

## **Impact of Radio on Rural Development: A Study of Ipokia Local Government Area, Nigeria**

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**Abstract :** This paper examines the impact of radio on rural development. The researcher employed survey method to gather primary data. The objectives and questions were used from and hypotheses were formulated were raised from the statement of the problem. Cultivation theory was used as the theoretical study. The populations of the study were the inhabitant of Ipokia Local Government. Questionnaires were administered on the 400 respondents. Data gathered were analyzed, interpreted and hypotheses of the study were tested. The finding revealed that; radio has impacted on the rural dwellers and there is a significant relationship between radio and rural dwellers. Also, radio has brought socio-economic development on rural dwellers. The study recommended that radio messages should be designed in line with the pre-existing attitudes of the rural dwellers. It was also discovered that radio stations should endeavour to use local dialects especially when the radio programme is aimed at the rural dwellers that effective communication that can increase active participation of government and the public. Finally, the study recommends that radio stations should be well funded to produce programmes that would serve the purpose of educating and informing the public on issues relevant to them and there is need to establish community radio stations that will be closer to rural dwellers.

**Keywords :** impact, radio, rural, development

**Conference Title :** ICSRD 2020 : International Conference on Scientific Research and Development

**Conference Location :** Chicago, United States

**Conference Dates :** December 12-13, 2020