

CHAPTER ONE

1.0

INTRODUCTION

1.1 Background of the Study

Over the years, there have been convictions about another surge of a new pandemic, and it was realized in the year 2020. The outbreak was quite influential as it altered all works of life and many sectors in the general world economy. The transmission of the disease between the general population was experienced to have been carried out at a speed that has not been recorded in all the historical pandemic outbreaks (Ilo, 2020).

During the pandemic season, many parts of the world were altered and various reforms were made to enhance the workability of the normal day-to-day activities of government officials and private officials. The world health organization advised the general public to incorporate new measures of disseminating information for actualizing the possibilities of continuation of the day-to-day activities of every individual, reduction in the contagion rate, and psychological distress. Mostly the disease disallowed every ounce of physical contact between individuals, which in turn condemned every other method of physical mass media and sensitization.

Hence, the radio became the best media methodology to infuse into the situation. Most parts of the world especially Nigeria and Africa as a whole began the utilization of the radio as a form of information dissemination which allows for the transmission of information down to every ally and the local town of the country. Amongst much other effectiveness of the radio media effect on Covid-19 in Nigeria and the world as a whole. Is that its progress can be measured and certain analytical data's of listeners can be recorded. Consequently, there are proofs for the population of individuals who are aware of the precaution procedures (Wójciszyn, 2020).

All through existence, the Nigerian population and the human race at large have undoubtedly faced different health wars/epidemics that have lingered far too long to be termed as pandemics. The battle has been known to be passed on through every decade, century, and millennium as the case may be. They are mostly caused by microorganisms, some of which might be transmittable and others not transmittable (Rudrajit et al, 2020).

Research such as Qiu et al (2017), further explained that when reoccurring in incumbent centuries, these health hazards and major diseases, recuperate in new and better-devised dimensions. Whereby, it then takes humans another time of study and research to demystify how to stay immune to them or cut down the risks of being affected by them.

Thus, the study of these diseases that recuperate as epidemics and later pandemics have played a collective part in human psychological stress. When studies have to be built, regressions and relations to the prior pandemics have to be compared and contrasted. And several methods of conforming to the precautions and risk methods have to be devised. Such is the case for some diseases that have been major health contrite to the human civilization before the inception of the Corona Virus. Diseases like; Smallpox, Chickenpox, Bird flu, Hiv, and Ebola.

Although, unlike all of its predecessors, the Corona Virus (COVID-19) disease started very slowly affecting only a few numbers of people before it escalated in statistical flames of affected individuals.

The virus was said to have first been recorded as a possibility in Wuhan City of China, around November of 2019. Before it slipped into the Nigerian population in late February 2020, through commuters from China to Nigeria, the United Kingdom to Nigeria, and United States to Nigeria.

During this period, the Lagos State University Teaching Hospital was able to test through their virology sector for the presence of the COVID-19 Virus in the just arrived individuals. Hence, the inception of COVID-19 was begotten in Nigeria.

Continually, the virus began to spread widely all through the cities and towns in Nigeria. And with time, the Nigerian Centre for Disease Control (NCDC) rose to the challenge and began to follow suit with processes of data generation and sensitization lectures about the virus (Oyeniran et al, 2019)

Likewise, some states with a good interrelationship with Lagos state such as Ekiti State began to record individuals with the virus, linking to the just arrived individuals from outside Nigeria. The first occurrence of a courier in the state was traced back to the 13th of March, 2020 (Santas et al, 2021).

Given this, some efforts were made by a few bodies like NDDC and WHO in preparation for the first massive flow of the virus. Such as

- A media press briefing by a governmental representative.
- Increase in the description of high-risk countries.
- Published method statements for prevention measures.
- Published materials for disease control and prevention.

1.2 Problem of the Research

Upon the outbreak of the Covid-19 virus in China in late December 2019, the Nigerian government started harnessing several methods of engaging the virus, should incase it enters the country. And most of their preparations were based on border control.

Although the border controls were very effective in guarding the country against allowing any individual carrying the virus to access the country. But over time the effectiveness reduced drastically and on the 19th of March 2020, the Covid-19 virus also known as a severe acute respiratory syndrome (SARS-CoV-2) was infused into the Nigerian population at large.

All through the daunting phase of the pandemic experienced by all professionals and sectors in Nigeria, the Ekiti State government were amongst the first of few federal government parastatals to face the brewing prowess of SARS-CoV-2 as it was traced at the early stages to an Ekiti State residence who had contact with a returnee from the United States.

Furthermore, one of the first and major lines of defense of the Ekiti state government was the media houses, by which they utilized the notion to abruptly reduce the number of individuals that would be infected by the highly transmittable virus.

All through this fight against the virus, there were arguments and certain notions that kicked against the efficiency, time taken, accuracy, modernization, maintenance, monetization, and trust of the radio media utilized outrightly by the Ekiti State government.

Therefore, this research was birthed to further review and study the reception and adoption of radio messages on adherence to Covid-19 precautions in Ekiti State Nigeria. To vehemently ascertain if this is the best approach to such conditions, should in case this occurs again in the future of the economy.

1.3 Research Aims and Objectives

The main aim of the study is to identify the methods and level to which the Ekiti State government in Nigeria, accepted and adopted the use of radio messages on their citizens and inhabitants to utilize optimum precautions in their day-to-day activity in the face of the Covid-19 pandemic.

The following are the specific objectives of this study;

1. To promote the use of radio broadcast media tools and other media tools at large in disseminating important information to the people.
2. To reduce the time frame required in carrying out manual information dissemination.
3. To implement the use of radio broadcast method as opposed to other mass media methods such as television, online services, magazine, and newspaper.
4. To create a higher level of trust towards the use of radio by the general public.
5. To annul the falsification of extinction of some mass media tools such as radio.
6. To advertently help create reliance on the use of radio media as a strong media tool in preparing for future health outbreaks and concerns.
7. To drastically reduce the stress in collating information reach data in a pandemic or any other future crisis.

1.4 Research Question

In the process of executing this research, which shows the level of acceptance and adoption of the radio broadcast method as the basic mass media tool of circulating precaution information during the COVID-19 season. Here are some of the probed questions that arise;

1. Is radio the best broadcast mass media tool?
2. Could it be advised that radio be used in another pandemic situation or crisis?
3. What is the ratio of adherence to radio information by the public?
4. Are there any improvements to be made in the usage of radio as a general health crisis information tool?

1.5 Scope of the Study

The scope of this study encompasses a wall of various radio users that cut across people of different ages, tribes and local governments in the Ekiti State environment. The choices of the people will be based on their usage of radio. The selected individuals will be residents of different local governments and areas in Ekiti.

The justification of the choices made on the people to study is invariably dependent on the fact that news can be spread quite easily. Hence any of the individuals can be in a position to carry out further information dissemination after listening to the radio.

This study will also involve several professionals, students, and families at large to understand their experience during the SARS-CoV season from listening to the radio. Also, most of their gender relations will be recorded, with their prior interest in radio and how it changed during the COVID-19 season.

1.6 Significance of the Study

The project study aids in solving the problems of information dissemination directly to every single inhabitant of any state. Also, it would allow for easy tracking and collation systems of the progress and positivity instilled by the message passed.

Due to time, the research will provide a broader look into the empowerment of radio broadcast as a very important broadcast tool for future health crises as opposed to other mass media tools.

Also, the study will help to increase the already extensive library of scholarly papers that have flooded the shelves of the Ekiti State and Nigerian research bodies. Thereby creating a reference and research origin for future researchers in literature, media, and health.

Lastly, this study will formally help to create a convincing policy that will start positively different ideation of the government towards investment in radio information dissemination.

1.7 Definition of Terms

1. Adoption of radio message:

This is the usage of all the processes involved in disseminating information through the radio method. This might involve a vast list of adverts, jingles, and regular announcements.

2. Analog transmission:

Analog transmission is a signal that is different from others in terms of AM and FM, which are amplitude and frequency. It also determines the signal to which a radio station transmits messages.

3. Bandwidth:

Bandwidth is the extension to which the broadcasting equipment is easily connected where the amount of information given to listeners can be recorded.

4. Broadcasting:

Broadcasting is a process of disseminating information to a certain amount of people or in most cases the public through radio or Tv, in form of audio/voiceovers or video content.

5. Jingle:

A jingle is a short audio clip played on a radio station used for advertisement and promotion purposes to inform the public about a product, service, or message. Many jingles/voiceovers were created during the Covid-19 season to ward off citizens from heading out.

6. Mass media:

Mass media is a total body of tools utilized for communication or information circulation to a very large number of individuals such as television, radio, online services, magazines, and newspapers.

7. Pandemic:

A pandemic is the outburst of a disease in a very large quantity, showing in thousands of individuals in a country. Its subsidiary is an epidemic. Covid-19 was termed a pandemic after the European Centre of disease Change reported that the count of infected individuals is above 20million.

8. Radio:

Radio is one of the most widely used forms of mass media, which allows information to be disseminated to every single individual who possesses an end device that can receive a transmission from the station. It also evolved into internet radio over time.

9. Reception of radio message:

This is the acceptance of the radio message method to transfer important information after proper reviews by the right authorities.

10. Sars-cov-2:

This is another word for the deadly respiratory virus that affected 40% of the world's population in the year 2020 and it also fully means; Severe Acute Respiratory Syndrome.

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