Chapter 10
A SWOT Analysis of Indigenous Language Use in Agricultural Radio Programming in Nigeria

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ABSTRACT

This chapter investigates the strengths, weaknesses, opportunities, and threats of indigenous language use in agricultural radio programming in Nigeria within the theoretical frame of diffusion of innovations as well as the theory of planned behaviour. This discourse affirms existing assertions that using indigenous languages in agricultural radio programming can guarantee farmers’ access to information on issues of agro materials, utility applications, support accessories, funding, technology, conservation, marketing, and pedagogy. The study concludes that indigenous language use in agricultural radio programming engages agricultural programme producers and farmers through their opinion leaders. It recommends that the use of indigenous languages in agricultural radio programming in Nigeria should continue. However, the country’s agro policy should protect all farmers irrespective of cultural or ethnic divides; and specifically cater to the needs of minority ethnic groups of farmers.

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INTRODUCTION

Access to agricultural information around the world allows farmers to make sensitive decisions leading to increased productivity in agriculture (Stefano, Hendriks, Stilwell, & Morris, 2005; Wang et al., 2017; Khan, Aziz, & Ahmed, 2018). In spite of this significance, Ozowa (1995) considers that the vital role that information plays in developing countries for agricultural and modern development is ignored and given a reduced status than other sectors of the economy. Alam and Haque (2014) support this perspective just as Wojcik, Jeziorska, Biel and Czapiewski (2019) who argue that a big part of rural regions still needs information and agricultural expertise to assist in modernizing their farming methods. Padre, Sundarshana and Tripp (2003) note that food production is reaching a point where unhindered information flow is becoming germane to stakeholders’ achievements. Additionally, the adoption of Information Technology can significantly boost agricultural output (Waqas, Khan, Akhter, Noor, & Ashraf, 2017; Ahmad et al., 2016).

Consequently, access to information has turned into an essential asset for agricultural development. In this unique situation, information is required to maximize openings and bring to limelight issues of present-day cultivation innovations. The Food and Agricultural Organization, FAO, (2006) states that sustained agricultural growth depends, at all phases of the agricultural production chain, on material input, human resources, farmers’ comprehension and communication of data. Adeyeye et al., (2019) provide insight into the relationship between the use of new media for farmers’ training by extension workers and the rate of innovation by farmers. Agricultural expansion has been imagined with imparting research discoveries and enhanced agricultural practices, and the effectiveness with which this information and practices are passed on would decide the level of farmers’ efficiency (Ani, 2001; Donye, 2018; Moyo & Salawu, 2018). The most potent channel of this impartation are the media of mass communication (Odiboh, Salawu & Doghudje, 2019; Odiboh & Ekanem, 2019).

Among members of communication media, radio and its aired content are adduced the most ideal tool for achieving improved development of rural small-scale farmers in Africa (Ozowa, 2005). Additionally, advancements in information and communication technologies (ICTs) have made it fundamentally simpler and more reasonable to connect through and collaborate among audience members over the radio (Adeyeye et al., 2018). By utilizing new media technologies, it is conceivable to upgrade the potential of radio as a proficient circulation channel beyond mere expression. Radio programmes urge rural dwellers to take interest in development by embracing new innovations. Radio programmes empower groups to explain their encounters and basically look at issues and arrangements influencing their lives.
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