

Role of Media and Communication in Attaining Sustainable Development Goals in Nigeria

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Abstract: This study examined the role of media and communication in attaining sustainable development goals in Nigeria. The study made use of random sampling and selected One Hundred and Twenty (120) media practitioners from various media houses in Oyo State. Also, a research questionnaire was adopted as the research instrument which was administered to the participants. Descriptive and Inferential statistics were used in analyzing data gotten from the questionnaire. The result of the findings revealed a positive significant relationship between Communication and SDG goals which indicates that an effective communication will influence SDG goals. Findings also showed that Media and Communication jointly significantly influenced SDG goals [$R^2 = .331$; $F(2,119) = 27.923$; $p < .05$] accounting for about 33.1% of variation observed in SDG goals. The coefficients of multiple determination for the model shows that the independent contribution of Media and Communication were significant ($\beta = .021$; $t = .275$; $p < .000$) and ($\beta = .123$; $t = 1.581$; $p < .000$). The study recommended that effective communication and media channels should be used in creating more awareness on SDG goals to the public.

Keywords: Media, Communication, Sustainable Development, Communication Channels

Introduction

Sustainable development refers to the development agenda that can be initiated and maintained by either government or non-government organisations which aimed at meeting the pressing needs of the present generation without having any detrimental effect on the incoming generations. It refers to the development that meets the needs of the present generation without compromising the ability of the future generations to meet their own needs. This is to say that sustainable development could mean a better standard of living for people vis-à-vis poverty eradication for both present and future generations. This indicates that sustainable development is the type of development which meets the basic needs disadvantages group in terms of provision of employment, food, energy, water, housing, manufactures, power and services (Akpama, Bessong & Bessong, 2017) .

Sustainable development goal had been put in place to help in such areas to eradicate poverty and improve lives of people living in developing countries of the world. In order to communicate and implement such goals in rural communities, the media and communication channels are two medium through which such goals can be communicated to the people of such areas (Akpama, Bessong & Bessong, 2017).

The importance of the media in the socio-political and development of the human society cannot be over-emphasized. In this 21st Century the world depends largely on the media for news on every aspect of human endeavor. The media inform, entertain, sensitize, persuade, mobilize and educate people about happenings in their environment and in other faraway places for complete human development.

Statement of the Problem

Poor communication as a result of uncoordinated channels of information delivery to public has been a major deterrence to information flow between stakeholders and the public. Utilizing preferred information channels and media for implementing an activity or sharing information about a new technology enhances community participation and adoption. For disseminating information about an innovation, identifying channels from sources to users is recommended; while for facilitating the generation of an innovation it is necessary to identify both channels from sources to users and from users to sources. Effective communication channels and the media must constantly assess the impact of their information delivery system to the public and design communication strategies that are effective in informing the public in a timely, clear and effective manner to encourage. This study therefore examines the role of the media and communication in attaining sustainable development goals in Nigeria.

Aim and Objectives of the Study

The primary objective of this study is to examine the role of the media and communication in attaining sustainable development goals in Nigeria.

The specific objectives are as follows:

- i. determine extent at which communication influence sustainable development goals .
- ii. To ascertain the extent at which the media and communication influence sustainable development goals in Nigeria.

Research Question

The following research questions will be answered in this study:

- i. To what extent does communication influence sustainable development goals.?
- ii. What is the extent at which the media and communication impact sustainable development goals in Nigeria?

Research Hypotheses

H₀₁: There is no significant relationship between communication and sustainable development goals in Nigeria

H₀₂: There is no joint significant impact of media and communication on sustainable development goals in Nigeria

Concept of Sustainable Development

The concept of sustainability means a capacity to maintain some entity, outcome or process over time. The concept of sustainability connotes improving and sustaining a healthy economic, ecological and social system for human development (United Nations, 2017). Sustainability is a dynamic equilibrium in the process of interaction between the population and the carrying capacity of its environment such that the population develops to express its full potential without producing irreversible adverse effects on the carrying capacity of the environment upon which it depends. Sustainable development refers to the development agenda that can be initiated and maintained by either government or non-government organisations which aimed at meeting the pressing needs of the present generation without having any detrimental effect on the incoming generations. Sustainable development is the type of development which meets the basic needs disadvantages group in terms of provision of employment, food, energy, water, housing, manufactures, power and services. The environment, the society and the economy were identified as three phases to sustainable development and the wellbeing of the people would depend effective interwovenness of these components (Ogundipe, 2018). For instance, it is hoped that a healthy and prosperous society is a function of healthy environment to provide necessary resources for it citizen to survival and excel in all ramifications. In the light of this, sustainable development is expected to give people in every part of the world the support they need to lift themselves out of poverty in all its manifestations.

Concept of Media

The media is usually described as medium of communication competent of concurrently reaching diverse people with consistent messages (Oyesomi, Oyero, and Okorie, 2014). Mass media has frequently made significant contributions globally because the general public highly depends on it to give information about political issues, social problems, entertainment, news etc. As indicated by Esteve (2018), mass media is now a powerful factor in people's socialization as it influences behavior by expressing people with ideas that they can accept or decline. As a result, mental conceptions can be portrayed with greater force and persuasion. Critical thinking is curtailed when conveyed in this manner. This means that education and information dissemination are secondary priorities for today's media. Considering the organization and wide range of entertainment programs provided by media channels, there is very little doubt about it. The period of time that the media commits to news and informational programs has decreased significantly. Additionally to the family, the church, and peers, the media plays an important role in shaping public opinion (Pusateri and Liccardi, 2015). The media are important sources of information on the activities of insurgents or terrorists depending on one's preferred term of reference to the phenomenon that primarily takes place in Nigeria, but also crosses the border into the Republics of Cameroon, Chad and Niger.

Communication

Communication covers all activities that an individual does when he wants to make a transformation in someone else's mind. This is a meaning bridge between an individual or individuals and organization. Communication contains expressing, listening and understanding. It is further theorized that employees are likely to be more productive if their performance is rewarded assuming that the reward received has value to them, as argued by the expectancy theory. Communication is vital in organizations such that ⁵ argued that communication has a vital role in the accomplishment or failure of any organization. it is used to resolve the contradictions in work organization in order that such organization may progress. Communication is the exchange of ideas, emotions and opinions through words, letters and

symbols among two or more people. He states that this may be defined as a technical fact (Ince & Gül, 2015). Yet it is uncertain whether symbols are transferred truly or not, to what extent symbols meet the transmitted message and how effective transmitted fact on the receiver. Without communication, through readings, listening (the receptive skills), speaking and writing (the productive skills) mankind would find it difficult to unravel some of the mysteries of life. Those things that we are ignorant of or have knowledge of, or that we have doubts about can be explained to us better through communication. Communication is a means through which the task and the resources needed to carry out an assignment, the roles and duties and the expected results are made known to the subordinates.

Communication is the livewire of human culture which is characterized with many activities. Indeed, communication as the livewire of human culture as demonstrated in numerous human activities and organizations beginning from individuals to family as the basic social organization, villages, towns, communities, societies, countries including corporate organizations, non-profit organizations, institutions, religious organizations notably churches among others in the social setting in the contemporary global environment can be likened to human heart as the organ which pumps blood in human body. The concept of communication can simply be defined as a process by which people exchange information, express their thoughts, feelings, ideas and views in discussion with other people using verbal or nonverbal expressions, signs and writing to convey message among themselves in the society. Communication is viewed as the transfer of information from a sender to a receiver who must understand the information being received (Onah, 2015). The implication of this is that information originates from somebody and it is received by another person who has to understand information being received in order to ensure that communication is complete in human environment. Communication is viewed as the means through which people of a community are linked together in order to achieve a common purpose of improving their living conditions in the participating community. Communication is a very powerful tool for group dynamics and coordination of activities in social settings in human environment.

Communication is an integral part of the organizational process as the flow of communication up and down the organizational hierarchy has its effects on efficiency, decision-making and morale of organizations. Communication strategies are common in the business world, where they are used as part of a business plan, detailing how to communicate with various groups of people. A single business may have multiple strategies for different categories of people, such as clients, investors, competitors or employees. Some companies even have an internal communication strategy for communicating within the business itself. These strategies are used to determine things like what information to share with the clients or investors, as well as how that information should be presented. Communication strategy articulates, explains and promotes a vision and a set of well-defined goals. It creates a consistent, unified "voice" that links diverse activities and goals in a way that appeals to your partners, or stakeholders. According to Ahmed, & Pawar (2018), Strategic communication has become an important element of the communicative competence that a second or foreign language learner needs in order to communicate effectively .

Intra- communication equipment which includes emails and memos are ignored by some organizations which ends up causing lack of knowledge for the employees on the mission and vision of the organization. Studies have shown that effective communication helps organizations to achieve goals. This also includes decision-making, problem solving and change-management process etc. This enables members of an organization or institution to work towards a common goal and purpose. Organizations with communication challenges continue to find the most effective channels for communicating across the subordinates. Communication channels play an important role in sustainable development of an organization because it helps in achieving its goals and objectives. Organizations need an effective and efficient inflow of communication and communication systems in order to be able to pass information across to the society.

Communication is viewed as the means through which people of a community are linked together in order to achieve a common purpose of improving their living conditions in the participating community. Communication is a very powerful tool for group dynamics and coordination of activities in social settings in human environment. Onah (2015) states that group dynamics, co-ordination and change will not be achieved without communication in human organisations in the society.

Communication Channels

Communication channels are pathways through which information or messages are transmitted to an audience or receiver. According to Ivan et al., (2012) channels can be broadly grouped into two types; disseminative and communicative. Dissemination is distinct from communication as the former entails the uni-directional (or one-way) flow of messages, information or knowledge from source to the recipient. Robinson et al. (2005) describe dissemination

as a one-way active transfer process from resource to user groups. Conversely, communication is the multi-directional (or two-way) flow of information/knowledge between source and recipient and thus necessitates feedback.

Traditionally, it is assumed that good innovations sell themselves, but experience has shown that they do not. Therefore, existing technologies or recommendations need to be disseminated to the farming audience.

Communication channels can be categorized into:

- i. Physical channels, which involve direct contact. For example, visits, seminars, workshops, exhibitions, advisory village meetings, agricultural shows etc.
- ii. Non physical channels such as T.V, radio, phone calls, newspapers, magazines, and other print media channels.
- iii. Technical channels which could be physical or non-physical.
- iv. Human discipline channel, for example, dresses put on by professionals such as medical doctors, nurses, army officers, etc depict their professions
- v. Token of communication channels, which are channels in between physicals and non-physical channels.

For instance, signals, gestures, idols at the shrines and other symbols. Besides, other channels of communication are life drama such as theatre groups, audio visuals, print media, folk media such as traditional songs, dances, talking drums, village criers etc. In the communication of agricultural messages to the end-users, it is advisable to use a variety of communication channels. This is because the more senses are employed in the communication process, the most likely that communication messages will be easily understood.

Development Communication Theory

The Development Communication Theory is also referred to as Communication for Development (C4D). The underlying principle of development communication as argued by Mefalopoulos (2003) was that there can be no development without communication. This theory has been developed in many perspectives and scholars and practitioners differ in the wording they use to define it, but their intent is constant. It is the role of C4D in empowerment processes that helps distinguish it from other forms of communication. The term ‘development communication’ was coined in 1972 by Nora C. Quebral, an academic and a pioneering figure in the discipline of C4D in Asia. She is often referred to as the ‘Mother of Development Communication’ and gave birth not only to an academic discipline but to a new crop of scholars in the field as well; notable among them include Felix Librero, Antonio Moran and Alexander Flor.

The World Bank defined development communication as the “integration of strategic communication in development projects” based on a clear understanding of indigenous realities. Development program cannot bring about long-term change without emphasizing sustainability and without an ongoing culturally and socially relevant communication dialogue among development providers and the recipients .

2.3 Empirical Review

A study on the Implementation of Information Communication Technology (ICT) for Sustainable Development in NGOs in Zimbabwe was examined by Shava & Maramura (2016). The study examines the role of NGOs in Zimbabwe by analyzing the dynamics of ICT on NGO relations and their direct causal effects on the promotion of sustainable development. Through a qualitative secondary study approach which was enabled through a content analysis, the paper illustrates various factors affecting the sustainability of ICT for NGOs in Zimbabwe. The study explores the challenges being faced by NGOs in trying to maintain sustainable development through the usage of ICT and web-enhanced tools in Zimbabwe. The study establishes that government interference, financial instability, poor infrastructure, low technical expertise among citizens, effects of HIV/AIDS, desire to maintain status quo constrained the implementation of Information Communication Technology by NGOs to achieve sustainable development.

Iman (2017) carried out a study on Utilizing Social Media for Fostering development of Non Governmental Organizations in Egypt. The number of non-governmental organizations (NGOs) has been on the rise worldwide as they offer a development alternative and fill the gap caused by the inefficient state provision of services. Their increasing importance is evident in the expanding number of contracts signed by them with various stakeholders such international organizations, governments, private enterprises, and other NGOs, or by reviewing the number of followers on their social media sites. Social media, on the other hand, with their ability to act as platforms for discussing global issues, their low operating cost, and their capability of reaching distant and diverse people can be considered

as a cost-effective tool for fostering the performance of NGOs, especially in developing countries like Egypt suffering from poverty, illiteracy, and digital divide and where the majority of NGOs suffers from unstable and limited financial resources to serve a lot of beneficiaries.

Research Methodology

This study made use of a survey research design using questionnaire and interview guide. The data was gotten from questionnaire design and other secondary sources such as journals, websites etc. The population of this study is focus on media practitioners from various media houses in Oyo State. A total number of One Hundred and Twenty (120) media practitioners were selected randomly from various media houses. Data was analyzed using SPSS software. The descriptive statistics such as frequencies, percentages and charts was used for analyzing demographic characteristics of respondents while Research Questions and hypotheses were analyzed using Inferential Statistics such as Pearson Correlation and Multiple Regression Analysis.

Data Analysis

For the data analysis, 120 questionnaires were administered to School administrators.

Table 1: Demographic Characteristics of Respondents

Gender	Frequency	Percent
Male	62	51.7
Female	58	48.3
Age (Years)		
Less than 25 years	9	7.5
26-35 years	27	22.5
36-45 years	52	43.3
Above 45 years	32	26.7
Total	120	100.0

Table 1 shows that 62 (51.7%) of the school administrators were male while 58 (48.3%) are female. Also, 52 (43.3%) of the school administrators were within the age category of 36-45 years, 32 (26.7%) were above 45 years, 27 (22.5%) were within the age category of 26-35 years while 9 (7.5%) were less than 25 years.

Hypotheses Testing

Hypothesis One

H₀₁: There is no significant relationship between Communication and the implementation of Sustainable Development Goal

Table 4: Correlation between Communication and Sustainable Development Goals.

Pearson Correlation of Relationship between Communication and SDG goals

		Communication	SDG
Communication	Pearson Correlation	1	.428**
	Sig. (2-tailed)		.000
	N	120	120
SDG 4	Pearson Correlation	.428**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

The result shows that there exist a positive significant relationship between Communication and SDG goals (r = .428, p <.05) which indicates that effective Communication will enhance the sustainable development goals in Nigeria.

Hypothesis Two

H₀₂: There is no significant influence of Media and Communication on Sustainable Development Goal

Table 5: Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.575 ^a	.331	.295		1.81944

a. Predictors: (Constant), Media, Communication

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	184.852	2	92.426	27.923	.000 ^b
	Residual	374.073	113	3.310		
	Total	558.925	114			

a. Dependent Variable: SDG

b. Predictors: (Constant), Media, Communication

Table 7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.281	.953		3.444	.001
	Media	.090	.329	.021	.275	.004
	Communication	.380	.240	.123	1.581	.013

a. Dependent Variable: SDG

The result of the hypothesis shows that Media and Communication jointly significantly influenced SDG goals [(R² = .331; F (2,119) = 27.923; p < .05)]. This infers that Media and Communication jointly accounted for about 33.1% of the variance observable in SDG in Nigeria.

In addition, the result of the coefficients of multiple determination for the model shows that the independent contribution of Media and Communication were statistically significant magnitude ((β = .021; t = .275; p < .000) and (β = .123; t = 1.581; p < .000)).

Conclusion

This study is on role of media and communication in attaining sustainable development goals in Nigeria. This study made use of a survey research design. A total number of One Hundred and Twenty (120) were administered questionnaires. The findings of the study showed a positive significant relationship between Communication and SDG goals which indicates that an effective communication will influence SDG goals. Findings also showed that Media and Communication jointly significantly influenced SDG goals accounting for about 33.1% of variation observed in SDG goals. This finding agrees with the study of Janssen & Chaudhri (2018) in which This finding agrees with the study in which it is stressed that Social media channels provide intriguing opportunities for NGOs to communicate with their audiences, raise awareness, and campaign for change.

Recommendations

- i. This study suggests that effective communication and media channels should be used in creating more awareness on SDG goals to the public.
- ii. In addition, effort should be made to create more commercials, advertisements, campaigns in order to enlighten the public on the goals and objectives of SDG.

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