RESEARCH ARTICLE

MEDIA PREFERENCE FOR AN EFFECTIVE DISSEMINATION OF POVERTY ALLEVIATION PROGRAMMES IN NIGERIA'S SEMI-URBAN SETTING: IWO TOWN IN PERSPECTIVE

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ABSTRACT

Poverty is one of the major problems facing many African countries today. The struggle against the menace has subsequently become a major political slogan for politicians and successive governments of the continent. Nigeria, just like most African nations has for the past few decades introduced several programmes aimed at solving the problem of abject poverty which is said to be affecting over 70% of the country's population believed to be living below poverty level. This paper examines the media for effective dissemination of information on poverty alleviation programmes of the government of the present democratic dispensation in semi-urban setting by studying the situation in Iwo town in Osun State, Nigeria. Survey method was adopted for this study using stratified sampling technique with questionnaire as the instrument for data collection. A total of 500 respondents formed the population of the study. It was discovered that an overwhelming majority of the sampled population (77.8%) were aware of the poverty alleviation programmes of the Federal Government with the Radio (16.3%) being the single most effective media. A combination of non- conventional media, electronic and print media were preferred by 23.9% of the respondents which constitutes a marginal majority while over 22.9% of the respondents preferred the combination of both electronic and print media. Preference for print media was however the lowest with just 0.6% respondents. It was therefore recommended that radio programmes of different formats be designed for the purpose of reaching the semi-urban dwellers. Infrastructure facility such as power supply should also be strengthened to further broaden the populace's access to information.

INTRODUCTION

Poverty is a universal phenomenon. It is a monster or if you like, an epidemic ravaging majority of the countries around the world. Poverty is an inevitable vice that has been with human beings from time immemorial. "Historically speaking, it has been accepted by all and sundry throughout the ages that poverty is inevitable as non-industrialized economies produced very little while population grew almost as fast making wealth scarce. Poverty reduction or poverty alleviation, has been largely as a result of overall economic growth" http://en.wikipedia.org/wiki/Poverty. According to Anup Shah, poverty affects almost half of the world population i.e. over 3 billion people live on less than $2.50 a day. http://www.globalissues.org/issue/2/causes-of-poverty. But the vice called "poverty" unequally affects different regions of the world especially developing countries in both South Asia and Sub-Sahara Africa which are worse hit. Commenting on the problem of poverty in the Sub-Saharan African countries, Odusola (1997:121) wrote: "Sub-Saharan African countries are noted for prevalence of absolute poverty in all its characteristic features. Poverty in these countries is massive , pervasive and chronic, engulfing a large proportion of the society".

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All the countries in the Sub-Saharan African region are in one way or the other affected. Nigeria is not an exception.

Poverty Line

This is the minimum level of income deemed necessary to achieve an adequate standard of living in a given country. There seems to be no agreement on the issue of poverty line across the nations of the world but a common understanding is that poverty line is higher in developed economies than in the developing countries. For example, 315 million people – one out of two people in the Sub-Saharan African countries survive on less than $1 a day. (www.food4africa.org/index. asp? pgid=42). Even though this statistic may attract criticism from some quarters, the truth is that poverty level in the Sub-Saharan African region is quite high and so an effective method of tackling the problem needs to be fashioned out urgently.

Poverty and Poverty Alleviation

According to *American Heritage Dictionary,* poverty is the state of being poor; lack of means of providing material needs or comforts, or deficiency in amount; scantiness; or unproductiveness; infertility etc. ([www.answers.com/ topic/](www.answers.com/_topic/)

poverty). In conceptualizing poverty, Odusola (1997:122) sees "poverty as absolute i.e. poverty is the lack of resources to obtain and consume a certain bundle of goods and services. Such bundles of goods and services according to the economist would contain an objective minimum of basic necessities such as food, shelter, clothing among others". Almost all the countries that are currently ravaged by poverty are busy putting in place one policy or the other. These programmes are aimed at reducing poverty in their communities to the barest minimum. United Nations is not left out of the current move by setting goals for countries around the world. Millennium Development Goals (MDGs) is an articulated goals set by the world body for poor countries to meet by the year 2015. In Nigeria, the government has been making frantic efforts aimed at alleviating poverty for the large part of the country's population. Based on this, the Nigerian government put in place a number of programmes some of which include; National Directorate of Employment (NDE), National Economic Empowerment Development Strategies (NEEDS) and National Poverty Eradication Progammes (NAPEP). No doubt, all these programmes have to some extent succeeded in reducing poverty but more still need to be done in order to achieve the set goals for millennium development. The focus of this paper is an assessment of the effectiveness of various media of communication in reaching the poor to whom various programmes of the government are addressed. Most of these poor people (70%) either live in semi- urban or rural settings.

Communication and Poverty

Communication is an essential component of human life. Communication is the process of creating shared meaning; communication is a reciprocal and ongoing process with all involved parties more or less engaged in creating shared meaning. It is the process of transmitting a message from a source to an audience via a channel (Stanley, 1999; Peter et al, 1982). Communication is central to people's lives, and affective communication can help people solve problem in their personal lives (Stanley 1999:5). Scholars believe that absent of communication is at the root of several problems facing the world today and that one of the most effective solutions to human problems is affective communication (Pearson et al 2003). Importance of communication, was further stressed by Sambe (2005:1) who asked the rhetoric question, "What can be done without communication?" for which he answered emphatically "Almost nothing". The role of communication, most especially, in development effort can not be over emphasized. Communication has become a major component of the development process as stressed by Oso (2005). In discussing communication, it is important to note that effective communication can not hold without an effective channel of communication or communication media. These media can be generally classified into three broad groups.

1. Traditional or indigenous communication systems. Wilson(1990) cited in Chinenye Nwabueze (2009:36-37) categorizes traditional or indigenous communication systems into six modes.
2. Conventional communication systems. These systems comprise of print and electronic media.
3. New media. Basically this is about the internet. Internet has become the major driver of the

globalised world in the 21st century (Okorie Nelson and Oyedepo Tunji 2010:119)

The importance of traditional communication system in rural African settings can not be overemphasized but the systems are of little or no significance in both urban and semi-urban regions of Nigeria. However, the effectiveness of both interpersonal communication and mass communication in disseminating information regarding poverty alleviation is explored in this paper.

Communication and Poverty can be linked together because of the role which communication plays in the development of human society. Communication can not be ignored while thinking about how to tackle poverty. World Association for Christian Communication (WACC) believes that there is no way one can talk about poverty without communication poverty. According to the body, this is all about;

> "strengthening the voices of people living in poverty improves understandings and actions aimed at addressing poverty, injustice and inequality and can inform and influence public agendas locally, nationally and internationally. Adequate access to knowledge and information helps poor communities work for a better future. Projects will claim and build the communication rights of people living in poverty and strive for better representation of poverty in the media". accglobal.org/en/programmes/communication-and-poverty.html

People need to know about what is happening in the society. They should be provided information on poverty situation as well as efforts being made by both the government and non government organizations in solving poverty problems. This would definitely assist poor people in deriving maximum benefits from poverty alleviation programmes. Audience preference of several communication media were examined in this paper in order to determine which of the identified media are more effective in communicating the poverty alleviation programmes of the Nigerian government.

The objectives of the study were:

1. to find out whether or not poor people are aware of government's poverty alleviation programmes.
2. to discover the sources of information on the poverty alleviation programmes.
3. to examine their preference for channels of information.

The following research questions would therefore be answered:

1. What is the level of public awareness of the Federal Government poverty alleviation programmes?
2. What are the major sources of public information?
3. Which of the channels of information is perceived to be the most reliable?

Theoretical Framework

Uses and Gratification theory as well as Development Media theory are considered relevant to this study.

Uses and gratification theory is a media user's paradigm that assesses consumer motivations for the usage of media content. Uses and Gratification theory was propounded by Elihu Katz et al, as a result of their research in media utilization by individuals. However, other scholars had re-examined the theory with valuable contributions. Katz defines "gratification" as the satisfaction an individual derives by being exposed to communication media, while "uses" on the other hand describes what the individual uses the media for. Katz, Blumber and Gurevitch (1974) cited in Richard West and Lynn H. Turner (2010:394) identified five basic assumptions of Uses and Gratifications theory and Denis McQuail (2005:423) sums it up by listing typical audience needs as needs for "information, relaxation, companionship, diversion or escape. Audience for particular media and kinds of media content can often be typified according to such broad motivational types".

Uses and Gratifications theory is a useful approach to explain the process of media use and the needs such use satisfies. This theory refers to the way individuals use mass communication to gratify their needs. Beliefs and values determine the gratification sought, which in turn determines consumer's consumption behaviors. The application of this theory to dissemination of poverty alleviation programmes can be helpful in explaining poor people's preference for one media channel over the other that would assist them in solving their poverty problems. People can not part with their hard earned money or spend their valuable time behind TV sets or by listening to the radio if they do not believe that they would derive benefits from doing so. The rich use the media with the hope that among other gratifications the media would help them maintain the status quo while the poor scan through the media looking for information that would better their lot. There is always something for everyone in the media. The tenet of the second theory, i.e. Development Media theory stipulates that for mass media to be considered relevant and responsible, they must identify with the yarning and aspiration of the people, they must identify with national interest and actively contribute their quotas to the socio-economic development of the nation where they operate. (McQuail, 1987; Folarin, 1997 cited in Okorie, and Oyedepo 2010:120-121). This is of particular importance in developing countries such as Nigeria. There is need for collaborative effort between the media and the government "to ensure that the media assist in the planned beneficial development of the country. It holds that by the press assisting and supporting the government, the media are developing the society" (Okorie and Oyedepo 2010:120-121). Top on the agenda of any development programme is poverty alleviation.

METHODS

Survey method was employed for this study and the south west geopolitical zone of Nigeria was selected as the population for the research. This is so because the zone is a mini Nigeria with representatives of all the ethnic groups that make up the geographic entity called Nigeria residing in the zone. There are six states in the zone, namely: Lagos, Ogun, Ondo, Oyo, Osun and Ekiti. Osun state was randomly chosen. Five big towns with fairly the same population size were listed and Iwo town was randomly selected. 500 questionnaire was administered on the stratified sampled population. The area of

the town covered by four trained research assistants include the two major market places, schools, banks, major streets and local government office. 467 questionnaire were retrieved giving a high return rate of 93.4% and low mortality rate of just 6.6%.

Data Presentation and Analysis

Tables 1 to 4. Respondents' Demographic Information

Sex		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	266	57.0	57.0	57.0
	Female	201	43.0	43.0	100.0
	Total	467	100.0	100.0	

Percentages of male and female respondents were 57 and 43 percent respectively

Table 2

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-39	105	22.5	23.2	23.2
	40-59	323	69.2	71.3	94.5
	60 and above	25	5.4	5.5	100.0
	Total	453	97.0	100.0	
Missing	System	14	3.0		
Total		467	100.0		

Majority of the respondents 69.3 percent were between the age of 40 to 59 years while 22.5 percent were between the age of 20 to 39 only 25 respondents i.e. 5.4 percent were from 60 years and above.

Table 3. OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	schooling	32	6.9	6.9	6.9
	Teaching	65	13.9	13.9	20.8
	Trading	154	33.0	33.0	53.7
	Civil servant	117	25.1	25.1	78.8
	Farming	85	18.2	18.2	97.0
	Banking	3	0.6	0.6	97.6
	Clergy men	2	0.4	0.4	98.1
	Coopers	4	0.9	0.9	98.9
	Trading and Farming	5	1.1	1.1	100.0
	Total	467	100.0	100.0	

Occupations of the respondents were as listed in table 3 above. 33.9 percent of respondents were full-time traders, 25.1 percent were government workers (civil servants), 13.9 percent were into teaching profession while 18.2 percent were farmers. Corpers (fresh graduates that were on the one year compulsory service) bankers and clergymen were below 1 percent.

Table 4. EDUCATION BACKGROUND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No formal education	15	3.2	3.2	3.2
	Adult literacy	1	.2	.2	3.4
	primary education	110	23.6	23.6	27.0
	Secondary education	143	30.6	30.6	57.6
	Tertiary education	198	42.4	42.4	100.0
	Total	467	100.0	100.0	

Table 4 above shows that majority of the respondents i.e. 42.4 percent, had tertiary education. 30.6 percent of those that were sampled had secondary education, 23.6 percent could not go beyond primary school. Only 3.2 percent were illiterates.

Table 5. MONTHLY INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 1400	81	17.3	18.5	18.5
	1400-7999	42	9.0	9.6	28.1
	8000-15999	100	21.4	22.9	51.0
	16000-24999	68	14.6	15.6	66.6
	25000 and above	146	31.3	33.4	100.0
	Total	437	93.6	100.0	
Missing	System	30	6.4		
Total		467	100.0		

According to table 5, monthly income of 17.3 percent of the sampled population was below 1400 Naira (i.e. below $9 at the current exchange rate of 155 Naira to one US Dollar). 31.3 percent of the population declared that their monthly income was 25000 Naira and above. 21.4 percent earned between 8000 and 15000 Naira while 14.6 percent earned between 16000 and 24999 Naira.

Table 6. AWARENESS OF POVERTY ALLEVIATION PROGRAMMES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	363	77.7	78.7	78.7
	No	98	21.0	21.3	100.0
	Total	461	98.7	100.0	
Missing	System	6	1.3		
Total		467	100.0		

Asked whether they were aware of the poverty alleviation programmes of the government, overwhelming majority i.e. 77.7 percent answered in affirmative. Only 21 percent said no and just 1.3 percent failed to answer the question.

Table 7. RESPONDENTS' KNOWLEDGE OF POVERTY ALLEVIATION ORGANIZATIONS

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Those that have knowledge of NAPEP.	125	26.8	27.3	27.3
	Those that have knowledge of NEEDS	38	8.1	8.3	35.6
	Those that have knowledge of NDE.	73	15.6	15.9	51.5
	Those that have knowledge of NAPEP and NEEDS.	9	1.9	2.0	53.5
	Those that have knowledge of NAPEP and NDE	9	1.9	2.0	55.5
	those that have knowledge about NEEDS and NDE	6	1.3	1.3	56.8
	Those have knowledge about NAPEP, NEEDS and NDE.	138	29.6	30.1	86.9
	Those that have no knowledge of any of them.	60	12.8	13.1	100.0
	Total	458	98.1	100.0	
Missing	System	9	1.9		
Total		467	100.0		

Table 7 above reveals that 29.6 percent of the respondents had knowledge of the three poverty alleviation programmes of the government. The three programmes are NAPEP, NDE, NEEDS. However, 26.8 percent of the respondents were more familiar with NAPEP, 15.6 percent were familiar with NDE, while 12.8 percent claimed not to have knowledge of any of the three programmes at all.

TABLE 8. RESPONDENTS' SOURCES OF INFORMATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio	76	16.3	16.3	16.3
	Television	7	1.5	1.5	17.8
	Print	1	0.2	0.2	18.1
	Radio and Print	3	0.6	0.6	18.7
	Radio and Non-conventional communication channels.	61	13.1	13.1	31.8
	Television and Non-conventional communication	4	0.9	0.9	32.7
	Radio, Television and Print	107	22.9	23.0	55.7
	Non-conventional, radio and Television	111	23.8	23.9	79.6
	Non-conventional, Radio, Television and Print	87	18.6	18.7	98.3
	Non-conventional communication, Radio and Print	8	1.7	1.7	100.0
	Total	465	99.6	100.0	
Missing	System	2	0.4		
Total		467	100.0		

The statistics provided on table 8 shows that quite a number of respondents i.e. 23.8 percent received information on poverty alleviation through the combination of three media, Non-

conventional, radio and Television. The combination of conventional media such as Radio, Television and the Print followed with 22.9 percent of the respondents. This is followed by 18.6 percent of the sample that said that they received their information through Radio, TV, Print Media and Nonconventional media channels. Radio happens to be the most popular single channel of information with 16.3 percent, Radio and nonconventional media channel attracted 13.1 percent of the sampled. Print media had the lowest patronage with a meager population of just 0.2 percent.

TABLE 9. HOW WOULD YOU SCORE THE RELIABILITY OF INFORMATION SOURCED FROM INTERPERSONAL COMMUNICATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high	23	4.9	5.9	5.9
	High	28	6.0	7.2	13.1
	Average	137	29.3	35.2	48.3
	Low	145	31.0	37.3	85.6
	Very low	53	11.3	13.6	99.2
	Not reliable	3	0.6	0.8	100.0
	Total	389	83.3	100.0	
Missing	System	78	16.7		
Total		467	100.0		

Table 9 above reveals that 42.3 percent of the population scored interpersonal communication low in terms of its reliability, 29.3 percent scored it average while just 10.9 percent scored it above average.

TABLE 10. HOW WOULD YOU SCORE THE RELIABILITY OF INFORMATION SOURCED FROM RADIO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high	254	54.4	55.3	55.3
	High	154	33.0	33.6	88.9
	Average	32	6.9	7.0	95.9
	Low	19	4.1	4.1	100.0
	Total	459	98.3	100.0	
Missing	System	8	1.7		
Total		467	100.0		

Table 10 above shows that overwhelming majority of the respondents (87.4 percent) scored reliability of Radio as a medium of information either very high or high, while 6.9 percent and 4.1 scored the medium average and low respectively. Table 11 reveals that 16.9 of the respondents scored print media as reliable source information either very high or high, 25.7 percent gave the Print media average mark, while 25.6 percent scored it low, very low or not reliable. Table 12 reveals the reason why respondents had no much preference for TV as their source of information. 83.5 percent could not give reasons for their lack of preference for TV and 6 percent gave lack of access to TV set, 9.4 percent gave irregular supply of electricity as their reason for not having preference for the medium.

TABLE 11. HOW WOULD YOU SCORE THE RELIABILITY OF INFORMATION SOURCED FROM THE PRINT MEDIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high	51	10.9	16.0	16.0
	High	28	6.0	8.8	24.8
	Average	120	25.7	37.6	62.4
	Low	53	11.3	16.6	79.0
	Very low	36	7.7	11.3	90.3
	Not reliable	31	6.6	9.7	100.0
	Total	319	68.3	100.0	
Missing	System	148	31.7		
Total		467	100.0		

TABLE 12. REASONS WHY RESPONDENTS DO NOT OBTAIN INFORMATION FROM TELEVISION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No access to television	28	6.0	36.4	36.4
	Irregular supply of electricity	44	9.4	57.1	93.5
	No time to watch television	5	1.1	6.5	100.0
	Total	77	16.5	100.0	
Missing	System	390	83.5		
Total		467	100.0		

TABLE 13. REASONS WHY RESPONDENTS DO NOT OBTAIN INFORMATION FROM PRINT MEDIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspapers and magazines are not available in my area.	66	14.1	47.8	47.8
	I can neither read nor write.	31	6.6	22.5	70.3
	I can not afford to buy newspapers and magazines	26	5.6	18.8	89.1
	Information from the print can not be relied on.	11	2.4	8.0	97.1
	The programmes is not adequately covered by the print media.	4	.9	2.9	100.0
	Total	138	29.6	100.0	
Missing	System	329	70.4		
Total		467	100.0		

Table 13 shows data on the reasons why respondents did not obtain information from the Print media. Even though 70. 4 percent of the sampled did not answer the question, 14.1 percent said that newspapers and magazines were not available in their areas, 6.6 percent said that they could neither read nor write. 5.6 percent said that they could not afford to

buy newspapers and magazines because of the price implication. 2.4 percent of the respondents said that Print media were not reliable.

Table 14. REASONS WHY RESPONDENTS DO NOT OBTAIN INFORMATION FROM RADIO

	Frequency	Percent
Missing System	467	100.0

Table14 shows that the respondents could give no reason while they do not source for information on Radio probably because they had no reason to give.

DISCUSSION

Data presented above confirmed that poverty is a serious matter in Nigeria. The economic situation of the people was so bad that 17.3 percent of the respondents earned below $0.30 a day. Federal government of Nigeria has already put in place policy aimed at addressing the high level of poverty in the country but it is interesting to know the level of awareness of those concerned in order to discover not only the effectiveness of the policy but also to determine the best channels of communication to be employed. Issues raised in this study would be answered through the research questions.

Research question 1: What is the level of public awareness of the Federal Government poverty alleviation programmes?

Tables 6 and 7 provided answers to this question. 77.7 percent of the respondents emphatically answered yes, while only 21 percent said no. Moreover, 29.6 percent of those questioned said that they were aware of the three notable poverty alleviation programmes embark upon by the Nigerian government. However, 26.8 percent of the respondents were familiar with NAPEP, 15.6 percent were familiar with NDE. Percentage of those that were familiar with NEEDS was 8.1 while 12.8 percent claimed not to have knowledge of any of the three programmes.

Research question 2: What are the sources of your information?

Table 8 provided answer to research question 2. Quite a number of the respondents have preference for a combination of three media channels. For example, 22.9 percent said that they received information on the three popular conventional media channels i.e. Radio, TV and the Print media. This is followed by 18.6 percent that said that they received their information through Radio, TV, Print Media and Nonconventional media channels. Radio remains the most popular single channel of information with 16.3 percent. Radio and Nonconventional media channel attracted 13.1 percent of the sampled. Print media had the lowest patronage with a meager population of just 0.2 percent.

Research question 3: Which of the channels of information is perceived to be the most reliable?

Tables 9, 10, 11. 12, 13 and 14 provided data on the issue of reliability; radio was selected as being the most reliable source

of information because none of the respondents raised any issue against the radio as a medium of information. Also going by the statistics provided on table 8, Radio was the most popular medium of communication for the respondents. Table 10 reveals that as much as 87.4 percent of the respondents believed that Radio is the most reliable medium. According to some of the respondents, going by statistics provided on tables 12, and 13, they had no preference for the Television mainly because of epileptic supply of electricity. In the case of the Print media, they complained of the cost implication as well the availability. Radio is the most accessible medium of information most especially in the rural as well as semi urban region of Nigeria for now.

Three research questions highlighted above provided sufficient proofs on audiences' media preference in semi-urban settlement of Nigeria. The research shows that overwhelming majority of the audience were aware of various poverty alleviation programmes of the government. Interestingly, the oldest of such programmes - The National Directorate of Employment (NDE) founded in the 80s enjoyed just 15.6 percent popularity, while relatively new programme - National Poverty Alleviation Programmes (NAPEP) established in the 2000s enjoyed as much as 26.8 percent of audience awareness. It is however clear that majority of the audience i.e. 22.9 percent received information on the three popular conventional media channels i.e. Radio, TV and the Print media but 18.6 percent received their information through Radio, TV, Print Media as well as non-conventional media channels. Radio remains the most popular single channel of information because 16.3 percent of the sampled population received their information through the radio. The research also confirmed the reliability of radio as medium of information. No other media of information could compete favourably with radio. However, one single media channel can not create the needed awareness of government programmes, there is need for the usage of combination of three conventional media i.e. radio, television and print media.

Conclusion and Recommendations

Commenting on media preference, Sobowale (2006:134) posits that

"Nigerian media audience's perceptions of Newspaper, Radio and Television in Nigeria and various gratifications for which they use them have their origin both in history and in social economic and political milieu in which they live".

Socio- economic and political situation adversely affects Nigerian media audience. People are very poor. 70% of the citizens live below poverty line of less than one US Dollar per day. For example 26.3% of respondents earn an average of 266 Naira per day (i.e. about $1.7). people in this category would not be able to pick a copy of a national daily newspaper that cost about one US Dollar..Also epileptic power supply would not allow them watch television, the only option open to them is to grab radio transistors that use batteries or rely on relatives or social gathering to receive information. Though Radio remains a powerful tool for information dissemination in Nigerian rural and semi- urban region, combination of several other media would give better result. In this case, non-conventional channels such as social gathering, interpersonal communication, etc could also be adopted.

There is dire need for eradicating poverty in Nigeria. Nigerian government need to work on poverty reduction urgently to enable it meet up with UNO's objectives of the Millennium Development Goals (MDGs) to which Nigeria signatory. The country is expected to halve poverty by 2015, for the miracle to occur, the government should let all the citizens of the country know what kinds of programmes are available for solving the problems and the publicity should go beyond the city and semi-urban settings employing combinations of media of communication for the purpose. Government should create TV viewing centres in both rural and semi-urban areas of the country so that poor people who could not afford to own TV sets would have access to television. In the same vein newspaper could also be displayed at various public notice board that would be mounted at public places. Through the media, government needs to embark on aggressive sensitization programmes to educate people on the way out of poverty.

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