized and presented under five main chapters. Chapter one, which is the introductory chapter, presents the background to the study, brief history of radio

broadcasting in Ghana, introduction of commercial radio broadcasting in Ghana, statement of problem, objectives of the study, research questions, significance, delimitation, operational definition of key concepts and organization of the study.

Chapter two reviews relevant literature related to and necessary for the understanding of this study, and also discusses the theoretical framework of the study. For chapter three, the methodological approaches employed in the study are presented alongside the justification of the use of these methods. Specifically, it discusses the research approach, design, sampling and data collection methods as well as the method of analysis adopted for this study.

Chapter four presents the findings that emanated from the study using thematic analysis and informed by the theoretical framework adopted for the study.

Chapter five contains the conclusions that were made out of the findings of the study as well as the recommendations for policy and further studies.



### **1.11 Chapter Summary**

In this introductory chapter, the researcher presented and discussed the background of the study where the foundation for the study was laid. This chapter also presented the statement of the problem, defined the scope of the study where the parameters within which this study is situated was set out as, ‘the impact of Quality FM’s programs on the lives of the people of Garu District’. The research objectives and questions of this study were also presented in this chapter. This chapter thus set the tone and sought to ensure coherence in the presentation of the arguments on how rural commercial radio can facilitate human development.

## CHAPTER TWO

### LITERATURE REVIEW AND THEORETICAL FRAMEWORK

#### 2.0 Introduction.

This chapter presents review of literature related to rural radio broadcasting and human development. Specifically, literature on radio broadcasting and the provision of education (formal and non-formal), health care, income generation, women and minority empowerment, and social change are reviewed in this chapter. In this review, the researcher attempts to link different studies as they relate to specific aspect of radio broadcasting and how it contributes to human livelihood improvement, explore commonalities and differences in the practices of radio broadcasting for development and how they relate to radio broadcasting in rural Ghana. This is to help identify the gaps in the literature available on radio broadcasting for development, some of whom this study attempts to address. This chapter also explores the theory of development communication and the concept of human development that together constitute the framework through which meaning is made from the data gathered for this study.

#### 2.1 The Dominance of Radio as a Mass Media Channel in Africa

As one of the mediums of the mass-media, radio is dominant and popular in Africa especially among the rural folks. Myers (2009) notes that radio is enjoying revitalization due to market liberalization and democratization, affordable technology in production, broadcasting and reception of radio products, and other exceptional qualities.

Accompanying the democratization of governance in the third world countries in the 1980s till date was the liberalization of the media which led to the opening of the airwaves for broadcasting purposes (Ansu-Kyeremeh, 1998). In Ghana for example, the 1992 Fourth Republican Constitution dedicated a whole chapter (chapter 12 with 12 Articles) for the independence of the media in Ghana. Provisions were made for private participation in the media industry (Article 162: clause 3). One only needed registration to start a print media house and authorization to start an electronic (radio or television) media production. But radio gained dominance because of its comparative advantages (Myers, 2009; Chapman et al, 2003; AMDIR, 2018). Myers (2009) for instance observes that local radio stations have exploded in Sub-Saharan Africa in the last ten years due to radio's ability to break educational and economic barriers.

Again, due to the cheap technology involved in radio, coupled with the ability to deliver content in the vernacular of the listening community, it has been found to not only be a powerful communication tool but also as the most effective and important medium for communicating with the rural folks of developing countries (Al-hassan 2011; Chapman et al, 2003; Myers, 2008; Nakabungu, 2001). Shama, (2008) agrees with this assertion because she also found radio to be the most widespread and trusted media in the world due to its qualities that allowed it to be tuned to the listeners desires.

Under the theory of development communication, mass media in general and radio in particular are generally perceived by scholars to have a great impact on development (Amadu & Amin 2018). Ansah (1985) saw radio to be the most cost-effective tool of development that can be employed in the educational sector to educate the general public for social change. Nakabungu (2001) did not view radio's development

proceed differently. He avers that in developing countries, radio is a powerful and effective medium to project information and knowledge related to agriculture. Shree (2011) also stresses on the cost effectiveness of radio as a tool of development. He notes that “radio is the most reliable medium that can cover a wider area and can reach a large number of people”. Its strength as a medium of communication is in the fact that it is cost effective in terms of transmission, presentation and portability (Shree, 2011; p. 8).

## **2.2 Rural Radio and Human Development**

Rural radio is relatively a jargon-free and well understood term which has however gone through changes over time (Chapman et al, 2003). In the term rural radio has two meanings; it is usually referred to a division within a national broadcaster that produces programs in the capital and broadcast them to the rural arrears. It is used to refer local radio stations (Girard, 2001; Andani, 2017). They are based in the rural community, produced in the local language and within the cultural limitations and dynamics of the rural community. “At the most basic level it is understood to be a comprehensible sub-division of radio communication” (Chapman et al 2003; p. 5). It is most certainly a geographically descriptive term which acts as a powerful representation for the developmental process of connecting people together across remote communities so that they can share their knowledge, information and culture (Chapman et al, 2003).

According to the Bangladesh NGOs Network for Radio and Communication local or rural radio stations which are located, in rural areas and have their programs targeting rural communities are found to be powerful tools for bridging the gap that exist between urban and rural arrears in terms of access to information (BNNRC, 2018). In

this light, Mu-azu and Shivram (2017) In northern Ghana-Tamale examined radio programs broadcasted in the local dialect in of the listening community by specifically looking at its effectiveness as well as how it influences development in rural communities. Guided by the theory of Diffusion of Innovation, the researcher adopted a quantitative research approach, survey design and probability sampling technique to draw participants who responded to a structured questionnaire. The study revealed that radio broadcast in local dialect plays a pivotal role in bridging the communication gap between the government and the rural communities. Rural radio proved to be one of the effective modes of communication at the grass-root level. The study also revealed that, indigenous dialect radio programs play positive role in nation building and recommends that rural development programs on radio should be packaged in local languages. This is because it enhances listenership interest and stimulates positive and desired behavioral change (Mu-azu & Shivram, 2017).

Just like mainstream radio, there are three models of rural radio based on ownership. They are commercial: those owned by private individuals or organizations and operating with a commercial license, community; those owned by specific communities or NGOs and operating with a community radio license and state-owned rural radio (Chapman et al., 2003).

Chapman et al. (2003) note further that most of these stations owned by the communities were established either by NGOs or international development organizations such as UN's subsidiaries like FAO, UNESCO, and UNICEF. The overriding interest in this research is to investigate the commercial model of rural radio broadcasting to see if they are community development oriented and to try to discover how they do it.

Mu-azu and Shivram (2017) explored the impact of the proliferation of FM radio in northern Ghana. The paper focused on identifying the motivations behind the rising number of FM radio stations in the Metropolis, their program content and impact on the people, type of audiences and the limitation of FM radio stations in the Tamale Metropolis of Northern Ghana. The paper employed a qualitative research approach, a case study design, and conducted in-depth interviews with forty (40) participants. The study found among others that the FM radio station (commercial and community) transmits traffic updates in the capital cities whereas, in the rural settings, FM radio stations disseminate information on issues that have direct effects on their lives, such as health, agriculture, education, good governance and environmental awareness to the rural people.. The study recommended that, policies and regulations should be introduced to help maximize this function of radio broadcasting.

In an attempt to discover the contributions of community radio to livelihood improvement, Andani et al (2012) studied contributions of *Simili Radio* to the livelihood improvement of the people of Tolon Kumbungu District in the Northern Ghana. The researchers in the study employed qualitative research approach and a case study design. The participants in the study were selected purposively for in-depth interviews and Focused Group Discussions (FGD).

Findings of the study indicate that *Simili Radio's* broadcast has improved the awareness and knowledge of the listening community on solutions to community development issues. The discursions above demonstrate the relevance and potential of rural radio station in the human and community development process and thus provide a direction as which aspect of the programing of *Quality FM* to explore in



other to get a better understanding of its role in enhancing the capabilities of its audience.

### **2.3 Participatory development and Rural Radio**

Approaches to development have gone through a series of paradigm shift and now favors a more participatory approach (Chambers, 1994; Wild, 2016). Thus, the people who need the development need to take part in deciding what they need and what they need to do to get it (Mhagama 2015). This means that a better understanding of community standpoints and perceptions is required to identify the local resources that can be built on to address local priorities (Chapman et al, 2003). The question worthy of asking, for which this study tries to answer here, is what is participatory development and whether it can be facilitated or achieved through radio. Zakus and Lysack (2011) wrote that there are different varieties and forms of participation. This has led to several definitions from different scholars. For instance, Srampickal (2006) postulates that the term ‘participatory development communication’ is often used to indicate emphasis placed on a more dyadic (two way) communication processes. He notes further that participatory communication gives preference to horizontal approaches that encourage dialogue centered on problem analysis and a search for remedies as well as bottom up approaches that aim to raise the awareness of decision makers. By this, development communication is a two-way affair where the rural folks and the development agents engage in a discourse that lead to conscience awakening and awareness creation on issues that needs attention.

To Waisboard (2000), participatory development communication is the “systematic utilization of communication channels and techniques to increase people’s participation in development and to inform, motivate, and train rural populations

mainly at the grass roots” (Waisboard 2000; p. 17). According to this definition, participatory communication could simply be the delivery of information that leads to the empowerment of rural dwellers or training organized to do same. Empowered people are not only able to take their own initiatives with regards to improving their livelihoods, but are able to negotiate with institutions established to manage their livelihoods (Nareyan, 2002; Sackey, 2019).

Another notion of participatory communication is the one that emphasizes the participation of the people in the programing, program production and delivery by the people themselves (Mhagama, 15). For Milan (2009; p. 600), “If communication done by the community, for the community, community media can contribute to development in two main ways”:

- At the process level

As a channel of participation, Community media represents the voice of the voiceless, enabling citizens to raise their concerns; as open access media they represent an instrument for the existence of democracy.

- At the symbolic level

As a means of empowerment, giving people the possibility to take initiative on the local scale, they show that change is possible. (Milan, 2009: 600 as cited in Mhagama, 2015).

Also, Carpentier (2011) classified audience’s participation in the media into two related forms. Thus, participation in the media and participation through the media. Participation in the media deals with “participation in the production of media output (content-related participation) and in media organizational decision-making

(structural participation)” (Carpentier, 2011; p. 68). On the other hand, participation through the media deals with “the opportunities for mediated participation in public debate and for self-representation in the variety of public spaces that characterize the social” (Carpentier, 2011; p. 67). Therefore, “the notion of participation in the development process can be viewed as a strategy to counter the reduced agency of developing countries/rural communities and their populations, and to increase the focus on their empowerment” (Carpentier, 2011; p. 48). These strategies will differ from organization to organization based on the model of radio and the type of development intervention.

According to Fraser and Restrepo-Estrada (2002), rural media, can provide the platform for public dialogue through which people can define who they are, what they want, and how to get what they want, and at the same time build long term capacities to solve problems in ways that lead to sustainable social change and development.

Mhagama (2015) in a doctoral thesis explored how community radio stations in Malawi are used as a tool for development through audience participation and the role of participation in radio’s development capability. Using the theories of development communication and Sen’s Capability approach, as the theoretical framework, he adopted qualitative research approach and case study design. His data was collected using in-depth interviews, focus group discussions, participant observations and document analysis. After thematically analyzing the data, the study found that community media is used to inform people about development initiatives of Development Agencies such as the government and non-governmental organizations and encourage the people to participate in these initiatives. “Community radio in

Malawi firstly, affords ordinary people opportunities to participate in the media and in development projects” (Mhagama, 2015; p.320).

The study further revealed that community media was able to enhance people’s capabilities like knowledge, skills and health. Based on the findings of the study, the researcher argues that, “radio stations fit well with an approach to development related to building capabilities because they sometimes give people resources to enhance their capabilities” (Sen, 1999) as cited by (Mhagama, 2015; p. 279).

Based on the conceptions of participatory development communication discussed in this section, which presents deferent forms of participation, it will be necessary to find out the type of participation offered by rural commercial radio so that a holistic view of the type of participatory communication offered by rural radio stations in rural areas could be attained.

Therefore, this study seeks to examine how rural commercial radio is being used to encourage rural people’s participation in the development drive in their community and their own livelihood enhancement.

#### **2.4 Radio and the Provision of Education.**

As a tool for mass communication and development, radio’s ability to communicate new ideas, technologies, ways of doing things, innovations and other information necessary for the acquisition of knowledge is enormous (Learner, 1954; Karikari; 1992; Myers, 2009). This is due to its capacity to reach a large heterogeneous people concurrently (Amadu & Amin 2018; Schram, 1964; Myers, 2009).

Over the years there have been several empirical studies and experiments into how radio is used as tool for educational purposes not only in developing countries but in the western countries as well (Bhaskar & Sukmaya, 2018; Galda & Searle, 1980; Nwaerodu & Thompson, 1987; Volda & Lindon, 2017). Radio is by far the most widely used electronic media in the developing world's distance learning programs (Eltzroth & Kenny, 2003).

In this light, Nwaerodu and Thompson (1987) report in a study on the use of radio in six countries (Botswana, Dominican Republic, Paraguay, Mexico, Mali and Thailand) that radio has been used for varied educational purposes in these jurisdictions. They note that radio has been used for civic education in Botswana, to support primary education in Dominican Republic and Paraguay, for literacy training, Thailand for the teaching of Mathematics (at the schools). Studies have been carried out in classrooms which found radio to be playing varying degrees of importance, in industrial and vocational education, in career education, in professional education, as an aid in community development projects, and as a motivational aid (Sarmah and Lama, 2018; Philip, Grise, Epstein & Lukin, 1974). Sarmah and Lama, 2017 for instance in their study assert that radio as an educational tool has remained prominent in countries like Mali for literacy training, and in Thailand to teach mathematics to school children (Sarmah & Lama, 2018).

Other studies have examined the results of radio when used in combination with some form of interpersonal support such as discussion or study groups and printed materials for educational purposes and found it to be very efficient and effective in educational provision (SID, 2020; Sweeney and Parlato, 1982). Berman (2008) postulates that when radio is efficiently used, it can be a powerful, inspiring and low-cost educational

technology that is capable of sustaining the oral tradition of indigenous people and cultures. According to Eltzroth and Kenny (2003), radio is the most accessible medium worldwide and “75% of world population within easy access of a radio” can facilitate educational provision at a low cost with quality outcome (Eltzroth & Kenny, 2003; p.1). Jumani and Shahinshah (2009) contends that radio is a means for information, entertainment and education and that it is used for educational purposes all over the world. Jumani and Shahinshah (2009) examines the effectiveness of educational radio and the various strategies being adopted for rural education in Pakistan. Using quantitative approach and limiting the study to radio listeners, radio producers, social workers, and opinion leaders, the researcher discovered that the majority of the listeners (who were participants of the study) benefitted from the educational programs aired on radio and that school’s broadcasts was an important need. He added that radio could be used to enhance literacy (through distance and non-formal education). The respondents revealed that the programs were informative and motivating. Jumani and Shahinshah (2009) therefore, recommends that Radio Schools such as the Interactive Radio Instruction (IRI) should be used for effective teaching and learning process in rural areas. He also recommends further that the time for the educational programs should be reviewed and given more prominence in all rural radio stations.

Besides, Yu (1995) conducted a descriptive study of a campus radio station at the East China University of Science and Technology. His study focused on the station’s accessibility, flexibility and quality in the teaching and learning methods used. Upon the review of the practice of using campus radio for English learning in China. Yu (1995) postulates that, China’s educational radio programs are serving as efficient instruments of mass education, especially in the area of foreign language teaching and

learning. This can be likened to Ghana where Ghana Broadcasting Corporation (GBC)'s program, *Everyday English*, is designed to teach some aspects of the English language (The Ghana Broadcasting study, 2005).

Similarly, Narty (2013) studied ATL FM in the University of Cape Coast and Eagle FM in Cape Polytechnic using a mix method approach. He employed interviews and questionnaire administration as his data collection method, and disclosed that the stations employed educational programming to complement teaching and learning. He recommended that more educational programs should be aired to cover most of the courses offered in the institutions. Due to the pivotal role played by education in the development of both society and human beings, the Ghana broadcasting guidelines admonishes all broadcast stations operating in the country to produce educational broadcast programs to help the Ghana Education Service in delivering its mandate.

In the context of this study, the researcher examines the segment of *Quality FM's* "Morning Show" program, which targets the Junior High School students. Thus, schools within the catchment area tune in to this segment of the program to enable their students access the segment and to learn concepts in English Language. This will afford the researcher the opportunity to establish how radio is being used to meet the educational needs of the students.

From the review of Literature, it is realized that most of the studies examine the role of community radio in enhancing the livelihood of its rural audience. Unfortunately, little is known with regards to how rural commercial radio is used to complement the Ghana education service in educational provision and sustenance of indigenous culture of rural communities. Through this study the researcher attempts to fill this gap in the literature.

## **2.5 Radio's use in Rural Agriculture.**

Agriculture is mainly practiced in the rural areas and it constitutes the main occupation for majority of the rural population in northern Ghana. (A-Hassan & Jatoe, 2003). Literature has established that Agriculture is one of the sectors that communication could help improve. This is because several development communication scholars have underscored this and believe that radio provides a tremendous opportunity for the transfer of new farming techniques and crop varieties (Chapman et al, 2003; White, 2008; Myers, 2009). Thus, in such studies, the rural people are the main agents of experimentation on their plots of land, the seekers of new information and decision makers on the best way to introduce new farming practices (White, 2008).

Radio has proved to be one of the most active and useful mediums in promoting agricultural and development in rural areas by providing profound opportunities at a cost-effective level for information sharing and reception (Nazari & Hazbullah, 2010). The strength of rural radio as an extension tool resides in its relative advantage of being able to reach illiterate rural farmers in even the remotest areas. It can also provide them with information on all aspects of agriculture in languages that they understand better (Chapman, et al., 2003). Participatory radio campaigns have been used in Africa in the past to involve farmers in finding solutions to challenges in farming and improving farming practices (Chapman et al. 2003). Chapman et al (2003), reports that apart from the national broadcaster, GBC, other radio stations in Ghana, especially the rural ones, devote considerable airtime to agricultural topics. An example of such campaigns was conducted by Farm Radio International (2011) in five African countries including Ghana. The Participatory Radio Campaigns and Food Security Program found among others that radio campaigns were successful in



motivating small-scale farmers to take up improved farming practices and to adopt the improved farming methods.

One of the early examples of using rural radio for agricultural extension in Ghana is the “Wonsuom” project (Chapman et al, 2003). This program, which started in 1983, was aired as grassroots development communication project in Swedru District, was managed by the University of Ghana’s Communication Department and funded by UNESCO (Obeng & Quaidoo, 1988; Chapman et al 2003). Boafo (1984) reported that the Wonsuom Rural Communication Project was important not only for the valuable development messages it provided, but it also offered the people a platform for the exchange of ideas. The project combined the use of radio and a community newspaper to promote a two-way communication with the people of the Swedru District of the Central Region (Boafo, 1984) as cited by (Zakariah, 2008).

In a research study carried out in Kieni West, (Nyeri County in Kenya) on rural audiences’ radio listening habits, the qualitative research approach and in-depth data collection methods were used to examine reasons for farmers patronage of radio. The study found that farmers listen to agricultural programs on the Kikuyu Vernacular stations because they provide practical information that they require in their daily farming activities (Gathigi, 2009). In Nigeria, Okwu, Kuku and Aba (2007) also investigated the use of radio as a medium to deliver agricultural information to farmers in Benue State. The principal objective of the study was to determine the impact of radio agricultural programs on the target audience (farmers). The study employed quantitative research approach, survey design and questionnaire as data collection instrument. Hundred (100) respondents were drawn using a simple random selection out of four communities for the study. The study revealed that majority of

the respondents (66%) were regular listeners of agricultural programs aired on radio. The respondents reported that they benefited from the radio programs as it informed them about new ways of farming and how to farm resources like soil and water.

In another study, Zakariah (2008) investigated the potential of local radio as a source of agricultural communication in Ghana. The main thrust of the research was to investigate the levels of unaided recall and comprehension of agricultural radio messages among rural farmers. With a quantitative research approach, the study made use of two methodological tools; experiments and survey. A total 252 farmers from eight rural communities in northern region were used as participants for the experiments which investigated the effects of specific production and audience factors on unaided recall and message understanding. Findings of the experiments indicated that unaided recall and comprehension of broadcast news were found to be generally low. The survey findings indicated among others that, radio is the most popular and reliable source of general and agricultural news to farmers and that farmer relied mostly on radio, extension agents and interpersonal communication for agricultural information.

Nazari and Hasbullah (2010) in a study in I titled, “*Radio as an Educational Media: Impact on Agricultural Development*”, posit that radio has proved to be the most effective media in promoting agriculture and development in rural areas, mainly as a tool for the delivering quick information. The study aimed at determining the efficacy of radio as an educational medium to transfer agricultural information to rural farmers in Iran. Using a quantitative research approach and an experimental design, the study selected 161 respondents randomly and employed the questionnaire as data gathering instrument. The findings of the study indicated that producing suitable agricultural

programs in the language and culture of the people could be very effective as the data showed that educational intervention through radio resulted in significant knowledge enhancement (3.99 to 6.41 out of 10). The p- value of the study ( $p < 0.001$ ) clearly indicate the effective role of radio in improving awareness of farmers.

Conclude this section by briefly commenting on the implication of what you have reviewed under this section to the focus of your study.

## **2.6 Rural radio's use in health and sanitation**

The mass media and for that matter, radio's capability to promote health has been unquestioned by scholars of development communication and health professionals. As Myers notes, radio remains the dominant form of mass media in most countries in the African continent due to its ability to transmit information to hundreds of thousands of people at very low cost, even in areas with little electrification. It is especially able to break barriers to information transfer (Myers, 2009). Mhagama (2015) also found that in both Nkhotakota and Mzimba (community radio stations in Malawi) were used by some NGOs and local government departments to sensitize communities on various health related issues, such as HIV/AIDS, malaria, and safe motherhood. He avows that by this the stations are contributing to enhance the health capability of the people by reducing health risk and influencing people's behavior.

Due to the recognition that radio is a cheap and effective means of communicating issues relating to health, policy and health service delivery, there is a significant expansion of radio-based interventions for health at international, national and community levels. (Dagron, 2001; Skuse, 2004). There have been reports on successful health campaigns through radio a good example includes; The Indian

leprosy project by The BBC World Service Trust in 1992 which was aired on radio and TV. The project was a twelve (12)-month campaign in five (5) states of India. The campaign was aimed at increasing awareness levels of Leprosy and the availability of treatment. The volumes of production in the campaign, was; 27 TV spots and 146 radio spots being produced in a total of 20 languages, as well as 13 TV dramas and 53 radio dramas.

The evaluation report indicates a successful change in attitude and perception regarding the leprosy disease.

- ✓ The percentage of the total population believing leprosy is hereditary fell from 56% to 19% during the project. This means 172 million people changed their attitudes on this issue;
- ✓ The percentage of people believing leprosy is transmitted by touch fell from 52% to 37% to 27% (i.e. 117 million people potentially changed their minds);
- ✓ The percentage of people that claimed they would not sit next to a leprosy patient fell from 44% to 33% to 27% (i.e. 93 million people changed their minds) (Eastwood et al. 2001; p.46).

According to Skuse (2004), radio broadcasting at community, national and international level can contribute to the improvement of health outcomes for poor people in a number of ways.

- ✓ The stimulation of community dialogue and national debate;
- ✓ The provision of public information and specialized training about health risks and disease prevention

- ✓ Stimulating positive social and behavioral change, increasing community tolerance and decreasing levels of stigmatization and discrimination (Skuse, 2004: 6).

In Ghana for example, the mass media, and for that matter radio, have been used to fight a number of disease outbreaks and sanitation issues. Darteh (2011) also reported that there were several successful mass media campaigns that sort to educate audience on certain diseases especially on HIV/AIDS and other sexually transmitted diseases. These campaigns include, “Things we do for love”, a drama series which was broadcasted by *Ghana Television* (GTV) in the 2000s to educate the youth on their sexuality and sexually transmitted diseases. “If it’s not on- it’s not in” which educated and encouraged women on condom use and “Don’t go Mungo Park” an AIDS prevention advertisement. Darteh (2011) investigated how adolescent exposure to the HIV/AIDS risk awareness creation campaign “Stop AIDS, Love Live” increased the knowledge awareness levels of adolescents who were exposed to the campaign message on the mass media. His study used a quantitative approach and after the analysis, the found a significant relationship between exposure and their awareness on the risk associated with AIDS the p value was less than .001 ( $p < .001$ ). And thus, perceived themselves of standing the chance to get the AIDS virus if they behave indiscriminately. The study, thus, highlighted the need to put in place measures which will ensure that adolescents are reached with appropriate messages through mass media channels which are accessible to them. It recommended that efforts should be made to use mass media messages to reach adolescents on issues concerning HIV/AIDS stigma and discrimination. (Darteh, 2011).

According to Puplampu (2016), the world was able to contain the Ebola epidemic of 2014 partly because of the significant role of the media in its numerous awareness

creation campaigns all over the world. "Extensive media attention on the disease, during the outbreak helped prevent a greater global catastrophe. In recognition of the media's power to transform attitudes, the Ghanaian media were recruited in the national campaign to educate Ghanaians about the Ebola Virus Disease and prevent it from entering the country" (Puplampu, 2016: 1).

Puplampu (2016) examined the media's involvement in the fight against Ebola through the perceptions of students of the University of Ghana. Using qualitative research approach, the study employed focus group discussions as data collection method where six of them were conducted among Ghanaian students of the University of Ghana. The study was conducted on the Legon campus of the University. The study's findings indicate that the students were knowledgeable of the Ebola virus with media being their source of this information. It concluded that media messages on Ebola during the 2014 West African outbreak impacted the student population of the University of Ghana positively.

The Department of Public Health and Human Services opines that; health communication is the study and practice of communicating promotional health information, such as in public health campaigns, health education. Hence, it will not be far-fetched to assert that, media health communication is the dissemination of health information by the media in order to influence peoples' health choices and improve their health knowledge for sustainable health development. As an idea, media health communication seeks to: Increase audience knowledge and awareness of health issues, Influence behaviors and attitudes towards a health issue, Demonstrate healthy practices. Demonstrate the benefits of behavior changes to public health outcomes. Advocate a position on a health issue or policy. Increase demand or

support for health services. Argue against misconceptions about health. Clearly the realization of these objectives of health communication will lead to the improvement of the wellbeing of people.

In a nutshell, the literature presented and examined under this section points to the fact that, rural radio can be used to bring about the adoption of healthy lifestyles as well as deliver sensitive information on disease control to rural folks who listen to them.

## **2.7 Rural Radio in Women and Youth Empowerment**

This section of the literature review is devoted to the literature on how rural radio is used to empower vulnerable people in the rural community. Empowerment as a social phenomenon has varied meaning and implication depending on the socio-cultural context in which it is used (Scrutton & Luttrell, 2007). For instance, Narayan (2002) has explored the meaning of the term empowerment in different cultures across the globe and notes that the “exploration of local terms associated with empowerment around the world always leads to lively discussion” (Narayan 2002 p 13). Some examples of these terms presented includes self-strength, control, self-power, self-reliance, own choice, life of dignity in accordance with one’s values, capable of fighting for one’s rights, independence, own decision making, being free, awakening, and capability (Scrutton & Luttrell, 2007).

The general notion of the concept of empowerment borders on issues of gaining power, conscientization and control over decisions and resources that determine the quality of one’s life (Narayan, 2002). Kabeer (2001) perceives the concept of empowerment of the vulnerable in society to be a process that enables the vulnerable

to take full control and ownership of their lives. According to him, this could be possible through the provision of assets and education to enable the vulnerable people realize their strengths and take steps to maximize these potentials to their own benefits. Ochola (2015) postulates that empowerment of women is a process of improving women's competencies to make them independent. This involves awareness creation, building self-confidence, expansion of choices, increased access to and control over resources and actions to transform the structures and institutions which reinforce and perpetuate gender discrimination and inequality in society.

In the words of Butterfoss (2006), the concept of empowerment is a “multilevel construct that describes a social action process for people to gain mastery over their lives, their organizations, and the lives of their communities” (Butterfoss, 2006) as cited in (Mhagama, 2015; p. 267) This implies that, when people are aware of their identity, talents and capabilities, and can translate these into action, they are empowered (Mhagama, 2015). This further suggests that access to information is empowerment in itself. By providing information to the rural folk in their local language, rural radio stations are agents of empowerment since access to information is one of the four main elements of empowerment (Kwapong, 2008).

There have been some empirical examinations on radio broadcasting and the empowerment of marginalized people in the community. Most of these studies found radio programs especially those broadcasting in the local language do not only help women especially, to break some limitations placed on them by the culture, but the youth to demand accountability and also negotiate condom use (cite some of the studies here). For instance, Skalli (2006) in her study “*Communicating Gender in the Public Sphere: Women and Information Technologies in the Mena Region*” observed



that, Senegalese women were utilizing radio ingeniously and assertively to produce knowledge that do not only challenge patriarchy and male hegemony but also as a medium to empower and restore justice for women. Thus, women are using mass media programs such as radio talk shows to “create alternative discursive spaces where it is possible to redefine patriarchal gender roles while questioning the socio-cultural, economic, political, and legal institutions constraining them” (Skalli, 2006; p. 36).

Diamanka (2013) also studied how radio facilitates women empowerment through talk shows in Senegal. The study focused on radio talk shows as a platform for Senegalese women to deliberate on social issues and identify new directions and alternative avenues for their lives.

The study adopted a qualitative research approach, phenomenological design, and gathered data through in-depth interviews, focus group discussions and document analysis. After the analysis, the researcher found that radio talk shows are incredibly an empowering and educational forum “for women to negotiate, articulate and reinvent themselves”. The researcher indicated that, through the women’s interaction on the talk shows, they realized that they were more than just receivers of knowledge. “Their constant quest for answers produced knowledge that fostered their humanity and led them to new meanings, which in turn became the catalyst for personal transformation and conscious actions” (Diamanka, 2013; p. 3).

## **2.8 Rural livelihoods and Radio**

Livelihood, like several social phenomenon, is contested in definition and meaning. In this regard, the International Recovery Platform in the Guidance Note on Recovery

Livelihoods indicates that livelihoods encompass the following ‘Making a living’, ‘supporting a family member’ and ‘My job’ In this study my concern is how radio broadcasting can impact on the people making a living hence this study has adopted the definition suggested by Chambers and Conway (1991; p.1) which states that a “livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living” (Chambers & Conway, 1991; p. 1).

A closer look at the definition reveals three key components which includes; capabilities like health, education, skills and financial muscles which have been dealt with in the previous sections of this thesis; Assets which is known in other words as capitals are defined by Chambers and Conway (1991) as the tangibles from which people draw their source living from; and livelihood strategies or activities which is how the people access and use these assets within the social, economic, political and environmental context (Chambers & Conway, 1991).

The Guidance Note on Recovery Livelihoods categories these assets into five groups depicted in the table below:

**Table 1: Recovery Livelihoods Categories (Chambers and Conway, 1991)**

Human Capital	Health, Knowledge, Skills and Ability to work.
Social Capital	Social resources, including informal networks, membership of formalized groups and relationships of trust that facilitate cooperation and economic opportunities.
Natural Capital	Natural resources such as land, soil, water, forests and fisheries
Physical Capital	Basic infrastructure, such as roads, water & sanitation, schools, ICT; and producer goods, including tools, livestock and equipment.
Financial Capital	Financial resources including savings, credit, and income from employment, trade and remittances.

Within the context of this study, the focus is to investigate how *Quality FM*, through its programing and activities, contributes to the sustainability of the livelihood assets in the area and whether it contributes to the improvement of the outcome of these assets.

## 2.9 Theoretical Framework

This section discusses Amartya Sen's capability approach and the concept of human development which form the theoretical lens through which development is understood in this study.

### 2.9.1 Capability approach

In late 1980s, development discourse witnessed a shift from emphasis on economic development to that of development as expanding and facilitating human freedom and capabilities (Human Development Report, 2010). Stevenson (1988) for instance re-defined development to include "Development news" which he defined as "that which promotes development, everything from literacy and personal hygiene to agricultural practices and family planning" (Stevenson, 1988 as cited in Mhagama, 2015; p. 54). Stevenson saw development to encompass the outcome of enhanced well-being such as literacy, hygiene, food security and having smaller families as a result of access to information which aid in addressing these issues (Stevenson, 1988 as cited in Mhagama, 2015).

In the same era, Amartya Sen developed the Capability Approach (Sen, 1992) in which he saw development to be "a process of expanding the real freedoms that people enjoy." (Sen, 1992; P.3) With emphasis on the quality of life issues such as 'health, education, political participation, non-discrimination on the basis of race, and economic freedoms'. Nussbaum (2011) furthered the argument on capabilities by adding to Sen's notion of capabilities, the ability of people to use their God-given talents and skills and acquired skills and talents (those lent by a person) for their own advancement. In essence, this approach sees capabilities, thus development, as

something that can be promoted or achieved in a number of ways involving different players including the media. Sen's (1999) approach fits in well with the capabilities which radio can help to expand.

As stated in Alkire (2009), the key idea of the capability approach is that, "social arrangements should aim to expand people's capabilities" – their freedom to promote or achieve what they value doing or being (Alkire & Deneulin, 2009; p. 31). This is the meaning of development or livelihood enhancement that is adopted in this research which aims to investigate the role of rural commercial radio in the process of expanding people's capabilities and enhancing their livelihoods.

### **2.9.2 The Concept of Human Development.**

Just like the capability approach, the concept of human development and growth as proposed by UNDP in 1990 was introduced in development discourse as a result of the failure of economic growth to reflect in quality of life as promised by previous economic centered development theories (Nayak, 2008). This establishes the fact that the expansion of output and wealth is only a means to development. The end of development is the welfare of human beings. Hence, the main thrust of development analysis and planning must be bound for people's needs and oriented towards achievement of this ultimate end (Anand & Sen, 2000). Human development is therefore, a process of enlarging people's choices. In essence, these choices can be infinite and can change over time. At all levels of development, the three essential choices are for people to lead a healthy and long life, to acquire knowledge and to have access to the resources needed for a decent standard of living (Chaubey, 2002). If these essential choices are available, many other opportunities such as political

participation, economic and social freedoms as well as the ability to showcase one's capabilities and so on will be accessible as well (Chaubey, 2002).

According to UI-Haq, 1990, Human development has two sides:

1. The formation of human capabilities such as improved health, knowledge and skills and
2. The use of these acquired capabilities for productive purposes, leisure or for being active in cultural, social and political affairs.

What this implies in essence is that, development efforts should translate into basic necessities of human life. For instance, a child should not die out of malaria, cholera and other treatable diseases. Likewise, a graduate should have the opportunity to put his acquired expertise to work.

One major issue that is associated with the concept of human development is how it is measured. The United Nations Development Program (UNDP) through the Human Development Index (HDI) measures human development through three critical dimensions of human well-being longevity, knowledge and standard of living which translate into health, education and command over economic resources (Nayak, 2008).

Longevity: this dimension looks at a person's ability to live along healthy life, clean and safe environment and availability of health care facilities etc.

Education: this dimension measures a person's ability to read and acquire knowledge necessary for employment thus functional adult literacy.

Command over economic resources: this dimension looks at a person's ability to lead a decent standard of living and be free from want (Nayak & Thomas, 2007).

## **2.10 Relevance of Theories to the Study**

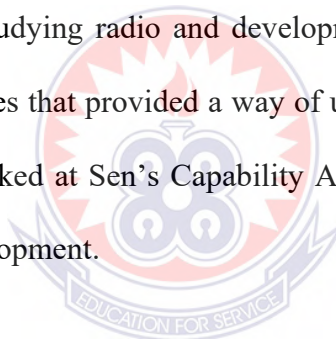
From the foregoing, human well-being and capabilities can be promoted or achieved in a number of ways involving different players which includes the media. This study employs Amartya Sen's (1999) approach and the concept of Human development in which development is perceived as "a process of expanding the real freedoms that people enjoy" (Sen, 1999; p. 3). These approaches depict that, there are some capabilities which can be enhanced through rural radio and others which are beyond the realms of radio and can be achieved through government or political machinations and other development actors. Nonetheless, both approaches provide enough room that demonstrate that rural radio can help to expand a good number of capabilities based on the understanding that "the key idea of both the capability and human development approaches is that, social arrangements should aim to expand people's capabilities – their freedom to promote or achieve what they value doing or being" (Alkire & Deneulin, 2009; 31). This is the meaning of development that is adopted in this thesis which aims to investigate the role of rural commercial radio in the process of facilitating human well-being.

## **2.11 Chapter Summary**

In summary, it is clear from the literature reviewed here that, there have been a lot of energies devoted by scholars to examine the relationship between radio broadcasting and development. It is also worth noting here that little is known on the how rural commercial radio is used to facilitate development. In terms of methodological considerations, qualitative approaches dominate with case study designs mostly used. For theoretical prepositions, the predominant theory under which most of the literature on community radio appears is democracy where community radio stations

work to improve democratic exercises at the grassroots (Nittimba, 2004). However, the theory of development communication has featured in number of studies too. More so, Mhegama (2015) digressed to use the Capability Approach to study how community radio through varying degrees of participation can lead to development and observed that even with minimal participation, radio has the capacity to influence development. In the next section, I discuss the Capability Approach (Sen, 1999) and the Concept of human development (Ul-Haq, 1990) which collectively form the theoretical framework of this study.

This chapter contains two sections: the first section presented and discussed related literature on radio and rural livelihood enhancement. It also looked at the methodical considerations used in studying radio and development. The second section present the theoretical perspectives that provided a way of understanding development in this study. Specifically, it looked at Sen's Capability Approach to Development, and the Concept of Human Development.





## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 INTRODUCTION**

This chapter presents the strategies of enquiry employed by the researcher in his attempt to probe into rural commercial radio programming and how it enhances the livelihood of people at Garu District in the Upper East Region of Ghana. Rajasekar (2013) asserts that research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. By way of definition he indicates that, the procedures by which researchers go about their work of understanding, describing, explaining and some time, predicting phenomena are called research methodology. He further notes that methodology is a presentation of a study's methods by which knowledge is gained. Fundamentally, research methodology aims at giving the work plan of research. It spans from the approach, design to specific methods of gathering, analyzing and presenting data. The chapter focuses on the research approach, research design, data collection method and procedure, Sampling method and size as well as the data analysis method.

#### **3.1 Research Approach**

According to Creswell (2014), there are three main research approaches that the researcher has to choose from. Creswell (2014) posits that these are quantitative (an approach that deals with numbers and statistical process and tend to generalize findings and outcome of studies of representative samples), qualitative (an approach that uses words as data and is interested in finding meanings that people make of certain human phenomenon) and mixed-methods (approach which combines both

quantitative and qualitative strategies in one study). These approaches provide specific directions and methods for data collection and analysis. For Creswell, (2014) the researcher has to choose the approach that best meets the needs and purpose of the research.

In this study, the intention is not to generalize findings of the study but to employ an in-depth analysis of people's views and perspectives on the phenomenon under investigation. The researcher, therefore, adopted qualitative research approach for this study.

Qualitative research, according to Braun and Clarke (2013), is a study that uses words rather than figures and is interested in finding meaning of contemporary human phenomenon. Thus, qualitative studies are interested in finding out the reasons that drives certain concepts and phenomenon that people live in as well as seeking understanding of these concepts and practices. For Creswell (2014), qualitative research is a way of ascertaining and understanding the meanings individuals and groups of people assign to a social or human problem or phenomenon. In this present study, the driving interest is to understand the role that rural commercial radio play in human and community development in rural communities.

Creswell (2013) indicates that qualitative research involves the researcher collecting data in its natural setting, analyzing the data inductively by building from particulars (indicators) to general themes and making meanings from the data. In this study, the researcher's primary interest is to investigate and understand the contributions played by rural commercial radio broadcast stations in livelihood improvement of the people of Garu and Tempani Districts. Therefore, the data for the study was collected in its natural settings: views and perspectives of selected staff and stakeholders of Quality

FM and Kugri community respectively. Again, the qualitative approach was chosen for this study because it attempts to make sense of people's experience, perception, beliefs, attitudes and behavior in their cultural context (Creswell, 2014).

### **3.2 Research design**

Research designs are extensive strategies and procedures for conducting research that inform the decisions from broad assumptions to detailed methods of data collection and analysis (Creswell, 2014). In aligning with this assertion, also states that research design is the conceptual structure within which a study is conducted because it constitutes the blueprint for the collection, analysis and interpretations of data (Kothari, 2004; Yin, 2012). Hence, research design can be described as a model or an action plan upon which the entire study is built. It dictates the manner in which a study is conducted and provides the road map of a study in terms of the sample, data collection instruments and analysis procedure (Creswell, 2014).

Five qualitative research designs have been identified by Creswell (2013) namely; Phenomenology, Case studies, Ethnographical studies, Grounded theory and Narrative studies. He adds that each of these designs gives the researcher different techniques of enquiry. So, Creswell (2014) advises that the choice of design to adopt for a study should be based on two things: the nature of the phenomenon being investigated and the researcher's world views and personal experience. Based on the nature of the phenomenon the researcher is investigating, the case study research design was adopted for this study. Yin (2012; p. 18) defines a case study as "an empirical inquiry that investigates a contemporary phenomenon in depth and within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident." For Yin (2012; p. 18), the researcher "would use the case

study design because he wants to understand a real-life phenomenon in depth”. In this research, the case under investigation is commercial radio station based in a rural community (Garu) in Ghana. The station is currently broadcasting programs in a real-life context hence the researcher’s choice of case study design for the study.

### 3.3 Case Study

For Creswell (2014), case studies are qualitative strategies in which the researcher explores the depth of a program, an event, an activity, a process or one or more individuals. In this study, the researcher explored in detail the programs and activities of *Quality FM* by analyzing its programs and examining stakeholder perspectives on the role it plays in the community and human development drive.

Yin (2012) recommends case study design for studies that focus on a contemporary phenomenon within some real-life context as well as when the researcher has little or no control over the events that he is studying. In this study, the researcher does not control or determine what programs aired by *Quality FM*. Also, the role the station play in the lives of the people is on-going, contemporary and within the cultural and social context of *Quality FM*.

The researcher, therefore, adopted case study design so as to have an in-depth analysis and understanding of rural commercial programming of *Quality FM* and how it enhances the livelihood of the people.

### **3.3.1 Single Case study**

One of the decisions a researcher has to make is to decide “whether the case study will consist of a single or multiple case(s)” (Yin, 2012; p. 7). The researcher needs to choose whether to keep the cases holistic or to have embedded sub-cases within an overall holistic case (Yin, 2012; p. 7). For the purpose of this study, the single case study type was selected. Single case studies involve the exploration or investigation of a single phenomenon (Stewart, 2012; Creswell, 2014). A single case permits the researcher to have an in-depth examination of the phenomenon under study in order to obtain a better understanding of it (Creswell, 2014). The researcher in this study was interested in an in-depth understanding of rural commercial radio programming and its role in building the capabilities of its audience. Hence a single case study was employed for the study.

### **3.4 Sampling Strategies**

Sampling is a process of selecting a manageable unit or number of a study phenomenon for examination (Taherdoost, 2016). Alvi (2016) describe sampling as the process of choosing a portion of the population that will provide the information needed for a study. In qualitative studies, the sample used for the study is not necessarily a representative of the study population but a representation of the whole population in a study (Creswell, 2013). There are two main types of sampling; probability sampling and non-probability sampling (Taherdoost, 2016). Taherdoost (2016) state that non-probability sampling is best used in case studies. Beins and McCarthy (2012) also postulate that there are three prominent non-probability sampling techniques recommended for qualitative researchers. They are purposive sampling, quota sampling and convenience sampling.

Quota sampling refers to a sampling technique that allows the researcher to assign quotas to sections of a study population in order to ensure that the selected sample will possess the same characteristics of the study population (Sedgwick, 2012).

Convenience sampling is a sampling method in which the researcher draws his/her study participants from a study population by choosing those at hand or easy to reach (Taherdoost, 2016).

Purposive Sampling is a form of non-probability sampling in which researchers draw their participants from a study population based on their own judgement (Taherdoost, 2016). The researcher adopted purposive sampling for the study because Alvi (2016) avers that purposive sampling allows the researcher to strategically select the cases or participants of the study that will give him adequate information to meet the research objectives.

*Quality FM* was purposively selected as a single case because it is the only station serving Garu District, has coverage reaching all the six administrative districts of the Kusaug area; it uses the local language (Kusaal) as a medium of broadcasting, and has its programs targeting the Garu and its surroundings communities which are rural in nature.

### **3.5 Profile of Quality FM**

Quality FM is a commercial radio station located on the Garu Manga Bawku road about a kilometer from the Garu Township in the Garu District of the Upper East Region of Ghana. It is on the second floor of the Quality Building.

The coverage of Quality FM stretches from the boundary between Talansi-Nabdam and Bawku West Districts to the west, a few kilometers in to Togo to the East, Bonkudugu-Yoyo District to the south and as far as Burkina-Faso to the north. Quality broadcast in three (3) main languages namely Kusaal, Moar, and English.

### **Vision**

To bridge the gap in information and electronic media between rural and urban Ghana through well-motivated professionals.

### **3.6 Sample Size**

In qualitative studies, sample size is a relatively unmarked territory (Lindlof & Taylor, 2002). No indicators exist to point to the researcher when the sample size is big enough partly because the qualitative researchers do not intend to generalize their findings (Creswell, 2013). Even though there are no closely defined rules for the use of a sample size, (Buam, 2002), Qualitative researchers rely on small samples with the objective of studying in-depth the phenomenon under investigation (Miles & Huberman, 1994). Consequently, fifteen (15) participants were drawn from the stakeholders of the stations for the study. These stakeholders include; Opinion leaders of Garu thus both Local government and traditional leaders, Audience, and Management of Quality FM. This is informed by Bourne's (2005) definition of stakeholders as individuals or groups of people who have an interest (stake) or some aspect of rights or ownership in the organization or project, and can contribute in the form of knowledge or support, or can impact or be impacted by the organization or project (Bourne, 2005). In-depth interviews were held with three opinion leaders (Kugri Divisional chief and The Assembly members of the Zesear and Kugri electoral

areas), two audience one from Tanleng and the other from Kugri, and management of *Quality FM*. Focused Group Discussions were also held with eight audience drawn from the Village Savings and Loans groupings within Garu comprising of four from the 'Noriyene' group of Tanlengen and the remaining four from 'Asungtaba' group of Tanzug communities. The data generated from these interviews and FGD(s) were subjected to a thematic Analysis.

The village savings and loans is a self-empowerment program implemented by the Business Advisory Center (BAC) in collaboration with *Quality FM*. The groups meet on weekly bases to discuss issues bothering them and to find ways to solve them (Garu District Profile, 2020).

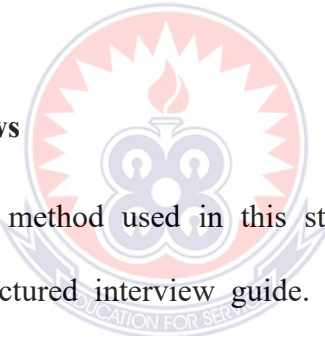
The breakdown is as follows, two station officers, thus the station manager and the programs manager were purposefully selected since they play key roles in the type of programs aired on the station. Three opinion leaders who are active listeners of the station comprising the Kugri chief, the Assembly member of the Kugri electoral area and the Assembly member for the Avosem electoral area were also selected purposively for the study not only because their active audience but also because they are celebrated leaders in the district. An active listener in this study refers to a person who at the time that this research was conducted regularly listens to *Quality FM* programs. Ten audience were also selected to participate in the study. Two of them were participants of the in-depth interviews while the remaining eight participated in the focus group discussions.



### 3.7 Data collection methods

In case study research, the examination of the phenomenon under investigation is carried out in a current context and a variety of data collection techniques are used to gather corroborated data that adequately address the research questions under consideration (Mhegama, 2015). In case study research, Yin (2009; p. 98) identifies six sources for collecting data, namely, “documents, archival records, interviews, focused group discussions, direct observations, participant-observation, and physical facts”. Yin (2012; p.10) further says that researchers “may use these in any combination”. This study employs In-depth Interviews, Focus Group Discussions and Document Analysis.

#### 3.7.1 In-depth Interviews

The logo of the University of Education, Winneba, is a circular emblem. It features a central figure of a person with arms raised, set against a background of a sunburst. The emblem is surrounded by a border containing the text 'UNIVERSITY OF EDUCATION WINNEBA' and 'COMMITMENT TO EXCELLENCE IN EDUCATION FOR SERVICE'.

The first data collection method used in this study is the in-depth face-to-face interviews with semi-structured interview guide. Semi-structured interviews “are generally organized around a set of predetermined open-ended questions, with other questions emerging from the dialogue between interviewer and interviewee/s” (DiCocco-Bloom & Crabtree, 2006) as cited in (Mhagama, 2015; p.76). The authors further add that semi-structured interviews “are able to address a wide array of research questions” (Mhagama, 2015; p.76).

As a data collection technique, the in-depth interviews involve a number of phases comprising, development of the interview guide, conducting the interview, and analyzing the interview data (Baumbusch, 2010; Mhegama, 2015). The interview guide for this study is developed along the research questions, which are based on the aims and objectives of the research and in accordance with the capability approach to

development (Mhagama, 2015; Sen, 1999). In-depth interviews afford the researcher opportunities to gain deeper insights and understanding into complex phenomenon of Quality FM's programming and human development (Brouneus, 2011). In this study in-depth interviews are used to elicit detailed information from the participants to aid a proper understanding of the role of *Quality FM's* programs in the human and community development process in Garu District.

### **3.7.2 Focus Group Discussions (FGD)**

Another method of gathering data for this study was focus group discussion, which according to Dzino-Silajdzic (2017), is a qualitative data collection method that engages 6 to 12 people-with shared characteristics appropriate for the specific discussion topic and is led by a facilitator who moderates the discussion. Its main aim is to obtain information on certain topic or issue (Dzino-Silajdzic, 2017; Berger 2000). According to Nyumba, Wilson, Derrick and Mukherjee (2017), the most persuasive motives for employing focus group discussion are the need to generate dialogue or debate about a phenomenon under investigation that requires collective views and the meanings accounting for those views (including their experiences and beliefs) and clarify and extend findings. In the current study, the focused group discussions were employed to allow the audience engages in a discussion that generated the knowledge about the true impact of Quality FM's programs in their lives and also clarified the data gathered from the key informants from the station.

### **3.7.3 Document Analysis**

Document analysis was another method that was used to gather data for this study. The method of document analysis denotes "an integrated and conceptually informed

method, procedure, and technique for locating, identifying, retrieving, analyzing documents for their relevance, significance, and meaning” (Altheide, 1996; p. 2 as cited in (Mhagama, 2015; p. 92). Daymon and Holloway (2011) postulates that document analysis is an analytical research method that allows the qualitative researcher to carefully examine data in order to draw meaning, obtain understanding and develop empirical knowledge (Daymon & Holloway, 2011).

The documents analyzed were identified and examined primarily due to relevance to the objectives of this study. According to Altheide (1996) documents are studied by identifying themes, frames and discourses. In this research, the identified documents were analyzed by identifying themes relevant to my research objectives and the themes were compared with themes identified from the other data sources to help in realizing the objectives of the study.

Thus, the program schedule, and policy document of Quality FM were analyzed to determine the nature of programs Quality FM broadcasts. Each of the documents was selected for a specific purpose. The program schedule was selected with the objective of reviewing the programming of the station and its relevance in addressing the human development needs of the audience. The policy document was meant to help examine the visions and mission statement of the station.

### **3.8. Data collection procedure**

#### **3.8.1 In-depth interviews**

To get the interview appointments with the key Informants (the station and programs managers), I had to first negotiate access. To achieve these feet, a letter of introduction as well as the interview guides, were submitted to the station manager.

Upon perusal of the letter and the interview guides, permission was granted to conduct the interviews. An appointment was then scheduled for the interview. On the appointed date and time, the researcher visited the station with a research assistant to assist in taking notes during the interviews. The team carried with us the interview guide, a note book, and my mobile phone for the purpose of recording the interviews. The station manager was interviewed first. The interview covered administrative and operations issues, development or social change activities brought to the community by the station and challenges the station faces in delivering these. That of the program's manager bordered on type of programs aired, motives behind such programs and impact on the lives of the audience. These interviews lasted for one hour forty- three minutes. One hour-one minute for the manager and forty-two minutes for the programs manager. After the successful interviews with the officers of Quality FM, the interviews with the audience were arranged. The Assembly member for the Kugri electoral who is an active listener of *Quality FM* was contacted on phone and an appointment was made for the interview which took place at his residence at Kugri. After the interview with the Assembly Member, the divisional chief of Kugri who is also an active listener of *quality FM* was also contacted and an interview appointment was scheduled for later that day. The interview with the chief took place the same day. An interview appointment was also made with the Zesear assembly member for the next day. On the appointed time, the researcher met with the participant at his residence in Garu for the interview which happened as planned. The final set of in-depth interviews were held with two audience one at his residence in Garu-Tanleang and the other also Kugri Primary School located at Kugri. All of these selected participants were all active audience. Their views and perceptions on the impact of *Quality FM's* programs on their livelihood improvement were collected for

analysis. All of these interviews are meant to get the views of opinion leaders who are audience on the impact of *Quality FM's* programs on the development of their respective communities. It is also to corroborate or contrast their views of the officers of *Quality FM*.

### **3.8.2 Focus Group Discussions (FDG)**

The researcher conducted focused group discussions using semi-structured interview guide which was prepared based on the Sen's Capability approach. The FDG comprised two sessions with audience in Tanleng and Tanzug in the Garu district respectively. Each group was made up of four participants comprising of two men and two women. The discussions which were organized Garu-Tanzug and Garu-Tanleg took place in the meeting grounds of the group the discussions were moderated using a semi-structured interview guide to foster active participation and in-depth discussion. The semi-structured nature of the discussion enabled probing for specific, predetermined topics while allowing flexibility, and stimulating participants to share and discuss among each other (Dzino-Silajdzic, 2017). The data from the FDGs were used to validate the information gathered from the in-depth interviews conducted with the general and programs manager of *Quality FM* and the opinion leaders.

### **3.8.3 Document Analysis**

As indicated earlier, one of the data sources is document analysis. The documents that were examined were first identified and selected by the researcher based on their relevance to understanding the phenomenon under investigation. The selected documents which include, *Quality FM's* program schedule, the policy document of *Quality FM* and the district profile for Garu District were analyzed to determine the

nature of programs Quality FM broadcast and as well as ascertain the demographic features of the study area. In deducing information from a document, O’leary (2014) proposes two techniques. These are the interview technique which involves the researcher engaging the document like a respondent who provides relevant information to the researcher (O’Leary, 2014). The second technique is by taking notes of occurrences within the document. With this, the researcher extracts the information inductively by building themes from particular to general occurrences in the document (O’Leary, 2014). In this study, the researcher employed the second technique in extracting information from the documents that were drawn for the study.

### **3.9. Data Analyses**

Qualitative data analyses involve making sense out of text and image data by reducing it into themes through a process of coding and condensing the codes and finally representing the data in figures, tables or discussions (Creswell, 2013). The researcher employed thematic analyses in examining and producing meaning out the data he gathered. Thematic analysis refers to a process of identifying, analyzing, and reporting patterns within a data set. It gives the researcher the chance to organize and describe the data set in rich detail (Braun & Clark, 2013).

In case study research, Yin (2009) recommends relying on theoretical framework or plan as a preferred strategy to analyze the data. The rationale for this is that “the original objectives and design of the case study presumably were based on such frameworks, which in turn inform a set of research questions, reviews of the literature, and new hypothesis or propositions” (Yin, 2009; P. 130). As stated in the earlier sections, this study made use of the Amatyer Sen’s (1999) Capability Approach, and

the concept of Human development. These theories informed the design of the study, the objectives, research questions as well as the literature reviewed. The Capability Approach and the Concept of human development also informed the choice thematic Analysis adopted for this study.

In situations like this, Mhagama (2015) opines that the data should be analyzed based on the research objectives hence the researcher in analyzing the data gathered for this study started by going back to reflect on the research objectives and the interview scripts to identify the main themes recurring from there. The researcher then listed down all the major themes and coded them into different categories. In other words, each theme was a code under a classification for analysis purposes. According to Hesse-Biber (2010; P. 191) “to code means to take a segment of text and give it a ‘name’ or sometimes a number”.

After the coding, the researcher conducted a manual reading of the interview transcripts each at a time beginning with the transcript of the station and programs managers and ending with the other interviews that were conducted with the audience and opinion leaders. The same process was adopted in examining the data gathered from the Focus Group Discursions and Document analysis. The data from the focus group for example was transcribed first and then subjected to thorough reading to identify the dominant themes in it. Interpretations were then made out of the meaning realized from the data.

### **3.10 Ethical Considerations**

Ethics is a branch of philosophy that address the issues of morality (Jennings, 2003) as cited in (Nkrumah, 2019). Morality also, refers to beliefs or standards about

concepts such as good and bad, right and wrong (Jennings, 2003) as cited in (Nkrumah, 2019). According to Creswell (2014), ethical issues arise in all forms of professional practice including academic research in various disciplines.

A research study, as part of its ethical considerations is expected to demonstrate objectivity and sensitivity in the selection and analysis of data, respect for participants, seek consent and disclose the purpose of the study to the participants (Creswell, 2014).

In this, the researcher disclosed and explained the methodological considerations employed for this study. Furthermore, an introductory letter which clearly stated the purpose of the study was obtained from the Department of Communication and Media Studies of the University of Education Winneba and was submitted to the Management of *Quality FM* who then granted the researcher permission to conduct the study. Also, the researcher sort permission from all participants who willingly accepted and offered to participate in the study. Finally, participants in the study were anonymized in in the study. No name was mentioned during the analysis and discursions of the data.

### **3.11 Credibility and Trustworthiness**

Qualitative researchers in other to ensure Credibility of their work needs to reflect on self-reflection on several occasions to remind themselves of the possibility of affecting the data with their personal idiosyncrasies (Serwornoo, 2012). Creswell (2014) provides eight validation strategies in testing for the validity in a qualitative research. These processes include triangulation, using member-checking to determine accuracy on the part of participants, using rich and thick descriptions, presenting



negative case analysis, spending prolonged time at the research field, using peer debriefing, using external auditors and bracketing of biases (Creswell, 2014). In this study, the researcher engaged in multiple data collection methods (In-depth Interview, Focus Group Discussions and Document Analysis) in gathering data for the study. In addition, the researcher also used descriptions in discussing the findings so as to paint a vivid picture of the role of *Quality FM* in the human development process of its audience.

### **3.12 Chapter Summary**

In conclusion, this chapter has discussed the qualitative research approach, case study research design and the multiple data collection methods used to gather data as well as the rationale for choosing such methods. The chapter also discussed how the data was analyzed using thematic analysis. The qualitative methods adopted by this study were meant to complement each other and were well apt in addressing the research questions modelled for the study. Since analysis of data is also linked to the methods and research questions, the presentation of the findings discussed in the next chapter are based on the research objective of this study. The themes are presented in such a way as to build a coherent argument for understanding the various ways in which rural commercial radio facilitates human and community development.

## CHAPTER FOUR

### FINDINGS AND ANALYSIS

#### 4.0 Introduction

This chapter presents and discusses the findings of this study. The data that was gathered from Quality FM and its audience in the Garu District of Ghana was in a bid to find answers to the following research questions:

1. What is the nature of programs aired by *Quality FM*?
2. Do the programs from *Quality FM* contribute to human development of its audience at Garu District?
3. What are the perspectives of stakeholders on the contribution of *Quality FM*'s programing as a tool for human development and social change?

To find answers to these research questions, four different interview guides were developed for interviewing the General Manager, the program manager, the audience, opinion leaders and the focused group discussing. The data that was collected was then, analyzed thematically by reducing it into themes. This was done inconformity with the theories adapted for this study thus, the Capability Approach (Sen, 1999) and the Concept of Human Development (Ul-Haq, 1990). The results are presented as follows;

#### 4.1 RQ1 What is the nature of programs aired by Quality FM.

To meet the objective of understanding the nature of programs aired on *Quality FM*, a qualitative content Analyses was employed to study the profile and program schedule of Quality FM. The findings reveal that the station produces and airs its own

programs and as well, airs some syndicated programs from Citi FM (an elite radio station based in Accra Ghana). Coding the programs schedule, the background of the programs and the interview with the programs manager reveals that Quality FM's programming generally cover the following thematic areas; Advocacy, Commercials, Agriculture, culture, education, entertainment, Health, Information and Religion. To have a better understanding of the nature of the programs (what the stations programming cover and how it does its broadcasting), each thematic area is explored to ascertain its content and how it is broadcasted.

The figure below depicts the thematic areas of Quality FM's programs plotted against their share of the weekly broadcast time. The station on Monday to Friday, Aired between the hours of 4:00am and 12:00am And on Saturday and Sunday airs from 5:00am to 12:00am.

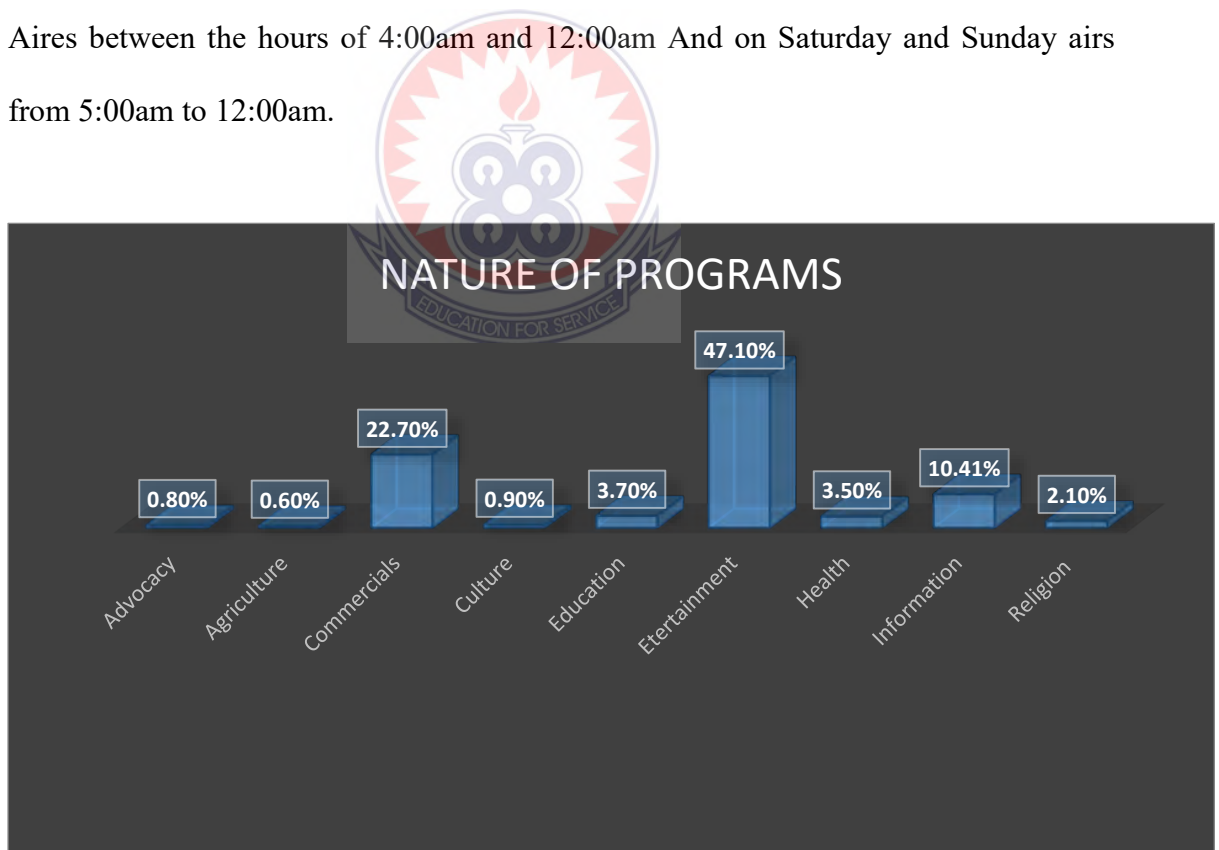


Figure 1: A histogram showing the nature of programming. (Source: field data, 2020)

#### 4.1.2 Entertainment

The theme of entertainment in this study is made up of indicators such as music, entertainment news, and sports. Programs under the programming of Quality FM that had these elements are coded under the theme of entertainment. This theme enjoys the lion's share of the broadcast time (47.3%) as depicted in figure one above. The data obtained from *Quality FM's* programming indicate that, music which is an indicator of the theme of entertainment appeared on every programming day. For example, "Nite Riders" a program which airs between the hours of 10pm and 12am each week day (Monday to Sunday) features mainly music, also the "Quality Lunch Box" 1:00pm-2:00pm and "Drive Time" 3:00pm-5:30pm all contain a great deal of music content. The program schedule also portrays that sports which is an indicator of the theme of entertainment also features prominently in the programming of *Quality FM*. The Quality House of Sports is aired from Monday to Friday between the hours of four (3) pm and three (4) pm. This one-hour program centers mainly on sports and its related discursions. It is also deduced from the program schedule that four (4) hours of the weekly broadcast time is dedicated to showbiz updates dubbed "Quality Entertainment world" broadcasted between 12:PM and 2:00PM on both Saturdays and Sundays.

This finding means that *Quality FM* as a rural commercial station is playing more music and other entertainment related programs than other programs. The cause of this can be attributed to the station manager's assertion that as rural radio station, they are financially constrained hence they try as much as possible to reduce cost of production while keeping their audience satisfied. Myers (2008) holds a similar opinion when she postulated that financial constraints can be a hindrance to the production of impactful radio programs.

### 4.1.3 Commercials

The theme of commercials (advertisements) featured prominently in the programming of quality FM. The American Marketing Association defines commercials as “the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas” (Durmaz, 2011; p. 2).

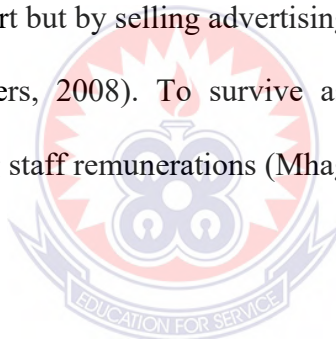
The theme of commercials featured in the programming in the form of jingles, commercial announcements, Airtime sales, and Live Presenter Mentions (LPMs). These together had 22.70% of the entire broadcast time and was next to the theme of entertainment. For example, local businesses, private schools, and clinics had their jingles airing on quality FM during the broadcast hours. Commercial or paid for announcements are aired on quality FM twice daily. In the morning, it airs between 6:45am to 7:00am and airs in the evening at 7:00pm to 7:15pm.

Another significant indicator of this theme is the airtime sales. This refers to the situation where the airtime is sold to institutions and corporate entities to communicate to the audience about their services or projects. Just like the jingles, it is the slots of programs on the program schedule that is sold out. Their prices differ depending on the program. For instance, a participant disclosed that, thirty (30) minute slot on a program called religious perspective, which airs between the hours of four 4am and six 6 am is GHC 50, however, the same duration for a slot on an afternoon and evening programs cost GHC 120 and even higher for politicians during campaign seasons. The live Presenter mentions featured in the form of sponsorship to

some of the programs most especially the Community Breakfast Watch where the presenter will from time to time mention the companies sponsoring certain segments of the show. Finally, a one-hour program on the program schedule dubbed “Business Time/Branch” which airs between ten 10:00am to 1:00pm is dedicated for commercials. The station’s manager in the interview asserted that;

Our primary source of income as an organization is through the sales of our services. We offer announcements, advertisements, and airtime at a fee to our cherished customers (R2).

It is not surprising to spot the elements advertisements and commercial activities in the programming of *Quality FM* since it is a commercial station which is not funded by donations and state support but by selling advertising spots to the business entities and those who need it (Myers, 2008). To survive as a station, it needs to pay for operational cost including staff remunerations (Mhagama, 2015).



#### **4.1.4 Information**

The theme Information represents the items on the programming of *Quality FM* that sort to relay or deliver information to the audience. It had main indicators such as news, current affairs and newspaper reviews. The content analyses and the analysis of the in-depth interview with the programs manager of *Quality FM* reveal that the station in a bid to inform its audience on the happenings in the country Ghana and across the globe has affiliated itself with Citi FM, an elite radio station in Accra the capital of the republic of Ghana. This affiliation allows *Quality FM* to air some syndicated programs of Citi FM. These programs include the major news bulletins such as the Citi Breakfast News at 6:00am in the morning, Business News at one (1)

pm in the afternoon and the Eye Witness News at five-thirty (5: 30) pm in the evening. All of these are aired from Monday to Friday. In all of these programs the main thrust is to provide information to the audience.

As stated in our mission statement, we are committed to giving our people the most accurate, useful and reliable information. That is what we give them by airing the news broadcasted by Citi FM. You know they have the resources to get the current news in the country and across the globe (R1).

The Eye Witness News for instance has three main segments (General News, Business News and Point Blank) the first two, thus, the General News and Business News are designed to ensure that the audience get access to what is currently happening in the country and around the globe. These news segments cover all the important dimensions of human development (health, education and economic wellbeing).

The third segment, which is *Point Blank* is more tilted towards politics and mostly features political actors being interviewed to generate exclusive information for the audience. It also affords the anchors some opportunities to adduce information from technocrats across all sectors of the economy to feed the audience.

This finding is an echo of the believe that radio stations have the capacity to bridge the information and digital divide (Myers, 2008; Mhagama, 2015). And thus, Quality FM in a bid to meet its vision of bridging the information gap is enforcing the greater goal radio stations.

#### 4.1.5 Education

Education featured in the general programming of *Quality FM*. 3.70% of the total weekly broadcast time is dedicated to this theme, the main constituents for the educative theme are programs that delivered content which sort to impart knowledge to the audience. The examination of the programming of *Quality FM* reveals that the quality Breakfast Watch has a segment of 30 minutes is dedicated to teaching every day English. During the Everyday English segment, an audio presentation by the teacher on everyday expressions with demonstrative examples is played. This follows a short phone-in segments for audience to state what they have learnt in the day's segment. This everyday English segment is intended to enhance the proficiency of the English Language and contribute to vocabulary acquisition. They also encourage the speaking of the English language by pupils in the basic schools who mostly prefer to speak in vernacular when they are in school and at home. The morning show (Breakfast Watch) host who doubles as the station's general manager says this is the station's contributions to education in the district. He had this to say;

We wanted to help in educating our people and felt that one of the areas we could help is in teaching the English language. So, we introduced the Everyday English segment which teaches the oral language and grammar aspect of the English language. I'm sure the confidence with which students and our people speak the English Language has been improved significantly since we started broadcasting the Everyday English (R1).

The elements of the educative theme can also be found in *The Big Issue* a syndicated program from Citi FM aired between 9am and 12 pm on Saturdays where major issues that occurred during the week get discussed by experts. In some versions of this program, audiences are schooled about some aspects of life.



This finding means that Quality FM is in right standing with the Ghana Broadcasting Guidelines that requires all broadcast stations operating in Ghana to produce and broadcast educational programs to compliment the Ghana Education Service in delivering its mandate of providing knowledge to Ghanaians. It also means that there are similarities between rural radio programming and that of campus radio stations since Nartey (2013) found ATL FM and Eagle FM both campus radio stations to be engaged in educational programming to aid teaching and learning.

#### **4.1.6 Health**

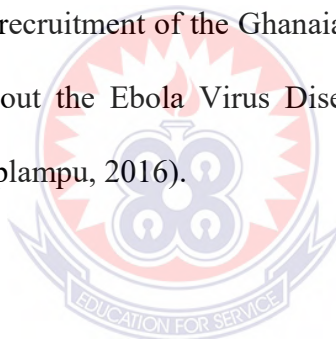
As a theme, Health in this study had indicators such as; health news, sanitation, nutrition, disease control and other health awareness creation programs. A closer look at the programming of Quality FM reveals that the station's broadcast contains these indicators of health and sanitation as well. A program dedicated to issues of local concern known on the program schedule as "Local Issues" is used to tackle sanitation, health and other pressing local needs. The program which is aired once a week on Saturdays between the hours of 4 pm and 6 pm, brings in community health experts as well as public health officials from the Garu district health directorate to either educate or conscientize the people on health-related issues at hand. The programs manager stated during his interview that;

The Local issues program is our way of responding to contemporary challenges in the communities as and when the need arises. The program is multisectoral but health and educational issues dominate. For example, during the rainy season our concern is usually on the prevention of a potential cholera outbreak and during the dry season we look at CSM. We partner with the disease control and public health

division of the health directorate to deliver this service to our people (R2).

There are other instances where during the “Community Breakfast Watch” and the “Big Issue” that health related issues make their way into quality FM’s programing as well. In the wake of the COVID-19 pandemic when this study was being conducted, segments of these programs were dedicated to discuss the Corona Virus disease, its symptoms and safety protocols.

In line with this finding is Pupulampu (2016)’s postulation that, the media has power to transform attitudes hence extensive media attention on a disease, during its outbreak helps in preventing its spread curtailing greater global catastrophe. This he believes accounts for the recruitment of the Ghanaian media in the national campaign to educate Ghanaians about the Ebola Virus Disease and how to prevent it from entering the country” (Puplampu, 2016).



#### **4.1.7 Religion**

The examination of the nature of the programs broadcasted on Quality FM reveal that 3% of the weekly broadcast time is dedicated to the theme of religion or religious matters which had indicators like; Christian and Islamic programs, and programs on traditional believes and customs which seeks to enforce a belief system. The data shows that, there are two major religious programs airing on *Quality FM* every week. These are “Religious Perspective” broadcasting from 4:00am to 6:00am from Monday to Friday and 5am to 6 am on Saturday and Sunday. This program features music and different segments of in-studio talk shows which bring on board people from the two dominant Religions (Christianity and Islam) in the area to share faith with members of the audience. Astute believers belonging to these religious groups

appeared on different segments to preach, teach and direct their followers on their best practices and accepted ways of life in their subscribed faith. This program provides a platform to religious bodies to preach morality and speak against immorality.



Figure 2: An Islamic cleric in the studios of Quality FM delivering sermon (Source, field data 2020).

An audient during a focus group discussion session in Garu-Tanlegen indicated how pleasing it is to him to turn in to the religious perspective every morning. He said;

I enjoy listening to Religious Perspective every morning. It's a good way to begin the day with its more or less like a morning devotion organized for us on bed (RI2).

The second religious program “Quality Gospel Ultimate” is broadcasted only on Sundays from seven (7) am to ten (10) am. This program serves as an extension of the Sunday church service by providing gospel music and messages to Christians listening from home.

This is quite in line with the notion that religion has a strong presence in the media (Ferre', Hangen, Horsfield & Silk, 2017). The element of religion which is a priority to a section of the audience was also present in the findings of studies like Amadu and Amin (2018), who studied community radio in Ghana, and Serwornoo, (2012) who studied campus radio. This is a good indication that religion features greatly in the programming of radio broadcasting in Ghana.

#### **4.1.8 Agriculture**

Analysis of the programming formats of *Quality FM* revealed that the station is engaged in programming that covers agricultural activities with farmers as its main target audience. The data portrays that, a two-hour program broadcasting twice weekly provided essential agricultural information to the farmers living in Garu district. *Time with Farmers* airing on Tuesdays and Fridays, brings onboard both extension officers, researchers from the Presbyterian Agric Station who provide valuable information about new innovations on both crop and animal farming to farmers. According to the programs manager, the program is design in collaboration with the Garu Presbyterian Agric Station, to provide farmer education on new crop and animal varieties, soil and water conservation, farm inputs, markets for farm produce and other important farm management practices. According to the station manager, the agricultural program is an important part of the stations programming he said during his interview that;

Time with Farmers is very dear to us because it is what feed us as a people. If our farmers don't get good produce, there will be no food in the market and our economy will be affected negatively as well. So, we designed this program with PAS an NGO into agricultural research to regularly educate our farmers on best farm practice that will lead to a good yield and conserve the soil (R1).



*Figure 3: Agric extension officers discoursing best farm practices during the time with farmers in the studios of Quality FM (source, field data 2020)*

The program has a phone-in segment that allows farmers to contribute to the program. During the phone-in segment, the farmers are given the chance to share their own success stories and also ask questions for answers from the experts in the studio.

Also, some editions of the program features farmers themselves who come to the studio to share their knowledge on what worked for them and how they did it and encourage their colleagues to do same.

Nazari and Hasbullah (2010)'s postulations that radio has proved to be the most effective media in promoting agriculture and development in rural areas are re-echoed in this study through this finding. Findings of Nazari and Hasbullah (2010) indicate that producing suitable agricultural programs in the language and culture of the people

could be very effective in significant knowledge enhancement. Likely, the findings here also show that, Quality FM's broadcast on agriculture is aired in the local dialect.

#### 4.1.8 Culture

This theme is the section of the programming of Quality that is dealing with the ways of life of the people of Garu. Studies conducted on the program schedule further revealed that, some of the programs of *Quality FM* focus on the culture of the people. The station has two regular programs broadcasting cultural and traditionally approved ways of life. The two programs are targeting the two main tribes (Kusaas and Bimobas) living in the Garu District. The data suggests that, *Home Made* broadcast about the ways of life of the Kusaas and the Bimobas have their cultural information through the *Moar Program*.

The *Home Made*, broadcasting three times a week uses storytelling, in-studio discussions, phone-ins, and music to relay the culture of the Kusaas. The stories are often recorded and aired. Panelist in the studio then takes over to discuss the stories, share their lessons and recommendations. The audiences are then given the chance to call into the program (phone-in) to contribute to the program. On some editions, experts (mostly elders) are hosted in the studio to discuss key issues pertaining to their culture. In all editions of the *Home-made* program, traditional music feature prominently. It is used as the signature tune of the program, and had some segments and editions dedicated to it.

The ways of life here is of prime importance to our people we try as much as possible to meet their need hence *Home Made and Moar* programs. That is why our attempt to sustain it is widely accepted and supported by our people. Music is an important element of our culture,

in fact music is used here to convey historical facts, wise-counsel, and life lessons (R2).

In the same vein, *Moar* airing twice a week, uses music, in-studio discussions, and phone-ins to broadcast issues in relations to the Bimoba culture. This program apart from broadcasting about the culture of the Bimobas, also discussed current events that had implication on the people the local dialect of the Bimobas (moar).

#### 4.1.9 Advocacy

The term Advocacy is defined in the literature to be any action that speaks in favor of, recommends, reasons for a cause, supports and or defends, or pleads on behalf of others (Reid, 2006). This implies that when someone support and or recommend or simply pleading o for a certain decision or action to be taken publicly, such a person is engaged in in advocacy (Coalition for Juvenile Justice, 2013).

Advocacy has some underscored reasons (CJJ, 2013) these are listed bellow

- ❖ To raise awareness
- ❖ To influence policy
- ❖ To represent individuals or groups who cannot speak or act for themselves.

The examination of *Quality FM's* programs and activities as well as the interview with the programs manager reveals that the station is engaged in some form of advocacy. These indicators of advocacy can be found in the following programs: *Community Breakfast Watch, Local Issues, Drive time and the Big Issue.*

The Community breakfast watch, local issues and the drive time programs all have segments that discusses local problems and make proposals to the appropriate

authorities for redress. During these segments, the audience who dwell in the communities phone in and report what is happening in their community and depending on the nature of the problems at hand, a reporter may be assigned to visit the said community to validate what was reported by the audience for further action to be taken to help in getting help for the community.

According to the station's manager in most cases, apart from the news report they write on the situation, they also call on the assembly member whose area the problem is found to get him to take action to help address the problem.

We are the watchdog in this jurisdiction. We have eyes and ears everywhere within the district which enables us to notice and report on issues happening around us. Our phone-in segments also allow our audience to draw our attention any happening within their communities. We do this hand in hand with the assembly members so often given the opportunity to them to explain what they are doing about the situation in question (R1).

In line with the findings above, Maputseni, (2006) found in a study that radio is one of the media through which advocates deliver their campaigns. She wrote that,

“a striking example of the impact of the radio program, is the case of Kanyaga School in the Gambuli area, which had a serious shortage of classroom blocks. The situation at the school was covered in one edition of the radio program. Within weeks, a multinational corporation approached the school with a grant to build an additional block at the school after hearing about its plight on radio” (Maputsene, 2006; p.51). Rural radio stations in this case are serving as the voice of the communities in which they are serving drawing leadership attention to what is needs their action. The stations especially during their talk-shows feature advocates who speak for the wellbeing of the people and the communities reminding



political players of their responsibilities, and promises they made to people.

#### **4.2. RQ2. How do the programs from Quality FM contribute to the human development of its audience at Garu District?**

This section present and discuss the programing of Quality FM and how they provide the environment for its audience to receive development information, discuss and find options to solve common problems. This discussion is done in an attempt to unearth the potential role the station *Quality FM* may be playing in the human and economic development of its audience based in Garu District. These discussions are done in consideration with what is deemed to be development according to Amartya Sen's capability Approach (1999) and the Concept of Human Development (Ul-Haq, 1990). Quality FM's programs and activities are examined to see if there is a link between Quality FM's programming and the improvement of the well-being of the people of Garu. The main themes derived from this discussion include, *Knowledge sharing, Health communication, and Economic Wellbeing.*

##### **4.2.1 Knowledge sharing**

Radio has been reported by Hamblay (2007) to be an informal educational tool which is essential for community development and the improvement of farming systems. Also, Nazari and Husbullah (2010) intimate that, Radio offers a channel for sharing development information which can lead to the increment of knowledge and influence behavior of the intended audience.

In like manner the exploration of the data in relation to understanding the nature of Quality FM's programming, discovered that the station is broadcasting programs with the aim of enhancing the knowledge, literacy and awareness of its audience.

The evidence from the study point to the fact that, *Quality FM* is actively involved in the transfer and improvement of knowledge and literacy of the people of Garu and its surroundings in several areas of their lives. The *Everyday English* program for instance, is designed to facilitate the teaching and learning of the official language of the country, (English Language). This has contributed to the improvement of fluency of the English language as the Audience reported that the program was a good source of knowledge since, they found it convenient to listen and expand their vocabulary on daily bases. Audience of the station shared their experience with the educational programs on *Quality FM* in the following intimations.

...The everyday English is a program I am benefiting greatly from. I learn the correct pronunciation and use of certain words that are thought on the program every day (R8).

I dropped out of school early that is when I was in JSS one so I'm not good when it comes to speaking in the English language but because Quality is teaching English every working day, I get to listen and learn and being someone who likes listening to quality FM every day, my understanding the language has improved. Another audient stated (R7).

Literacy is an essential dimension of human livelihood enhancement because a person's ability to receive, interact and use available media depends on his or her literacy level (Nazari, & Hasbullah, 2010). A person's ability to understand especially the official language used as the medium of communication enhances his or her chances in acquiring a job, initiating and concluding a deal. (Nazari, & Hasbullah, 2010).

The station through its programming has also contributed to the improvement of the knowledge of its audience in various ways. The station is engaged in broadcasting development issues across the salient sectors in the lives of the people. For instance, community development and its related issues are the focus of the *Quality Break Fast watch* during which development problems that were deemed most pressing issues of the day is discussed in details with possible solutions to these challenges. Among the issues that audience receive education on during the morning show includes government policies in the sectors of health, education, Agriculture, sanitation etc.; local governments projects, activities of Non-Governmental Organizations (NGOs), and climate change. Other programs such as *Home Made*, and *Moar* deals with culture, history and moral values and principles of the people. Also, the Big Issue contributes to the enlightenment of the people on government policies and interventions, as well as major developments and happenings within state institutions.

For example, the data indicates that, both the *Community Breakfast Watch* and *The Big Issue* dedicated a number of editions to discuss the Nana Ado's Government's Flagship programs like One District One Factory, Free Senior High School, Planting for Food and Jobs. This gave the audience more information on these policies and aided the people to form opinions about these policy interventions and also brace themselves to take advantage of same. It was also found that the people depended on *Quality FM* for most of their information about the Corona Virus (COVID-19) pandemic and how to keep safe from the virus. The result of these education through information sharing is that, the audience become aware of whatever is happening in their district and the nation at large. They also get to equip themselves to either take advantage of such policies or better position themselves to overcome and solve community development problems.

A respondent from the focus group discussion in recounting what he has learnt through *Quality FM* intimated that by listening to *Quality FM*, he has gained knowledge about his culture, how to manage social relations, how to improve soil fertility, culture and history. He said:

Quality is always giving us information on what is good and expected of us. When you listen to quality, especially during the time with farmers, you will always get to know what is going on and some of us are getting a better season than others. (R14).

Another participant agreeing with his colleague said;

Quality has been a reliable source of information for me they always know what is happening around us listening to their programs makes us better informed about what Assembly and MP is doing or not(R3).

This finding is in line with the intimations of WSIS, (2005) that, access to education, information, knowledge, and communication plays an important role in the individual and social life as well as human development and is an inclination towards growth. “As a pre-requisite of knowledge, information and awareness are among the most efficient factors in reaching human development” (WSIS, 2005 as cited in Nazari & Husbullah, 2010; p 2). Access to information is a good facilitator of human capability since it helps in enlarging the choices of the people giving them the basic freedom to live enjoying the things they like, and value doing or being (Sen, 1999).

#### **4.2.2 Health communication (promotion)**

Health communication is fundamentally described as the form of information dissemination through the mass media intended for adequate health care delivery (Akinfeleye ,1987 as cited in Odurome 2015). The intention of health communication

is to influence the Audience members' health choices and to enhance their knowledge on health-related issues for a sustained health care delivery (Odurome, 2015).

In analyzing the data obtained from Quality FM's programing and its content, there was the revelation that the station is engaged in health promotion. The station's broadcast is increasing the knowledge of the audience about health-related issues. This is evident in the content of the Big Issue, Quality Breakfast watch, and local issues programs. The analysis show that some segments of these programs deal directly with health communication. For instance, the local issue and Quality Breakfast Watch programs, deal with locally trending issues which includes health problems ranging from advocacy for health infrastructure to dealing with seasonal and occasional disease out breaks in the Garu District.

The Big Issue on the other hand has a broader spectrum and deals with issues of national concern which also encompasses the health sector. These programs in some editions carry health educational content which increases the health literacy of the audience there by impacting positively on the decision making of the people in issues concerning their health. The audience reports that during the Ebola and COVID-19 pandemics, they relied on quality FM Broadcast which informed them on safety precautions to gain an understanding of the viruses and protect themselves from it.

Also, as a medium of mass communication, Quality FM has in most circumstances been the link between the district directorate of health through the disease control and public health divisions and the people of Garu. The station broadcast jingles, and Public health announcements from the district to its audience. These broadcasts are always intended to increase awareness of the people about certain health conditions. The audience attest to the fact quality is contributing to their health education and

wellbeing through its public health announcement. An audience during a focus group discussion indicated that they rely on *Quality FM* for information about health situations in their communities. This is what respondent 14 and 10 said;

They make a lot of announcements about diseases, nutrition the weather conditions, maternal health and sanitation which is very educative to us(R14).

We are often told how to take care of ourselves when we are pregnant, the food we should eat, they even tell us how to keep our environment clean to prevent outbreak of diseases. (R10).

A respondent during an interview also said the health programs on quality FM have been of immense benefit to the people of Garu and its environs.

I really like listening to the health programs on quality FM because of the health professionals who appear on the show to brief us on health issues I still remember a nurse was educating us about breast cancer and how dangerous it is. I have since from that day, regularly performed the self-examination method she thought on the program...(R12).

In conformity with the findings above are the postulations of Myers (2008) and Mhagama (2015) that radio being the most accessible mass media channel in most Sub-Saharan African countries, has been an active tool for health communications and health care delivery (Myers, 2009; Mhagama, 2015). The presence of rural radio stations in marginalized rural communities is an advantage since it can permit access to information on health by providing health communication services to the rural people and enable them to make informed health choices.

### **4.2.3 Economic wellbeing**

This section of the finding looked at the activities of quality FM that contribute the economic wellbeing of its audience and had indicators such as the promotion of trade, and other economic activities, promotion of income generation. Economic activities in the district are dominated by private informal sector which comprises of small-scale farming, petty trading, and artisanship (Garu Timpani District Profile, 2010). The activities that *Quality FM* embarks on have contributed to the promotion of these economic activities in the Garu District through a number of ways. The data generated three sub-themes such as improved access, improved network and Agriculture productivity.

#### **4.2.3.1 Improved Access**

Quality FM has provided a means through which Local business can reach out to their customers and clients in a way that was practically impossible prior to Quality FM's establishment in the district. The station offers commercial announcements, jingles and adverts in the both Kusaal and Moar languages which are the dominant dialects spoken in the area and thus expanding the reach of businesses to the wider populace in the area. Also, the station airs a program *Business time* which offers a phone-in segment for business owners to call in and share a brief information about their business with the audience. At a fee, the station offers airtime between 15 minutes and 30 minutes to organizations to also engage the audience about their entity. The audience on the other hand get many options to choose from and also make informed choices based on the access of information about these organizations and the services they provide. The station manager is of the view that the station's way of doing

business with its customers is carefully designed and planned to ensure that most of their customers afford to do business with the station. He opined that;

We offer very flexible and affordable opportunities for business and organizations to reach out to their target customers. We do so through jingles, announcements, phone-in adverts and airtime allocations all of these are very affordable (R1).

#### **4.2.3.2 Improved Network**

Apart from the access to the wider market, local businesses also have the benefit of identifying and establishing relations with business partners. Retailers and wholesalers building constructors get to know dealers of building materials, Farmers and Farm service providers for instance know of each other through *Quality FM's* broadcasting activities. A participant in Kugri shared how he benefits from the services of *Quality FM*.

I operate a provisions stall at Kugri, I used to buy very few provisions with the little money I had to sell I had to go to Garu every market day but when I head on Quality that David store sells goods to retailers on installment bases at wholesale price, I called their number that quality FM gave and life has not been the same. Now I have time to work on my farm even though my stall is now fully stocked with provisions(R6).

The evidence implies that the people, and local organizations are hooked up on quality FM who then serve as a liaison between them by serving them with information.



#### **4.2.3.3 Agriculture productivity**

An increase in the productivity of agricultural activities have an enormous impact on the livelihood of human kind and especially so in rural communities where majority of the people live off the land (Mwangi, 2012). The resultant effect is food security; not only for the farm family but the wider society since even the subsistence farmers will have to sell their excess farm produce leading to an increase in supply of food to the market. The other important implication of increased productivity and efficient agriculture is the income it generates for farmers which is very essential for their financial freedom

*Quality FM's* broadcast inure to an increase in the productivity of farmers in the Garu District of Upper East, Ghana. The evidence of this can be found in the regular program schedule where a two hours program airing twice a week is dedicated to Agriculture. "Time with farmers" as they call it, employs the services of crop researchers from the Presbyterian Agric Station Garu (PAS), Agricultural extension officers from the District Directorate of Ministry of Food and Agriculture (MoFA) and successful farmers to share information regarding best farm practices that can yield good results (bumper harvest). The program is designed to share information on new farming innovations and technologies that make farming easier and profitable, new and improved crop and animal varieties, and available markets for their farm produce. Farmers also get information and education on how to manage their farmland to ensure sustained soil fertility, and minimize both harvest and post-harvest loses. To reach a wider populace and make a positive impact, the program is broadcasted in vernacular (kusaal) since it is understood by most people residing in the Garu district. As the farmers through the Focused group discursions indicated, *Quality FM* has been their major source of information regarding climate change and

its adverse effects on their farming, and the type of crops and breeds of animals that has high market value and high yielding varieties of crop and animals.

One program on Quality that is very difficult to miss is the *Time with farmers*. We receive our farm education and directives through this program most often, the officers who appear on the show talks to us about some of the things we should do to get the best out of our toil and feed ourselves and the market. I remember last two years some termites attacked our onion farms which would usually results in heavy loses but we made a complain during the program and a solution was given to us the following day... (R15).

This finding is not contrary to the believe in literature as Farm radio has been perceived as a complement to the work of agricultural extension services that share innovations and new ways of farming to farmers. (Whites, 2005). In a study conducted in 2007, Okwu, Kaku and Aba (2007) highlighted the importance of radio in agricultural development by stating the need for farmers to be informed and educated about agricultural technology to enable them increase productivity.

Similarly, radio as an electronic means of sharing information, with the ability to deliver information in vernacular and affordable reception, is reported to be very effective in communicating educative and innovative farming methods to farmers (Nazari & Husbullar, 2010).

Human development as previously presented in chapter two of this study, involves a process of enlarging people's choices (their options) in deciding the kind of life they want for themselves. In principle, these choices can be endless and can change over time. However, at all levels of development, there are three most essential choices (Ul-Haq 1990). These are:

- i. Literacy (to acquire knowledge)
- ii. Health wellbeing (for people to lead a healthy and long life) and
- iii. Economic wellbeing (to have access to the resources needed for a decent standard of living).

If these essential choices are not available, many other opportunities remain inaccessible (Mhagama, 2015). Human development encompasses further choices that are highly valued by many people, ranging from political, economic and social freedom to opportunities for being creative and productive and enjoying self-respect and guaranteed human rights (Nayak, 2009).

Human development has two sides:

(1) The formation of human capabilities such as improved health, knowledge and skills and

(2) The use of these acquired capabilities for productive purposes, leisure or for being active in cultural, social and political affairs (Ul-Haq, 1990). In this sense income is clearly one of the capabilities that people would like to have, even though an important one, it is not an end in itself. (Ul-Haq, 1990; Sen, 1999; Nusbaum, 2011).

The findings presented above are within the framework of human development presented above and serves as a demonstration that rural commercial radio can impact positively on the wellbeing of its audience through its programming. Even though it's clear that some of the capability enhancement powers are beyond the reach of radio, it is also clear that radio has a role to play in the human development process.

### **4.3 RQ3 What are the perspectives of stakeholders on the contribution of Quality FM's programming as a tool for human development and social change?**

This section of the study sought to explore the perspectives of stakeholders of Quality FM and what roles they perceive are played by Quality FM in the human development of the people of Garu District. To achieve these feet, data was gathered from opinion leaders in Garu, the audience, NGOs working in Garu, and the management of Quality FM. The following themes were derived from the data after a thematic analysis: *Development Partner, Agent of transformation and Development.*

#### **4.3.1 Development Partners**

The responses of the stakeholders of Quality FM indicate that a section of the stakeholders view Quality FM as an ally to their human development quest in the district. The researcher found that as a media station that works in and serves the people of Garu District with information, the station has often collaborated with both the local government and Non-governmental organizations to bring improvement to the lives of the people living in the Garu district. In the in-depth interviews with the stakeholders, they asserted that the Quality FM is a partner to their development efforts in their various electoral arears. According to them, they have collaborated with the station in rolling out a number of development interventions, which made some positive impacts on the lives of the people. For instance, respondent SH5 stated that:

Quality is a good friend of the assembly in the community building and development process. Most often the station plays the role of conscientizing the people to participate in our efforts to bring development and foster change. I remember when the assembly wanted to implement the national sanitation day which was a day set aside to clean and tidy our communities,

Quality played a central role in getting the people to come out in their numbers to participate in the clean-up exercises (R7).

The stations efforts to build the consciousness of the people and make them aware of the implications of issues like girl child education, women in agriculture and child marriages and birth control and so on are also observed by the stakeholders (opinion leaders) as a complement to their efforts and responsibilities of fostering positive social change and development. A respondent further articulated:

Quality FM through their programing is really helping local authorities in performing some of their basic responsibilities. Quality offers a platform for the authorities to educate the people on implications of some socio-cultural practices either needs to be improved like enrolling all children both male and female in schools, and responsible parenting or social menace that needs to be curbed like teenage pregnancies (R5).

This view of the stakeholders proves the frontiers of liberal media environment have a point in arguing for opening of the airwaves for private partition (Myers, 2008). It is also similar with the finding of Mhagama, (2015) who found community radio stations in Malawi to actively involved in building the capabilities of the people and contributing to the efforts of stakeholders to transform the lives of the people.

#### **4.3.2 Agent of transformation**

In addition to the stakeholders perceiving Quality FM as a development partner, the evidence gathered indicate that they also think of the station as an agent of transformation and social change in the District of Garu. The stakeholders who are themselves audience of the station attests to the fact that *Quality FM* has either directly or indirectly facilitated the acquisition of useful knowledge in various sectors of human endeavor which is very helpful in the enhancement of their wellbeing. In a

Focused Group Discussions with a section of the Audience from Garu-Tangleng, the audience indicated that, their lives were being impacted on by Quality FM's programing.

Quality FM has brought transformation into our life their programs continue to enlighten us on important things in our lives. They teach us what is right and expected of us for a decent living. From religion through our culture to agriculture and health Quality has educative programs that help us a lot in our day to day lives...(R13).

The audience also alluded to the fact that quality FM sometimes serves as the link between them and their local authorities. The station in acting as a watchdog normally brings the attention of the local leaders to some of the development challenges faced by the people in their communities for redress.

Quality FM has been our help in terms of reaching out to our leaders for help. When we have a problem, we sometimes call to speak about it on Quality FM or report it to them and they will call our Assembly member to ask him questions about what he and the assembly is doing about it. This is helping us to at least, publicizes our challenges for assistance (R5)

Quality FM is thus deemed by the stakeholders to be contributing to the development of the Garu District and impacting positively on the lives of the people this finding, in the perspectives of Myers (2008); Amadu and Amin, (2018) who believe radio specifically Community and Local radio is a developmental tool which has contributed positively to the enhancement of peoples' lives.

#### **4.3.4 Development**

Development emerged as a third major theme out of the data on the perspectives of the stakeholders of *Quality FM* about the programing of the station. The stakeholders

are of the view that having a radio station in their community means development to them. The data portray that the stake holders are content with the programming of *Quality FM* and thus view the establishment of the station as a progressive move in the development of their community. Highlighting on the services that *Quality FM* renders to them that were unheard of prior the launch of *Quality FM*, they say they say the establishment of the station is one the good things that has happened in their community.

I think the fact that we have a radio station in our district alone is development since it gives us opportunities and benefits. Some areas do not have an FM station and so some of the things that we can do like place an announcement, report a social menace or development challenge to the radio who then draw our authorities' attention to it cannot be done in those communities without an FM station (R4)

This assertion when taken in the context of Sen's capability approach, which perceives development to be a process of enhancing people's capabilities leading to their ability to do the things that are valuable to them, will clearly demonstrate why the stakeholders think of the station as development. The station has given them a voice, an identity something they can identify with, and creating a sense of belonging in the people. In similar finding, Amadu and Amin, (2018) found that Radio Gaakii's stakeholders perceive the station to be an influential and good institution in their community since it addresses most of the pressing community needs. Also, the proliferation of local radio stations is seen as a good thing since it renders essential services to the communities that they serve (Myers, 2008, Mhagama, 2015).

#### 4.4 Chapter summary

This chapter presented the findings and answered the research questions for the study. The data collected on the three research questions were critically described, explained and analyzed in the context of the Concept of Human Development, and Sen's capability approach.

The first research question (RQ1) which sought to examine the Nature of Quality FM's programming discovered that the station's programming cover 9 thematic areas distributed across the three main dimensions of human development (healthy living, knowledge and economic well-being), For research question two (RQ2) which examined the programming of Quality FM based on the capability approach to development also found the station's programming to be enhancing the peoples capabilities and giving them the freedom to do certain things that are considered valuable to them. Research question three (RQ3) on the other hand had looked at the perception of the Stakeholders of Quality FM about the programming of Quality FM as a tool for human development and generated three themes: Agent of development, Development partner and development.

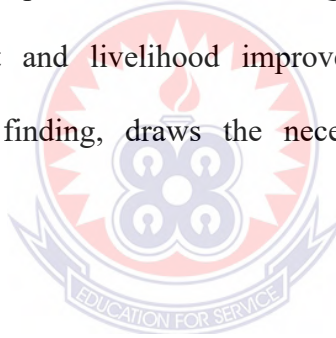


## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 Introduction

This study examined the role that rural commercial radio play in the human development of its audience by specifically studying the programming of *Quality FM* a rural radio based in Garu in the Garu District of Upper East Region of Ghana. The study examined the nature of programs aired by *Quality FM*, Weather or not the stations programming contribute human development based on the Concept of Human Development and Amartya Sen's Capability Approach to development and finally explored stakeholders' perspectives of the role of *Quality FM's* programming as a tool for human development and livelihood improvement. This chapter presents a summary of the main finding, draws the necessary conclusions, and provide recommendations.



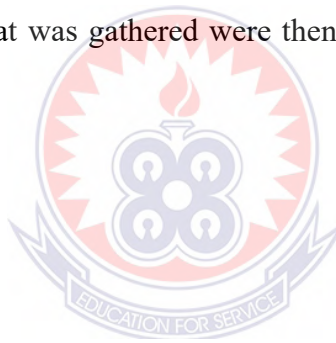
#### 5.1 Summary

To realize the objectives of this study, an extensive literature spanning rural and commercial radio broadcasting was reviewed under the following thematic areas: The dominance of radio as a mass communication medium in Sub-Saharan Africa, rural radio and human development, rural radio and participation in development discourse, empirical studies of radio broadcasting and the provision of education, Radio's use in; health and sanitation, rural agricultural and rural livelihoods and radio. To help in laying a foundation for the study, the concept of human development and the Amartya Sen's concept of capability approach to development were reviewed and situated in radio and rural development.

The research approach used for the study was Qualitative and a Case study design was used as well (Creswell 2014). This afforded the researcher the opportunity to have an in-depth exploration of the phenomenon of radio broadcasting for Human Livelihood Improvement. Quality FM a rural radio station operating with a commercial license in Garu in the Upper East Region of Ghana was purposively selected as a single case for the study (Creswell, 2014).

The method of data collection employed for the study were interviews, focus group discussions, and document analysis. participants of the study including management and stakeholders of *Quality FM* were interviewed and document analysis of the programs schedule and policy document of *Quality FM* were collected for examination. The data that was gathered were then analyzed using thematic analysis (Creswell, 2013).

## 5.2 Main Findings



After analyzing the data, the following key findings were made. The research question 1 which aimed at identifying the nature of *Quality FM*'s programming revealed that, the stations programs generally cover the following thematic areas, entertainment, commercials, information, religion, health, culture, agriculture and advocacy. Based on the concept of human development (Ul-Haq, 1990), the stations programming covers the essential dimensions of human development.

The second research question probed into the contribution of *Quality FM*'s programming to the human development of people of Garu. This probe revealed that, the programming of Quality FM furnished the audience with Knowledge, contributed to promotion of health by broadcasting health and sanitation related information, and

facilitate an economic and agricultural growth in the district. Drawing on Sen's Capability approach to development, the programming of *Quality FM*, promote the capabilities of the people of Garu and thus lead to the improvement of their wellbeing.

The third and final research question sort to examine the perceptions of the stakeholders about the roles of *Quality FM's* programming as a tool for human development. This produced three main themes; *agent of development, development partner and development*

### 5.3 Conclusions

The study investigated the use of rural commercial radio as a tool for human development by using *Quality FM* as a case study using the capability approach (Sen, 1992) and concept of human development (Ul-Haq, 1990) as the theoretical basis for understanding development. The following conclusions were drawn based on the findings of the study.

In view of the findings, it can be concluded that *Quality FM* as a rural commercial radio station fits in very well with an approach to development related to building human capabilities. In the capabilities approach, development is defined as "a process of expanding the real freedoms that people enjoy" (Sen, 1999: 3). The purpose of development in this approach is to "create an enabling environment for people to enjoy long, healthy and creative lives" (Nussbaum, 2011: 1). By this notion, *Quality FM* thus rural commercial radio stations can be perceived as development agents, giving people resources to enhance and build their capacities. By providing useful

information through its programming the station raises people's awareness thereby creating knowledge.

Furthermore, Quality FM is used to broadcast messages and trainings for attaining poverty reduction and improving food security by complementing the roles of agricultural extension officers and poverty fighting NGOs in the Garu district.

All of these are related to the capabilities approach to development and captures the three main dimensions of human development which see human wellbeing as the ultimate end of development. Their practices are helping to improve the livelihoods of ordinary people thereby enabling them to enjoy 'long, healthy and creative lives.

#### **5.4 Limitations**

This study was set out to examine the role played by rural commercial radio in enhancing the livelihoods of its audience. It was however impeded with the following challenges. One prime limitation I encountered was identifying and getting access to regular and dedicated audience of Quality FM for the study since the station has no record on them and no radio listening clubs. This challenge was overpowered with the help of the programs manager who assisted me in identifying and establishing contact with them for the subsequent interviews.

The nature of the study required a multiple data collection technique which brought along its own challenges in terms of difficulty in integrating data to present a coherent analysis. But because the research objectives were quite specific, the concise nature of the theoretical frame work with provided a guidance for the thematic analysis, this challenge was also overcoming with.

The study's credibility is nonetheless not affected since its relevance and implication on literature is enormous.

### **5.5 Suggestions for further studies**

A build up on this study can be carried out using two rural radio stations to broaden the scope in order to have a comprehensive understanding of the phenomenon of rural commercial radio broadcasting for human development.

Also, a comparative study of rural commercial radio and community radio could be conducted to identify the effective module for human livelihood enhancement since they are bedeviled with challenges and constraints.

### **5.6 Recommendations**

The study established that Quality FM is making efforts to impact positively on the livelihood enhancement of the people in the areas of health promotion, fighting poverty and hunger as well as promotion of education and commends the station for this and recommends an increase in the airtime allocation for these programs since they make the greatest impact and also enjoyed smaller airtime allocation.

Development and social change agents like NGOs who seek to build the capabilities of rural people and enhance their well-being can consider partnering with rural radio stations to help in implementing their projects goals as the stations has the trust of the people and also the capacity to reach them.

For rural radio to effectively deliver in fighting poverty and capability deprivation, they require a conducive media environment where objective journalism can take

thrive without hindrances it is therefore recommended in this study that the government should take steps to creating a media friendly environment in the rural areas.



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## APPENDIX A

### IN-DEPTH INTERVIEW GUIDE FOR GENERAL MANAGER.

I am George A. Abugbil, an MPhil student in the Department of Communication and Media Studies (UEW). I am conducting a research study on the topic - Commercial radio Broadcasting and Livelihood Enhancement: A Case Study of Quality FM. Your contribution to this research in the form of an interview is highly solicited since it is essential for the realization of the study's objectives. Participants in the Interviews are assured that any information given would be used solely for academic purposes.

#### Introduction

1. When was the station established?
2. What is the vision statement of your radio station?
3. How are you working to achieve your vision?
4. How close are you to achieving your vision?
5. Who is the legal owner of this station?
6. Where do funding for the programs of the station come from?

#### STARFING

7. What is the number of staff in your organization?
  - ❖ How many are female and how many are male?
  - ❖ How many are from this area?
  - ❖ What is the level of their qualification?
  - ❖ Is everyone on payroll? Or there are volunteers

#### TECHNICAL STRUCTURE

8. Which year was your station established?
9. What is your station's area of coverage?

10. How many hours do you broadcast per day?
11. What is the size of your listenership? Any estimates?
12. Who are your regular listeners?

#### DEVELOPMENT PROGRAMS

13. How do the programs you air serve the development needs of the area you cover?
14. Do your station initiate human development activities? (I mean activities that seeks to improve health, education and income generation of your audience)
  - ❖ If yes, how do you do it?
  - ❖ Can you mention some examples?
15. Do you have any evidence of development initiatives that this radio station has brought in this area, something that has changed people's lives for the better?
16. What would you consider to be the greatest impact of this radio station?
17. How does the government use this radio station for development work? Explain and give examples
18. Do NGOs use this station for development activities? Can you explain how?

#### CHALLENGES

19. What works well in your radio station?
20. What does not work well?
21. If you were to change something in the way this radio station operates, what would it be?
22. What would you maintain and why?
23. What are the challenges that you face as a rural commercial radio station?
24. How are these challenges affecting your operations?

Thank you for participating.

## APPENDIX B

### INTERVIEW GUIDE FOR PROGRAMS MANAGER QUALITY FM

I am George A. Abugbil, an MPhil student in the Department of Communication and Media Studies (UEW). I am conducting a research study on the topic - Commercial radio Broadcasting and Livelihood Enhancement: A Case Study of Quality FM. Your contribution to this research in the form of an interview is highly solicited since it is essential for the realization of the study's objectives. Participants in the Interviews are assured that any information given would be used solely for academic purposes.

#### NATURE OF PROGRAMS

1. Who formulated your program schedule?
2. What informed the choice of the type of programs you run?
3. Were community members involved in coming up with the programs?  
Explain?
4. Do you think that the programs are helping the local communities? Explain how?
5. What kind of feedback do you receive from the listeners on your programs?
6. Do you have sponsored programs from NGOs/Government?
7. Why do NGOs sponsor those programs?
8. Do you have programs serving the following purposes?
  - ❖ Health  
If yes, which program? And how?
  - ❖ Education  
If yes, which program? And how?
  - ❖ Agricultural development?

If yes, which program? And how?

9. Does the radio station offer local people a forum for debate of local issues?

Explain.

10. Can you give specific examples of problems raised by people that were brought to the authorities who finally solved them?

11. Are there community development projects taking place within your area of coverage?

12. If so, what is the role of the radio station in these development projects?

13. Do you have phone-in programs?

14. If 'Yes', what sort of programs do you invite people to call in?

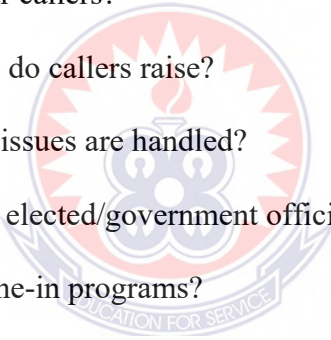
15. Who are the regular callers?

16. What sort of issues do callers raise?

17. Explain how these issues are handled?

18. Do you have local elected/government officials who respond to people's views through phone-in programs?

Thank you for participating.



## APPENDIX C

### INTERVIEW GUIDE FOR AUDIENCE

I am George A. Abugbil, an MPhil student in the Department of Communication and Media Studies (UEW). I am conducting a research study on the topic - Commercial radio Broadcasting and Livelihood Enhancement: A Case Study of Quality FM. Your contribution to this research in the form of an interview is highly solicited since it is essential for the realization of the study's objectives. Participants in the Interviews are assured that any information given would be used solely for academic purposes.

#### STATIONS EFFECTIVENES

1. Are you a regular listener to quality FM?
2. What program do you listen regularly?
3. What do you think is the purpose of the radio station?
4. By your judgment, do you think the station is meeting its purpose? Can you explain your point?
5. What activities has the radio station introduced in the communities?
6. How does the radio station promote cultural values and indigenous knowledge?
7. What do you think has been the station's greatest accomplishment since it was established? What has been the greatest failure?
8. Is the station responsive to your needs and interests?
9. Which issues seem to be of greatest importance to this station?

#### IMPACT ON SOCIAL CHANGE

1. What are people saying about this radio station within this community?

2. Is this station contributing to how you and other people perceive development (i.e Good agricultural practices, gender equality, good governance and transparency, etc)?
3. Is this station influencing the way people act in this community? How?
4. What signs or evidence do you have of such change?
5. Is the radio station contributing the enhancement of the following sectors in your area?
  - ❖ Educational provision
  - ❖ Health and sanitation
  - ❖ Agricultural productivity: can you please explain your answer?
6. Is this station helping to sustain local cultural heritage? Can you explain how?

#### DEVELOPMENT PROGRAMMING

1. How do the programs broadcasted on the radio affect/influence your lives?
2. Can you give a specific example of how your life was changed as a result of a certain program that you listen to on the radio? What was it all about?
3. Do these programs encourage you to engage in different development activities to improve your livelihoods and that of the community? Explain and give examples.
4. Can you mention some programs which address the problems faced in this community?
5. How are these programs helping in solving those problems?

6. Which other development news would you like to be broadcast on this radio station?



## APPENDIX D

### INTERVIEW GUIDE FOR FOCUS GROUP DISCUSSIONS

I am George A. Abugbil, an MPhil student in the Department of Communication and Media Studies (UEW). I am conducting a research study on the topic - Commercial radio Broadcasting and Livelihood Enhancement: A Case Study of Quality FM. Your contribution to this research in the form of an interview is highly solicited since it is essential for the realization of the study's objectives. Participants in the Interviews are assured that any information given would be used solely for academic purposes.

#### STATIONS EFFECTIVENESS

1. Do you listen to Quality FM?
2. What is the purpose of this station?
3. Is it meeting its stated purpose? Explain
4. What activities has the radio station introduced in this area?
5. How does the radio station promote cultural values and indigenous knowledge?
6. What do you like or dislike about Quality FM?
7. What works well?
8. What doesn't work well?
9. What do you think has been Quality's greatest achievement since it was established?
10. What is the stations greatest failure?
11. How do the programs broadcasted on the radio affect/influence your lives?
12. Can you give a specific example of how your life was changed as a result of a certain program that you listen to on quality? What was it about?



13. Do these programs encourage you to engage in different development activities to improve your livelihoods and that of the community? Explain and give examples.
14. Has the programs helped to change the way women are perceived in this area?
15. Can you name some of the programs that help to achieve these?
16. Is the radio station contributing to the enhancement of the following sectors in your area?
  - ❖ Educational provision
  - ❖ Health and sanitation
  - ❖ Agricultural productivity: can you please explain your answer?

Thank you for participating.



## APPENDIX E

### INTERVIEW GUIDE FOR OPINION LEADERS

I am George A. Abugbil, an MPhil student in the Department of Communication and Media Studies (UEW). I am conducting a research study on the topic - Commercial radio Broadcasting and Livelihood Enhancement: A Case Study of Quality FM. Your contribution to this research in the form of an interview is highly solicited since it is essential for the realization of the study's objectives. Participants in the Interviews are assured that any information given would be used solely for academic purposes.

1. Do you have any relationship with Quality FM?

Can you explain?

2. Have you ever used the radio station in implementing a policy or in rolling out a project?
3. If yes how?
4. How has the station helped in the transformation of the following areas in your community?

- ❖ Educational provision
- ❖ Health and sanitation
- ❖ Agricultural productivity
- ❖ Participation in development projects
- ❖ Maintenance of cultural values and indigenous knowledge.

Thank you for participating