

Community Radio as a Catalyst for Local Empowerment and Development in Rivers State: A Case Study of Local Government Areas

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Abstract : Community radio serves as a potent vehicle for amplifying local voices and driving community progress worldwide. It facilitates grassroots communication, empowers residents, and significantly contributes to social, cultural, and economic development. This study investigates the pivotal roles of community radio in elevating local voices and advancing development within Emuoha, Obio-Akpor, and Ikwerre Local Government Areas in Rivers State. Employing a quantitative methodology, the research involved random sampling of respondents via questionnaires. The findings underscore the transformative power of community radio in promoting local voices and fostering development, particularly within Rivers State. Moreover, community radio platforms empower marginalized populations, providing them with a voice and an opportunity to actively participate in the media landscape, share their stories, and express their concerns. This empowerment holds the potential to enhance civic engagement and communal harmony. Community radio stations often prioritize local news, events, and subjects that may not receive adequate coverage in mainstream media, thus facilitating the dissemination of vital community information, including local news, weather updates, and emergency alerts. In light of these observations, this paper advocates for the encouragement of community radio by both the state government and private media entities to facilitate seamless information dissemination. Additionally, the paper highlights the significant role played by the use of Pidgin English as a communication tool, particularly in providing understanding and a voice to marginalized individuals in rural communities.

Keywords : community radio, local voices, marginalized populations, information dissemination, pidgin english, grassroots communication

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