

The Role of Mass Communication in Ghana's Rural Development: A Case Study of Wa West District

Gladys Yinimi^{1*}, Patience Parise Atutiga¹ and Konlan Banleman²

1. Department of African and General Studies, University for Development Studies, P O Box 520, Wa, Ghana
2. University for Development Studies, P O Box 520, Wa, Ghana

Abstract

Broadcasters cover diverse issues and events and report them in mass media without any scruple and scarcely factual. Despite the overhyped impartiality and self-acclaimed devotion to justices, a case can be made that Ghana mass media has over the years, solely neglected the rural areas. This research used both qualitative and quantitative data based on some programme analysis. Study data for this research work was collected through first hand details of information. The study selected one district from the Upper West Region and 3 communities from the selected district (Wa West district). The communities include Siriyiri, Dorimo and Ballefia. The research findings suggest that, rural broadcasting in the Ghana mass media is still below appreciable standard to enable us position an assertion that, rural broadcasting plays any worthwhile role in rural development in Ghana. This is due to the imbalance in information flow (urban to rural) which has no useful value; rather it exacerbates the disparity between urban and rural populace and advance rural-urban drift, thus deteriorating the current unemployment situation in Ghana.

Keywords; mass communication, rural development, development broadcasting, Ghana.

Introduction

All forms of mass communication are techniques of communication which requires both knowledge and expertise. Broadcasters cover diverse issues and events and report them in mass media without any scruple and scarcely factual in view in the form of news report, editorial and analysis (Shabir et al., 2011). It has been recognized that broadcasting changes the thoughts and opinion of the readers as well as the status they enjoy in society. Opinion formation is obviously one of the fundamental errands of mass media (Shabir et al., 2011). The field of broadcasting has led to revolution by adopting modern techniques of attractive printing and this has affected all segments of society, thereby adding to its quantum in terms of viewership and readership. Broadcasting protects and promotes citizen interest in national issues by creating a public sphere for healthy opposition - positive and constructive criticism on public policies (Shabir et al., 2011). As the current era is described as an era of 'Mass Communication', diverse philosophies and nations have taken Mass Media as tools to challenge their contradictory interests. This makes it necessary to have a robust and comprehensive network of Mass Communication and individuals associated with the profession. Nonetheless, they must be authorities in their respective discipline and should be competent of signifying a convincing professional attitude (Shabir et al., 2011).

Despite the overhyped impartiality and self-acclaimed devotion to justices, a case can be made that Ghana mass media has over the years, solely neglected the rural areas. The perspective of the Ghana mass media is precisely urban since time immemorial although there has been some progress in recent times. Mass media in Ghana reports and writes from the stance of urban residents. The rural detriments, vulnerability, marginalization and grievances are rarely reported (Sen Shitak Rommani, 2011). Indeed, According to Rommani, (2011), more than ninety-five percent (95%) of the mass media in Africa, most especially the print media, denotes the urban press-après that recurrently and automatically indicate the bias, the paternalism and the indifference of the typical urban dweller (Sen Shitak Rommani, 2011). This bias is revealed in one or two forms: abandonment of the majority and misrepresentation of news about the rural populace. The former relates to disregard for rural efforts, ambition and complete survival, while the latter concerns a condition whereby matters, events or efforts of rural area places when reported are erroneously and most at times haphazardly reported in the mass media. Most often, this imprecision arise from the typical Ghanaian broadcaster's mistaken belief that once a mainstream of the rural population are uneducated, majority of them cannot understand whatever was being said (Ocheni and Nwankwo, 2012).

Regarding the disregard for rural areas by the mass media in Ghana, the enticement is to pass off such disregard due to bias on the part of editors and reporters - unconscious, unintended bias nonetheless. This argument is reasonable to some extent, conversely, a further vital justification for the disregard stems from the structure of Ghana's broadcasting/journalism - from the way the mass media has explicitly or implicitly defined who they are and what broadcasting/ journalism in Ghana is all about (Ocheni and Nwankwo, 2012; Sen Shitak Rommani, 2011).

A case can be made that a lot of media agencies in Ghana hold the view that, once they are found in the urban places, their basic errand is to fulfill the urban dwellers who usually have attention for the media and

advertise in news papers and magazines or buy up air time to slot in their commercials. Somehow, it makes sense for them concentrate on the urban centre even if the broadcasters/journalists are ‘socialists’ at heart (Ocheni and Nwankwo, 2012).

It is easy to say, therefore, that the most important structural point here concerns the way in which the news media has defined who they are specifically, who reports the news. Broadcasting/Journalism in Ghana has for long been under the control of urban minds and it can be maintained that most of our newsrooms have not yet had reporters who can, and are willing to, bring the perspectives, values and moves needed to broaden the coverage (Ocheni and Nwankwo, 2012).

Structurally, then, the Ghana mass media has, largely been without the adequate firsthand knowledge needed to help them improve coverage of the rural area. Most of the reporters live in the cities and are more likely to notice things that are happening within their vicinity rather than the problems, issues and developmental efforts of our rural populace (Ocheni and Nwankwo, 2012). Taking for instance, a conflict over the quality of secondary school education in a remote rural location, such conflict in Accra is more likely to receive ongoing news and features coverage by media houses across the nation while a similar conflict in, say, Wa west district Assembly in the Upper West will be very likely to receive a single feature story in any news paper. In the same vein, the coverage of a disease, striking down Kumasi residents, with ten people dying daily is more likely to get sustained national attention than an epidemic of measles at Siriyiri community in the Wa West District which may have killed more people than the disease in Kumasi before it begins to be noticed by the urban based media houses (Ocheni and Nwankwo, 2012).

The other reason for the neglect of the rural populace by the media over the years is that Ghana journalists, unfortunately, define news in such a way that the rural dwellers are almost automatically excluded. Unless they happen to be involved in communal clashes, or are protesting against the confiscation of their farmlands by the government without adequate compensation; this structural definition limits coverage to that which entails a sort of conflict or unusualness (Sen Shitak Rommani, 2011). What is done by people who are defined as “significant”?

The central focus of this paper is how to get the Ghanaian mass media to play more vital and important role in rural development in the country. This paper examines some of the vital roles which the mass media can play in rural development such as educating, informing, entertaining, audience-penetration, efficiency and effectiveness of message (or information) delivery and unification of the rural problems of rural reporting in Ghana and makes policy recommendations for future actions.

Theoretical Foundations of Development Broadcasting

The Philippine University of Los Banos in 1967 first coined the expression “Development Journalism” to denote news coverage of national global events in a productive and a progressive way to enable development in a sustainable manner. The central tenet of this kind of news coverage goes beyond day-to-day events to long term development processes. Quebral (1975), as part of the discoverers of this belief delegated development journalism the errand of liberating vulnerable and marginalized people and groups comprising urban and rural poor and especially women and children. Development journalism is also mandated to promote or support these groups to keenly participate in the decision making process that affect their life and well being.

The notion of development journalism became vital as a result of the recognition by some communication experts that, western models of journalism do not ensemble the development needs of Least Developed Countries, hence, the advocates of development journalism attempted to “cut the umbilical cord with Western Communication Scholarship”.

Valanilam (1979:33) on the other hand, refers to development journalism as “journalism relating to the projects and programmes launched in an economically backward country to provide certain minimum living standards to its people” (Valanilam, 1979 cited in Kunczik, 1992: 83). Aggarwal (1979, 1981), also noted that a broadcaster covering the development beat is duty bound, and expected to “critically examine, evaluate and report on the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation, and the difference between its impact on the people as claimed by the government and as it actually is” (cited in Dare, 2000:164). This description by Aggarwal connotes the watchdog function of the press. Based on this suggestion, broadcasters/journalists are expected to develop a detailed analytic report on all development programmes. In this regard, broadcasters are also expected to concentrate on the contents of their reports by making clear to the readers, the relevance of such programmes to individual specific desires and how the programme can help mould their lives for the better. The broadcasters are also required to monitor the implementation of the planned programmes and report the actual progress of such programmes. They are again expected to educate the public on the genuine impact of the programme (Dare, 2000; Tuurosang and Kendie, 2014).

Smith (2008) concurs with Aggarwal’s explanation of development broadcasting/journalism which looks at proposed government programmes to improve conditions in the country, and assess if such programmes

will be effective. He further argued that the broadcasters/journalist may come up with proposed resolution and recommend strategies in which programmes can be implemented. Smith (2008), believes that this kind of development broadcasting fosters a joint effort between citizens of the nation and the outside world (Tuurosong and Kendie, 2014)

Premised on the clarification of development broadcasting, two key types of development broadcasting emanates, “investigative” and “benevolent-authoritarian journalism”, have been identified. Fostered on the postulation that there is freedom of the press, the investigative type of development broadcasting performs a critical re-appraisal and evaluation of development programmes to verify their usefulness. For people who have reservations about the effectiveness of democracy in the development efforts of developing countries, the authoritarian-benevolent style of development broadcasting is preferred. This manner of broadcasting involves the selective manipulation of information for the welfare of the public (Kunczik, 1992).

Contrary to the two types of development broadcasting recognized by Smith (2008), Kunczik et al. postulated different views. According to Smith (2008), the first is a new school of broadcasting which came to the fore in the 1960s. This type of development broadcasting is similar to investigative reporting, but it focuses on conditions in developing nations and ways to improve them. It also documents the conditions within a country so that the larger world can understand them. Thus, broadcasters who practice this type of broadcasting travel to remote areas to report on happenings there. This kind of broadcasting performs as a tool for social justice, speaking for the voiceless, looking at the strengths and weaknesses of a country and in so doing identifying ways in which the nation can be helped. It also serves as a tool for empowerment (Smith, 2008; Tuurosong and Kendie, 2014).

Not all, development broadcasting focuses on the desires of the poor, deprived and marginalized and ensures their effective participation in development planning. It advocates the interests of the marginalized in place of the views of the policy makers and the government (Namra, 2004). Namra also stressed that the mass media are best suited for carrying out health campaigns such as anti-AIDS campaigns, information distribution about recent discoveries and inventions or communicating information that is vital for civil society. Indeed without the active and oriented help of the mass media no modern society can claim adherence to democracy, social and economic justice, national integration, social discipline and economic progress. A communication system must ensure that rural dwellers are constantly kept educated about recent and significant information and serve as a forum for articulating the opinions of the rural populations. Informing and giving voice to the rural folks will guarantee that a country is not split into information rich and information poor regions (Namra, 2004; Tuurosong and Kendie, 2014).

The second type of development broadcasting recognized by Smith (2008) is similar to the “benevolent-authoritarian journalism” of earlier research. This kind of broadcasting is controlled by the government of the nation involved and serves as a powerful tool for local education and empowerment but also as a means of suppressing information and restricting broadcasters. This entails the use of broadcasting as a propaganda tool, a dangerous weapon in the hands of the dictatorial leader. In such situations, citizens are taught that the news is a reliable and useful source of information (Smith, 2008). Namra (2004) laments that rather than journalism, becoming development broadcasting in the sense of standing up for the marginalized and vulnerable, it has become ‘envelopment’ journalism, a situation where broadcasters merely publish press releases after collecting envelopes from influential persons.

Smith (2008) recommended that journalists offer leadership, build role-models and promote new norms and practices instead of simply mirroring events and processes. For him, development broadcasting should be able to indulge in campaigns and at the same time keep its integrity and independence intact. According to him journalists must come up with problems of the communities they cover, especially those related to education, population, employment or health. Also, the work of credible organizations could be made public in sequence to enable citizens to be aware of whom to contact if they need help or wish to offer support. The media could also perform a ‘state-situation action’ series, in which, they evaluate a state, inform the citizens about statistics related to population, literacy, NGOs etc and suggest an action plan which can be used as a benchmark for government accountability (Smith, 2008).

Mass Communication in Ghana

Akinfeleye (2008) and Yankah (2004) agree that the media are seen as the mediating factors in a democratic setting in the context of Africa. The media are regarded as the fourth arm of government and a vital social force that elevate democracy. Also, the media can enhance democratic development by giving voice to the people, acting as a balance and watchdog to possible government wrongdoing, advancing transparency and decreasing corruption by granting a window into the inner dealings of the government. The media promotes economic development by providing economic information to the citizenry and enabling them to make better informed choices on economic matters. The media is also expected to educate the public on issues relating to health, the environment, women, children and minorities (Graves, 2007; Tuurosong and Kendie, 2014).

As tools for national development, the media should give representative, unbiased and accurate picture of the aspirations and socio-philosophical foundation of the society in which they operate. The media must also act as educators by clarifying development ideas towards which society must drive (Akinfeleye, 2008).

Like other African countries, the mass media has been employed in Ghana's development process. After Ghana's independence, radio forums for rural development programmes were successful in increasing farmers' knowledge, enhancing their civic awareness and motivating them to undertake community improvement activities (Ansah, 1985). A successful evaluation of the rural radio forums motivated the Ghana Broadcasting Corporation (GBC) to organize similar projects in various parts of the country aimed at enlightening farmers on new ways of improving agricultural productivity (Ansah, 1985 in Tuurosong and Kendie, 2014).

In 1999, GBC Radio Two in collaboration with the Centre for Scientific and Industrial Research (CSIR) commenced a programme known as "Time with CSIR". Using simple language, the one hour programme explained science research results to the public.

On 10th August, 2001, GBC Radio Two again introduced a series of programmes on the application of science and technology toward poverty alleviation (Tuurosong and Kendie, 2014). These programmes increased farmers' awareness and knowledge of existing technology and improved methods of agriculture. Farmers also had access to improved seed varieties and new breeds of livestock (GBC Radio News, 2000). Dolphyne (1987) believes that the media, together with public discussion, were responsible for raising consciousness about the plight of women in Ghanaian societies, while Bosompra (1989) examined the effectiveness of Ghanaian Health Information campaigns designed to inform and encourage changed behaviour with regard to cholera, immunization, oral rehydration therapy and HIV/AIDS. Fabrizio (2007) acknowledged the role of the media in reducing poverty through its ability to raise public awareness and debate, and shift public and political opinion in order to put such issues on the public policy agenda (Tuurosong and Kendie, 2014).

For Northern Ghana, the Upper Region Radio (URA Radio) was the first media station to be established on 4th June 1986 as part of the Upper Regional Agricultural Development Programme (URADEP). The radio station was set up to assist the work of extension officers in disseminating agricultural messages to the farmers. Most of the programmes of URA Radio focused on agriculture, culture, education and health. It made extensive use of drama for educational purposes (Alalbilla, 2011; Tuurosong and Kendie, 2014). After the establishment of URA Radio, it took more than a decade for a second radio station to be established in Northern Ghana. Radio Progress, an offshoot of the Wa Diocesan Department of Social Communication (DEPSOCOM) of the Catholic Church, began official broadcast on 14th February, 1997. It was registered as a community radio station under an NGO, Mass Media for Development (Naikuur, 2004; Tuurosong and Kendie, 2014). This community radio station was followed by Radio Savanna (Tamale) which was the collaborative effort between the Ghana Broadcasting Corporation and the Non-Formal Education Division of the Ministry of Education to promote adult literacy within the Northern Region. In November, 2000 Radio Upper West, another GBC FM station, was also established (Alalbilla, 2011). In spite of the media presence in Northern Ghana, Gadzekpo (2008:20) established that "there is disproportionate coverage of rural, poor and marginalized groups in favour of the more affluent, elite and business/corporate interest groups", and that there is "little systematic, creative and sustained coverage of developmental issues such as poverty". Such low media coverage of deprived communities makes it imperative to investigate the amount of news hole from Northern Ghana, which concentrates on poverty issues and the style of reportage that the media adopts in communicating issues related to development in general and poverty reduction in particular from the North (Tuurosong and Kendie, 2014). Such investigation will indicate whether the Ghanaian media plays positive or negative roles in reducing poverty in Northern Ghana.

Methods

Scope of the Study

The study was limited to some few areas of mass media programmes i.e. agriculture, education, employment and entertainment programmes. The study examined the role of mass media in rural development in selected areas of the Wa West District and its impact on these spheres of development. Both primary and secondary data were used for the study. The data included both qualitative and quantitative, based on some programme analysis. This study was supported by percentage analysis in selected areas.

Purpose and Objective of the Study

This study was aimed at identifying the role of mass media programmes in rural development. This study intended to discover the usefulness and problems of mass media in promoting rural development.

Significance of the Study

This study will be a humble contribution towards rural development as a whole. It serves as a source of encouragement to modern mass media programme planners. This study will also encourage other cultural studies

in communication pattern and finally will guide others who want to know and understand communication and development.

Limitation of the study

The study was conducted in selected communities of the Wa West District. The study gives a brief background history of communication. Due to possible lack of maximum time, this study was limited to information collected from population figure of the society under study.

Selection of Villages

Study data for this research work was collected through first hand details of information. The study selected one district from the Upper West Region and 3 communities from the selected district (Wa West district). The communities include Siriyiri, Dorimo and Ballefia.

Questionnaire

The researcher constructed a structured but a fixed alternative questionnaire. This was administered to the respondents identified. The questionnaire mainly contained two parts. Part-I dealt with the personal information of respondents such as name, gender, village, age, qualification, occupation and income.

Part-II contained questions pertaining to mass media exposure and content preference.

The state-owned *Ghana Television* and *GBC Radio* were purposively sampled since they are state-owned media houses with a mandate to use broadcasting for promoting development. These stations are also appropriate for the study since they have national coverage. Since broadcast programme scheduling is the same every week, simple random sampling was employed to select and analyze print and broadcast news and programmes for 3 days in a week for one month period. For each of the selected weeks, the lottery method was used to select four days in a week for data collection. Every page of selected newspapers was studied to identify stories emanating from Northern Ghana. The selected stories were then coded. For radio and television programmes, news was purposely sampled. The 6:00 a.m., 1:00 p.m. and 6:00 p.m. news bulletins were selected on *GBC Radio* for the simple reason that these constitute the major news bulletins on the station. For *GTV* their 7:00pm news bulletins were purposely sampled since these were the major bulletins for the two stations.

Data coding and analysis

After obtaining the data from the respondents, the data were coded and the tables and cross tables were prepared. Percentages and other appropriate statistical tests were used in order to examine the relationship between variables.

Results and Discussion

THE KEY ROLES MASS COMMUNICATION CAN PLAY IN GHANA'S RURAL DEVELOPMENT.

About 37.8% of the respondents said that television contained more rural development programmes, 29.7% of the respondents said newspapers contained more rural development contents, 28.5% of the respondents said radio contained more rural development contents and 4% respondents said other media (computer, mobiles etc.) contained more rural development contents in their preferred media. About 36.5% of the respondents termed agriculture was desired objective of media, 30% termed education was desired objective of media, 20.5% respondents termed health was desired objective of media and 13% respondents termed employment was desired objective of media.

1. Education

Education of both urban and rural audience is a vital role the mass media is expected to play most especially in rural information system. There is a high level of illiteracy and low level of education among the populace in our rural communities. The mass media through publications in the newspapers and magazines, as well as programmes on the radio and television can educate the illiterate rural masses on issues of political, economic and social importance in nation-building. About 58.8% of the respondents said mass media programmes play a vital function of educational level of viewers and 47.2% of the respondents said mass media were highly useful in their profession. The following are some of the examples of the vital role mass media play in education.

- Political education, as in the electoral processes, that is, how to register and how to vote, the need for subjugating certain primordial sentiments and parochial allegiance to national goals, civic right and responsibilities, and good citizenship.
- Desirable social values, as in distinguishing between good and bad behavior at public places and also developing the spirit of tolerance for differences between individuals and between groups in a heterogeneous society.
- Cultural education, as in distinguishing between indigenous culture and alien culture as well as cultural relativity, understand the positive aspects of indigenous culture (to be preserved) and the negative aspect of

indigenous culture (to be avoided) and similarly the positive aspects of foreign culture in the local context.

- Health education, as in child-care, immunization schedules, basic hygiene and health care for the family, nutritional foods, balanced diets and physical fitness.
- Technological education, a lack of which is often the reason for underdevelopment, as in the use of tools and machinery, inculcating a scientific and rational attitude to life, promoting originality and inventiveness in technical work.

According to Tuurosong and Kendie, (2014), the print stories portrayed a favourable image of education in Northern Ghana, while only 29.4% of broadcast stories did the same. Many of the favourable stories reported some progress made in education or some forms of support given to educational institutions within Northern Ghana (Tuurosong and Kendie, 2014).

2. Agriculture

In the area of agriculture, mass media has helped to spread Government policies or assistance packages which will impact positively on agricultural development within Northern Ghana. In February, 2009, tomato farmers within the Upper East Region had complained of lack of market for their produce since “Market Queens” from Accra preferred to purchase an improved variety of the crop from Burkina Faso. Media reports of the farmers’ woes notched government into negotiating market for the farmers’ crop (Tuurosong and Kendie, 2014).

The mass media after conveying the story followed up the story to ensure that government lived by its promise and that the farmers’ plight is addressed.

3. Information

The mass media can assist the federal government to bring rural development at the grassroots through proper and effective dissemination of information. It is difficult to think of any national objectives which can be pursued effectively, let alone achieve, without adequate information and communication support. This is particularly true of those national objectives which are concerned with making changes in human values, attitudes, behavior patterns, cognitive skills, productive capabilities, life styles, life quality, etc. Rural development, properly conceived, is one such objective.

Without proper information and education, the consciousness of the people will remain at a level that can hardly spur them to action. An awakened conscious is a liberating force, and, what is liberation? It is simply the culmination in the struggle for spiritual, physical and mental emancipation from physical and structural violence.

What the mass media does in rural development is to emphasize the main and social input without which the best projects cannot take off. A well informed populace is an asset to rural development and good governance which ensures political stability and national integration (Ocheni and Nwankwo, 2012).

4. Entertainment

Through songs and dances, festivals, arts, etc. the mass media, especially the electronic media can assist the rural populace to fight against tension, streets desolation, desperation and boredom arising from poverty and hardship. The entertainment offered on the broadcasting media helps to bring the rural populace to be at par with their urban counterparts and this gives them a sense of belonging in the society by negating the effects of rural poverty and hardship. However, care should be exercised in choosing programmes aimed at the entertainment of the rural populace, so as not to negate the very national objectives being targeted in broadcasting. The portrayal of crime, violence and sex on television for their entertainment values, as in many foreign or urban films, is not appropriate for rural children and the youth, if not offensive to many rural adults who still believe in the traditional social values (Ocheni and Nwankwo, 2012).

5. Audience Penetration

The mass media is very useful in audience penetration. It can deliver message in both national and local languages and, therefore capable of penetrating both the literate and illiterate segments of the rural population. The easiest way the government can penetrate the rural populace in terms of effective mobilization for national rural development and transformation is through the mass media, especially the electronic media such as radio and television.

Therefore, mass media can play a vital role in rural information system by maintaining effective and efficient delivery of information and messages especially in the area of improvement of rural life-quality and of the total rural human situation (Ocheni and Nwankwo, 2012).

Integration of the Rural Areas for National Assimilation

The mass media in a developing country like Ghana plays an important role in rural information system by being involved in promotion of unity among the different segments of the rural populace in the country with a diversity of language, culture, religion and social institutions. The behavioural tendency of man to resist change explains why many groups resist government programmes intended for national unity, a conflict that has been aptly described as centripetal forces versus centrifugal forces in national integration.

Apart from the educational programmes directed at resolving the divisive issues, the mass media

(especially the electronic media) has another value dimension in unification by virtue of the ability of people from various parts of the country to watch (or listen to) the same programmes at the same time and to be informed of the same (often national) events under the same circumstances. This creates a sense of belonging to one community and, to some degree, a sense of (vicarious) participation (Ocheni and Nwankwo, 2012).

PROBLEMS OF RURAL REPORTAGE IN GHANA

Broadcasters in Ghana who attempt to serve the needs of the country's predominantly rural population have one of the most difficult jobs in mass communication. This is a conclusion reached by many media men who must deal concretely and systematically with the problems associated with a rural target audience. It takes patience and dedication to operate any medium which has, for one of its major components, reaching a rural audience. It is easy to become discouraged because feedback is frequently inadequate from listeners, and frequently, there is little money to make improvements which are obvious to the journalist, but there are facts of life which must be dealt with gradually (Ocheni and Nwankwo, 2012).

One of the greatest problems facing media houses that delve into rural information reporting is obsolete and poorly operating equipment. Frequently, too, there is an almost complete lack of necessary recording equipment, good microphones, etc. In many rural areas there is no electricity or power supply, and even in those rural areas where they exist, their steady supply is not assured (or guaranteed). Another problem is lack of responsible employees who run equipment or act as its custodians. In most cases, those in radio and television in Ghana have had to learn on the job. Moreover, Ghanaian journalists who venture into the area of rural information reporting, particularly those working with government owned media houses, are in a difficult situation where political leadership demands run counter to good journalism, reflected in dissemination of accurate information and fairness in setting the news agenda. Other challenges include bureaucratic red-tapism, laws governing state secrets, job dissatisfaction, etc. Nwosu (1987) identifies inadequate training and inadequate research as two factors which constitute a cog in the wheel of the effective utilization of the mass media in rural information system and posits that these problems have to be eliminated before people can fully realize the rich potential of mass media and significant role it can play in effective rural information dissemination (Ocheni and Nwankwo, 2012).

CONCLUSION

The research findings suggest that, rural broadcasting in the Ghana mass media is still below appreciable standard to enable us position an assertion that, rural broadcasting plays any worthwhile role in rural development in Ghana. This is due to the imbalance in information flow (urban to rural) which has no useful value; rather it exacerbates the disparity between urban and rural populace and advance rural-urban drift, thus deteriorating the current unemployment situation in Ghana. Also, orientation of Ghana broadcasters is erroneous therefore counter-productive to the rural information dissemination. There is a hopeless future for broadcasting with regards to rural broadcasting since hindrance to rural broadcasting are increasing regularly whiles the resolution viz the resources allocated to improve the situation are declining.

Recommendation

This research proposes the establishment of some community newspapers. While such rural press is still few, there are indications that their number would increase over time. If they are properly managed and adequately funded, and at the service of the rural populace, there is no doubt that they will prove successful not only in rural information reporting system, but also in overall national information dissemination and management.

REFERENCES

- Aggarwala, N.K. 1979. 'What is development news?' *Journal of Communication*. 29(2): 180-181.
- Akinfeleye, R. (2008). *Contemporary issues in mass media for development and national security*. Lagos, Malthouse Press Limited.
- Alalbilla, C. (2011). Personal Interview on 6th August, 2011.
- Ansah, P.A.V. (1985). *Broadcasting and national development: GBC Golden Jubilee Lectures*, Tema: Ghana Publishing Corporation.
- Bosompra, K. (1989). *Dissemination of Health Information Among Rural Dwellers in Ghana: A Ghanaian Experience*. *Social Science and Medicine: An International Journal*, 29 (9), 1133 –1140.
- Dare, O. (2000). *Development journalism: The role of the print media in development and social change*. In A.A. Moemeka, (Ed.). *Development communication in action: Building understanding and creating participation*. University Press of America.
- Dolphyne, F. A. (1987). *The Ghana National Council on Women and Development: An Example of Concerted Action*, In C. Oppong (Ed.), *Sex Roles, Population and Development in West Africa*. Heinemann, Portsmouth.

- Fabrizio (2007). Using media for development. <http://technosoc-blogspot.com> (Viewed 11 – 10 – 09).
- Fleury, J. (2008). Development journalism or just good journalism, www.bbc.co.uk/worldservice/trust/.
- Gadzekpo, A. (2008). When the watchman slips: Media accountability and democratic reforms in Ghana. *Critical Perspectives*, (22). Centre for Democratic Development, Ghana.
- Ghulam Shabir, Taimur-ul-Hassan, Zafar Iqbal, Abdul Wajid Khan, (2011). Mass Communication Education in Punjab: Problems and Prospects. *Pakistan Journal of Social Sciences (PJSS)* Vol. 31, No. 2 (December 2011), pp. 309-318.
- Graves, P. (2007). Independent media's vital role in development communication. A report of the Center for International Media Assistance. <http://www.ned.org/cima/cima.html>.
- Kunczik, M. (1992). Development and communication. Friedrich-Ebert Stiftung.
- Naikuur, L. (2004). The Community Radio Concept, The Experience of Radio Progress.
- Namra, A. (2004). Development journalism vs. 'envelopment' Journalism. <http://www.countercurrents.org/hr-namra190404.htm>.
- Ocheni S. and Nwankwo B. C., (2012). The Role of Mass Media in Rural Information System in Nigeria. *Studies in Sociology of Science*, 3 (3), 10-14. DOI: <http://dx.doi.org/10.3968/j.sss.1923018420120303.1935>
- Quebral, N.C. (1975). Development communication: Where does it stand today? *Media Asia*, 2 (4): 197-202.
- Sen Shitak, Rommani, (2011). Television and Development Communication in India: A Critical Appraisal, *Global Media Journal – Indian edition*, Vol. 2/No.2.
- Smith, S. E. (2008). What is development journalism? www.wisegeek.com/what-is-development-journalism.htm.
- Tuurosong D. and Kendie B. S., (2014). Re-Defining the Role of the Mass Media in Rural Development. *J. Asian Dev. Stud*, Vol. 3, Issue 1, (March 2014). ISSN 2304-375X. Unpublished Mphil Thesis.
- Vilanilam, J.V. (2005). *Mass Communication in India: A Sociological Perspective*. New Delhi: Sage Publications.
- Yankah, K. (2004). Language, the mass media, and democracy in Ghana. Accra, Ghana Academy of Arts and Sciences.