

**INFLUENCE OF THE MASS MEDIA IN DIVERSIFYING NIGERIA'S OIL-BASED ECONOMY**

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**Abstract**

*Since the oil boom of the 70's, Nigeria has been described as an oil-based economy. However, the dwindling price of oil at the international market has called for serious review of the country's major source of revenue. The recent revised national account by the nation's Chief Statistician, Yami Kale, revealed that oil value-added has been negative for years now, and in fact, it is the non-oil sector that had sustained the economy (Ukudolo, 2016). This raises a serious question on the need to diversify the economy with the media at the forefront of the drive. This study analysed the influence of the media in the diversification of Nigeria's oil-based economy, using survey research design. Findings revealed that the media have placed a crucial role in diversifying the nation's economy.*

**Key words:** mass media, diversifying and oil-based economy



## **Introduction**

Mass media are communication channels through which news information are transmitted to a widely dispersed, anonymous, faceless and heterogeneous audience simultaneously. Nwosu explains the characteristics which any media must carry and they include: It must carry messages to persons simultaneously. This means that people in different places must receive the same message at the same time: The relationship of mass medium. Especially of the print medium must meet the ability to read and write, influence in a particular message: and the audience might be anonymous, scattered and heterogeneous in nature.

Indeed, mass media are ever powerful and respected phenomenon that lubricates the engine of self-rule, human dignity, and egalitarian and emancipate polit. Its usefulness have become so recognized established and institutionalized that no society either democratic or not, can attain actual progress without harnessing their indispensable potentials (Okoye, 2009).

According Nnomeh (2010) in his book mass media and the society the stated that mass media play a crucial role in social institutions when it comes to influencing the participants or the participants use the mass media in propagating and or mobilizing docile and active audience into realizing their goals. He also went father to state that one of the institutions is the economic institution which deals with economy.

There is no doubt that petroleum (crude oil) has contributed substantially to Nigerian revenue since its discovery in 1956 and more especially, since 1970 when its price was on the upward trend. However, it is a known fact across the globe that for a country to attain growth and development, its economy has to be diversified. Diversification does not occur in a vacuum their factors and institutions that aid in national development and one of this is the mass media.

Beltran (1974) as quoted by Okoye (2009) noted that the concept of national development is an omnibus term that encompasses both rural and national development as a directed and widely participatory process of deep and accelerated socio-political change geared toward producing substantial changes in the economy, the technology, the ecology and the overall culture of a country, so that the moral and material advancement of the majority of its population can be obtained within conditions of generalized quality, dignity, justice and liberty.

The father of communication media in nation building, Wilbur Schramm (1964) noted that national development is people changing themselves if the flow of communication will permit, the people can have a great deal to do with setting goals and deciding when and how they could change and what they want their society to change into; thus this research will study the developing areas so we could analyze how far national development has gone through the awareness, knowledge and attitude of people living in these developing areas like Emene, Gariki, Akpakps etc.

Africa continues to rely on exporting primary commodities. It cannot generate enough investment capital from within and is largely failing to attract foreign investments. Without exaggerating, it is a well-known fact that Nigeria ranks among the most richly endowed nations of the world in terms of natural, mineral and human resources.

### **Statement of Research Problem**

Hyden (2006) noted that despite its riches, African countries have not been very successful in wooing investors to the continent. A significant bottleneck for economic development in many countries of the region is its poor physical infrastructure. Essential services such as electric power, water, roads, railways, ports, and communications have been neglected, especially in the rural areas. The most important things to reiterate about the region's economy are that it remains undeveloped and is becoming increasingly marginalized in a competitive global economy where other developing regions are making the fastest headway.

Nigeria has a variety of both renewable and non-renewable resources, some of which have not yet been effectively tapped. Solar energy, probably the most extensive of the underutilized renewable resources, is likely to remain untapped for some time, and the vast reserves of natural gas produced with crude oil have yet to be fully utilized (Akpan, 2009 & Olumola, 2006).

Before the discovery of oil in 1956 in Nigeria, Nigeria was famous in her agrarian economy through which cash crops like palm produce, cocoa, rubber, timber, ground nuts, were exported, thus making Nigeria a

Journal of Economics and Sustainable Development  
www.iiste.org ISSN 2222-1700 (Paper) ISSN 2222-2855 (Online) Vol.6, No.4, 2015 62 major

exporter in that respect. Also, Nigeria had 19 million heads of cattle, the largest in Africa. At present, Nigeria is no longer a major producer of groundnuts (peanuts), rubber, and palm oil. Cocoa production, mostly from obsolete varieties and overage trees, has nevertheless increased from around 180,000 tons annually to 350,000 tons. Undoubtedly, the discovery of crude oil has contributed and assisted Nigeria's economic prosperity and growth. Nevertheless, the current dwindling in oil price since June 2014, after five years of oil windfall, has immensely affected the economy of major oil exporters like Nigeria, Saudi Arabia, Iraq and Libya, etc. as was majorly aggravated by Middle East unrest and wars. Another huge blow to crude oil exporters was America's reduction in the number of barrels they import from nations. These factors have created a bad market for Nigeria and thus, her economy is presently shaking. This scenario is worsening by Nigeria's running mono-economic economy and the abandonment of agriculture. Thus today, agriculture has suffered from long years of neglect, mismanagement, inconsistent and poorly conceived government policies, lack of government meaningful incentive to farmers, lack of basic infrastructure and a lot of bureaucratic bottlenecks in executing policies and agricultural programs among government agencies (Ariyo, 1997 as quoted by Uzonwanne, 2015). Therefore this study sought to examine the influence of mass media in diversifying Nigeria's oil based economy

### **Purpose of Study**

The main purpose of this study is to examine the influence of mass media in diversifying Nigeria's oil based economy. Other specific objectives include to:

1. Ascertain the level of awareness created by the mass media in diversifying Nigeria's oil-based economy.
2. Examine the extent the mass media have improved the knowledge of people on diversifying the country's oil-based economy.
3. Ascertain the attitude of the people toward diversifying Nigeria's economy
4. Find out the influenced of the mass media in diversifying Nigeria's oil based economy.

## Research Questions

The study asked:

1. What is the level of awareness created by the mass media in diversify Nigeria's oil-based economy?
2. To what extent do the mass media improved the knowledge of people on diversifying the country's oil-based economy?
3. What is the attitude of the people toward diversifying Nigeria's oil-based economy?
4. What is the influenced of the mass media in diversifying Nigeria's oil based economy?

## Literature Review

Nigeria's over dependency on oil has contributed to the poor management of human capital/resources which has led to the migration of many talented citizens of the country to other countries in search of better life. Furthermore, the data show that the neglect of agriculture has, in addition, led to the constant depreciation in GDP of the country. Hence this clarion call for urgent diversification of the Nigerian economy. Having seen the gross problem caused by the neglects of agriculture and poor human resource management in Nigeria, which have engendered the dwindling of the Nigerian economy, it becomes therefore, necessary to offer some recommendations that will be pivotal to the change of the status quo. Nigerian government, at all levels, should urgently create an enabling environment that will favor diversification of the economy that will de-emphasize mono-economy system and pay more attention to heterogeneous economy. There is an urgent need to establish a working and functional bank of agriculture or any micro finance bank that will be exclusively for farmers for easy access of soft loans (Uzonwanne, 2015).

Olaleye, .S., Edun, .F., and Taiwo, .S. .B. confirm the long-run relationship among the variables, the Per capita income of Nigeria , percentage shares of Oil, Agriculture and Manufacturing products of Total exports and also are significance at 5% and 1%. Pairwise Granger Causality Tests This research paper attempt to detect the impact of export diversification of Nigeria on economic growth of the country using the per capita GDP as the measure of economic growth. Agricultural share of export granger causes Oil share of the total

export of Nigeria. It must be noted that these granger causality between Agriculture, Manufacturing and Oil shares of the exports are uni-directional. The results, also show that Per capita GDP granger because agricultural share of export as the F-ratio of 14.3358 stipulate the rejection of the Null hypothesis even at the conservative level of 1% level of significance. The estimation results reveal that the explanatory variables that PCGDP (Per Capita GDP) granger causal all other variables used in the study, while only the export share of the Agricultural granger causal PC GDP (Per Capita GDP) which means that increase in Agricultural sector outputs and potentials will impact on the welfare of the people. This finding is in line with the Rostow Stages of Development, which stipulated that increase in Agricultural sector is a first stage in very country's development path. Also, the agricultural share of export also have an impact of the manufacturing and Oil shares of the exports which means that agricultural sector development will propel an inter-sectorial growth in the country.

### **Theoretical Framework**

Cultivation media theory is the theory upon which this study is anchored. The theory was propounded by George Gabner and Larry Gross in the University of Pennsylvanian in 1976. It states that the media is responsible for shaping or cultivating viewers' conception of social reality. It further explains that the information and ideas people perceive in daily basis are the foundation of their personal outlook and life. The theory deals with the idea that the mass media has the power to shape our perception and the world us by affecting our attitude and certain ways of thinking.

### **Research Methodology**

According to Ogboshi (2006), research design is the blue print which determines your nature or scope of study carried out or proposed. It is also an outline or scheme that serves as a useful guide to the researcher in his effort to generate data of his study. The research design adapted for this study is survey research design. This is a research method that focuses on a representative sample driven from the entire representation of study. A researcher that uses this method goes to the field and in the data selects samples out of the entire population (Nwodu,

2006, p.67). The researcher chose this method because survey method does not only collect data but also discovers the meaning of data collected so that the fact can be better interpreted.

### **Population of Study**

The population of study refers to the totality of study from whom the data necessary for the study are collected. Maddueme (2010) stated that such specification may be people subjects and item sectors and so on. The researcher's population of study is Emene community that dwells within Enugu East, comprising of nchatancha, Eke and Amorji- Nike which estimated 279,089.

### **Sampling Size and Sampling Technique**

A sample size of 150 was drawn from the population. The sample population was gotten from the population of study in such a way that it will be representative of the three chosen villages in Enugu East Emene. Therefore this study adopted the stratified method.

#### Stratified population of Emene Community

- Nchatancha :  $63,30/279,089 \times 150/1 = 34$
- Eke:  $103030/279,089 \times 150/1 = 55$
- Amorji- Nike  $113029/279089 \times 150/1 = 61$

Total 150

### **Research Instrument**

The research instrument used in this study is questionnaire. It is a carefully designed instrument for data collection in accordance with the specifications on the research question (Ogili, 2006). It is a list of questions designed to elicit information from respondents by filling the information in spaces provide for the purpose. The questionnaire comprised of mostly closed ended questions. They were highly structured to the point that respondents were constrained to choose options listed by the researcher.



## Validity of Data Gathering Instrument

The researcher made use of the questionnaire which was critically examined by superiors and vetted to modify the aspect of clarity, relevance and comprehension

## Data presentation and Analysis

This is concerned with the presentation and analysis of data collected in the field using survey method with the questionnaire as an instrument. One hundred and fifty (150) copies of the questionnaire were distributed, while 120 was returned and used. This represented a return rate of 80%.

**Table 1: Respondent's classification according to gender**

<u>Response</u>	<u>frequency</u>	<u>percentage</u>
Female	67	56
Male	53	44
Total	120	100

In the table above, 67 (56%) respondents were females, while 53 [44%] were males.

**Table 2: Respondents according to occupation**

<u>Response</u>	<u>frequency</u>	<u>percentage</u>
Civil servants	47	39
Students	31	26
Farmers	20	17

Traders	22	18
Total	120	100

In the table above, 57 respondents were civil servants, 31 respondents were students, 20 respondents were farmers and 22 respondents were traders

**Table 3: Response according to education qualification**

Response	frequency	percentage
WEAC/SSCE	25	21
OND/ND/HND	35	29
B.sc/M.sc	60	50
Total	120	100

In the table above, B.sc and M.sc holders have the highest response with 50% and those with SSCE has the lowest response with 21 percent

### Analysis of data from survey

**Research question one: What is the level of awareness created by the mass media in diversify Nigeria's oil-based economy?**

**Table 4: Do you listen, watch or read news events, adverts, programs on diversifying the economy of Nigeria**

Response	frequency	percentage
Yes	110	92
No	10	08
Total	120	100

In this table 4, 110 respondents said yes, that they listen, watch and read news, commentary, programs and adverts on diversifying Nigeria's economy.

**Table 5: How many times in a week are u exposed to news, adverts, programs etc on diversifying the economy**

<u>Response</u>	<u>frequency</u>	<u>percentage</u>
Rarely	14	12
Seldom	30	25
Always	58	48
Once	18	15
Total	120	100

Table 5 shows that 14 respondents rarely get exposed on events on diversifying the economy, 30 respondents seldom get exposed, 58 respondent and 18 respondents get exposed to events on diversifying the economy.

**Research question two: To what extent do the mass media improved the knowledge of people on diversifying the country's oil-based economy?**

**Table 6: What is your level on knowledge about diversifying the economy**

<u>Response</u>	<u>frequency</u>	<u>percentage</u>
Very high	50	42
High	5	5
Moderate	60	50
Low	5	4

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I don't know	3	2
Total	120	100

From the table above the level of knowledge on diversifying Nigeria's economy is relatively high because according to the table, 60 respondents says that their level of knowledge is moderate, while 50 respondents said that their level of knowledge is very high

**Research question Three: What is the attitude of the people toward diversifying Nigeria's oil-based economy?**

**Table 7: Do you do extra activity like farming to aid the diversification of Nigeria's economy?**

Response	frequency	percentage
Yes	107	89
No	13	11
Total	120	100

From the table above the respondents attitude towards diversifying the economy is positive because 107 said that they carry out activities like farming, thereby, diversifying the economy.

**Research question four: What is the influenced of the mass media in diversifying Nigeria's oil based economy?**

**Table 8: Do you enjoy listening, reading or watching news, program or adverts on diversifying Nigerian's economy**

Response	frequency	percentage
Yes	85	71
No	35	29

Total	120	100
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From the table above 85 respondents said they enjoy they programs, news, etc while 35 respondent said they don't enjoy the programs

### **Summary of Findings**

- Most occupants in developing areas of Eastern region are aware of diversifying the economy of the country
- The media has also exposed Nigerians on Diversifying the economy of the Nation
- The mass media has influenced the attitudes of Nigerians, therefore they carry activities like agriculture, textile making amongst others

### **Conclusion**

This study concludes that the mass media has plays a crucial role in influencing people on diversifying oil based economy of Nigeria; due to influence Nigerians are recently trying new things either in Large scale or in small scale.

### **Recommendations**

Consequent to findings obtained from this study the researcher made the following recommendations

- The mass media should sustain their coverage so as to that Nigerians can know the progress of the government in diversifying the economy if ant has been made
- These programs should also identify with people in the undeveloped areas so that it will create sense of belonging for them because diversifying the economy creates

national development and without the undeveloped are being developed national development has not yet occurred

- The media should also inform Nigerians on their roles to play in diversifying the economy so that it will be a two way process. [not everything should be left for the government]

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