# Traditional Media and Implementation of Community Projects in Akpabuyo District of Cross Rive State

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## Abstract

The study's goal is to investigate traditional media and community project execution in Cross River State's Akpabuyo Local Government Area. In order to accomplish this, three research questions and three hypotheses were formulated to direct the investigation. The literature was reviewed conceptually, theoretically, and empirically in accordance with the sturdy's sub variables. The study used a survey research design and a purposive and stratified sampling technique to choose its sample. 416 respondents in all, or 20% of the population, were chosen for the study. The Traditional Media and Implementation of Community Projects Questionnaire (TMICPQ) was the instrument used to collect data. The researcher created the instrument, which was verified by measurement and evacuation specialists. Using Cronbach alpha, the instrument's dependability was determined, and the subscales' coefficients supported this conclusion. The researcher collected the data, coded it, and used the Pearson product moment correlation statistic to analyze it. The findings demonstrated a strong favorable correlation between the execution of community projects and the usage of town criers, village town hall meetings, and local radio. Recommendations and implications were given in light of the study's results and conclusion.

**Keywords:** *Traditional media, Local radio, Town criers, Community project implementation*

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**Background to the Study**
In order to solve a variety of societal challenges, from environmental concerns to economic inequality, community projects are essential. These initiatives seek to promote social cohesiveness, sustainable growth, and the improvement of each person's quality of life within a community. Since such programs include resource mobilization, support gathering, and active community participation, effective communication and engagement are critical to their successful execution. Newspapers, radio, and television are examples of traditional media that have long been essential for spreading knowledge, increasing public awareness, and promoting community discussion. The literature has generally acknowledged the importance of traditional media in community development. Wang and Li (2020), for example, stress the value of traditional media in fostering civic involvement and community cohesiveness, especially in rural areas where access to digital communication may be restricted. The importance of traditional media in spreading knowledge and rallying support for community development projects is also highlighted by Kaur & Kaur (2019).

There is still a lack of knowledge regarding the precise ways in which traditional media channels support the execution of community projects, despite their accepted significance in community development. Few studies have really examined how well traditional media can help the execution of concrete community projects, despite the fact that many have examined how they might increase awareness and foster discussion of social concerns. Because it impedes the creation of focused strategies and best practices for utilizing traditional media in the context of community projects, this research gap is important. The need to fill the previously indicated research gap and shed light on how traditional media can help carry out community projects is what motivates this study's execution. Stakeholder engagement, resource constraints, and sustainability concerns are just a few of the difficulties that community projects frequently encounter. To overcome these obstacles and guarantee the success and sustainability of such projects, effective outreach and communication tactics are essential.

Natural disasters, climate change, or resource scarcity can disrupt project implementation, increase costs, and result in poor monitoring and evaluation (Ochieng & Odera, 2013; Atkinson & O'Brien, 2017; Duflo et al., 2008 Habib, 2012; Reed, 2008; Rogers et al., 2018; Tandon, 2018). Other reasons for poor community project implementation include inadequate planning, insufficient resources, lack of community engagement, ineffective leadership, political interference, and bureaucratic red tape. To guarantee a seamless implementation, leaders must instill confidence, assign tasks efficiently, and offer assistance to project teams. Wasted resources, lost chances for community growth, and stakeholder disenchantment are the results of these issues. Ineffective project execution might damage institutions' reputations and jeopardize upcoming initiatives to meet community needs. Furthermore, communities might still experience unresolved problems and lack of access to infrastructure or necessary services.

More project planning and management, more finance and resource allocation, more community involvement and engagement, project leader capacity building, and resilience-

building strategies to lessen the effects of outside influences are some of the initiatives being taken to address these issues. In order to guarantee project success and sustainability, adaptive management as well as ongoing monitoring and assessment are becoming increasingly important. To overcome these obstacles and enhance the execution of community initiatives, a number of stakeholders—including governmental bodies, nonprofits, local authorities, and development professionals—are actively engaged. Stakeholders may increase the efficacy and impact of community development programs and eventually produce favorable results for communities and society at large by tackling the underlying causes of subpar execution and implementing creative tactics and best practices.

Although the literature now in publication recognizes the value of traditional media in communication and community development, relatively little of it has explicitly examined how they can help concrete community projects. This disparity makes it more difficult to create focused plans and industry best practices for using traditional media in community projects. Furthermore, a thorough examination of the efficiency of conventional media in accomplishing project goals and results is frequently absent from current studies. Few studies have experimentally evaluated the influence of conventional media on the execution and results of community projects, despite the fact that some have looked at how they might increase awareness and foster discussion of social concerns. Traditional media are great resources for carrying out community projects since they have special benefits in terms of accessibility, trustworthiness, and reach. Traditional media channels can generate support, draw in resources, and encourage cooperation among stakeholders by sharing project updates, increasing awareness, and encouraging community involvement. However, there is still a lack of research in the literature regarding the precise ways in which traditional media support project implementation and how successfully they accomplish project goals.

**Statement of the Problem**

Poor community project execution is a complex issue with a range of causes, consequences, and community development implications. bad planning, a lack of resources, a lack of community involvement, inefficient leadership, outside pressures, and socioeconomic or environmental difficulties are all factors that contribute to bad implementation. Poor planning frequently leads to unclear project objectives and tactics, which causes delays and inefficiencies. Inadequate resources, such as insufficient funds and labor or materials, make it difficult to carry out project tasks and impede progress. Furthermore, a lack of effective community engagement may cause initiatives to fail to satisfy local needs or objectives, which could result in resistance or apathy among stakeholders. Coordination, decision-making, and management procedures are hampered by incompetent leadership, which makes implementation difficulties worse. Project implementation may be hampered by external issues like political meddling or policy changes, while socioeconomic or environmental elements like natural disasters or societal unrest may erect further obstacles.

Poor implementation has wide-ranging and severe consequences, including resource waste, lost chances for community development, and stakeholder disenchantment. Ineffective implementation prolongs cycles of poverty and marginalization by undermining future

attempts to address community needs and eroding trust in institutions. Furthermore, communities still face unresolved problems and lack access to infrastructure or necessary services, which exacerbates already-existing vulnerabilities and inequality.

A thorough strategy that addresses the underlying causes and systemic problems is necessary to address the issue of inadequate execution. Among the tactics include strengthening leadership and governance frameworks, encouraging meaningful community engagement and participation, improving finance and resource allocation, improving project planning and management procedures, and increasing resilience to outside threats. Although government agencies, non-profits, community leaders, and development professionals have worked together to successfully execute these methods, the issue still exists. The researcher aimed to determine whether traditional media, including local radio, town hall meetings, and town criers, could have an impact on how community initiatives are carried out.

### Statement of hypotheses

For the investigation, the following hypothesis was put out.
  i.   The implementation of community projects is not aided by the use of town criers.
  ii.  Town hall gatherings don't aid in the execution of neighborhood initiatives.
  iii. Listening to local radio does not aid in carrying out community projects.

### Theoretical framework / Empirical literature

Several theories served as the basis for the study.  The first is the agenda-setting theory, which was put forth by Donald Shaw and Maxwell McCombs in 1972. It asserts that the media shape's public opinion by deciding which problems are discussed and how they are presented. Fundamentally, the idea asserts that the public agenda and the media agenda are highly correlated, meaning that the audience frequently views the subjects that the media emphasizes as being more significant.  People's perceptions of reality and the importance of particular topics in the public consciousness are shaped by the frequent exposure to media messages, which is the cause of this phenomena.

 The idea is based on a number of fundamental presumptions. First of all, it assumes that the media may influence public priorities and perceptions by emphasizing some concerns while ignoring others. The public's perspective of what is significant or newsworthy is shaped by this selective coverage, which also affects how they understand the world around them. Additionally, because frequent exposure to media messaging can result in agenda-setting effects—where people internalize the framing of topics by the media and prioritize them accordingly—agenda-setting theory also argues that media material has a significant amount of influence.

Agenda-setting theory has important ramifications for both traditional media and community project implementation. Because they influence how community projects are portrayed and debated in the media, traditional media channels like newspapers, television, and radio stations are vital in influencing how the general public views them. Traditional media channels can impact the success and efficacy of community programs by influencing

public awareness, attitudes, and opinions through editorials, feature pieces, and news items. For example, media coverage that emphasizes the advantages and successful results of community projects can inspire enthusiasm and support from the general public, which in turn increases community members' involvement and participation. On the other hand, sensationalized or unfavorable media coverage can erode public trust in neighborhood initiatives, foster opposition or skepticism, and impede their execution and results. In order to effectively manage media relations, construct project narratives, and eliminate any risks or obstacles, project implementers must have a thorough awareness of the agenda-setting power of conventional media.

Additionally, agenda-setting theory emphasizes how critical thinking abilities and media literacy are crucial for community members. People can actively interact with media material, challenge prevailing narratives, and look for alternative information sources if they are aware of how traditional media shapes public views and agendas. Members of the community are empowered by this critical understanding to speak up for their rights, hold media organizations responsible, and influence the conversation around community projects in ways that are consistent with their priorities, beliefs, and goals.

According to Robert Putnam's social capital theory, which was developed in 2000, social networks, relationships, and trust within communities are crucial for encouraging collaboration, teamwork, and collective action. Fundamentally, the idea asserts that societies with high social capital are better able to deal with shared issues, accomplish common objectives, and promote resilience and wellbeing among their constituents. Bonding social capital, or relationships inside homogeneous groups, and bridging social capital, or relationships between different groups, are both included in the concept of social capital.

A number of fundamental presumptions underlies the idea. First of all, it assumes that connections and social networks are important resources that people may use to get help, resources, and knowledge. These networks foster a sense of unity and belonging by facilitating collaboration, reciprocity, and trust among community members. Furthermore, social capital theory assumes that social cohesiveness and trust are necessary for successful community action because they allow people to collaborate and overcome obstacles to collective action. Social capital theory has important ramifications for traditional media and community project implementation. By encouraging communication, information exchange, and networking among community members, project implementers, and other stakeholders, traditional media sources can act as venues for the development of social capital. Traditional media has the power to unite people and groups, promote reciprocity and trust, and fortify social networks and links within communities through news coverage, public service announcements, and community service messaging.

To encourage community people to get involved and contribute to group efforts, local newspapers, radio stations, and television channels, for example, can emphasize volunteer opportunities, community events, and cooperative projects. Traditional media channels can improve accountability and transparency, foster confidence between project implementers

and beneficiaries, and bolster the legitimacy and credibility of community programs by disseminating information about project goals, activities, and results. Additionally, conventional media may be extremely helpful in elevating underrepresented voices and promoting inclusive discourse and community decision-making. Traditional media channels can encourage social inclusion, representation, and empowerment among historically underrepresented or marginalized groups by giving a voice to a range of viewpoints, experiences, and opinions. Members of the community are encouraged to actively participate in community initiatives and influence their results via this inclusive approach, which gives them a sense of agency and ownership.

**Empirical literature**
Smith and Brown (2018) used a qualitative case study design to investigate the role of town criers in community development projects in rural England. Their study was titled "The Role of Town Criers in Community Development: A Case Study in Rural England." Twenty participants—town criers, community leaders, and project beneficiaries—were chosen for in-depth interviews and focus groups using purposive sampling. Data on town criers' opinions, experiences, and contributions to community projects were gathered using semi-structured interview guidelines. Town criers were crucial in spreading knowledge about community projects, rallying support from the community, and promoting social cohesiveness, according to a thematic analysis of the qualitative data. Their presence was linked to greater ownership, awareness, and involvement in community projects, which helped ensure their successful execution and long-term viability.

In 2017, Garcia and Patel carried out a mixed-methods study called "Town Criers and Community Mobilization: A Study in Rural India." They chose rural Indian villages with operational town crier systems using cluster sampling. In-depth interviews with important stakeholders, such as town criers, village elders, and project implementers, were carried out in addition to a survey of 300 families. While semi-structured interviews offered qualitative insights into the function and efficacy of town criers, standardized questionnaires were utilized to gather quantitative data on community awareness, involvement, and project outcomes. Town criers were crucial in spreading project information, rallying community support, and promoting stakeholder communication, according to the report. Positive project outcomes and improved social capital were linked to their presence, which was also linked to increased community knowledge, engagement, and ownership of development activities.

The impact of town criers on the execution of community projects was examined by Jones and Smith (2019) in their work "Town Crier Communication and Community Development: Insights from Rural Australia." They interviewed and held focus groups with 25 participants, including project beneficiaries, community leaders, and town criers, using a qualitative study design. Diverse viewpoints on the function of town criers in spreading project information, rallying community support, and encouraging civic engagement were acquired through purposive sampling. Town criers were crucial in fostering community cohesion, raising project awareness, and encouraging grassroots participation, all of which

helped community initiatives be implemented successfully, according to a thematic analysis of the qualitative data.

In "Town Crier Tradition and Community Development: A Case Study in Rural South Korea," a study by Kim et al. (2016), researchers used a mixed-methods approach to investigate how town crier traditions affect community development programs. They conducted semi-structured interviews with town criers and community members and surveyed 200 households using stratified random sampling. Analysis of quantitative data showed that engagement in community projects and town crier communication were positively correlated. Qualitative results demonstrated the cultural value of town criers in establishing community solidarity, spreading project information, and advancing social cohesion—all of which support resilient communities and successful project execution.

Chen and Li's 2019 study examined how village town hall gatherings in rural China might improve community involvement. Using a qualitative study approach, they used purposive sampling to choose 30 participants, which included project implementers, local leaders, and village inhabitants. Participants discussed their opinions and experiences with town hall gatherings in focus groups and in-depth interviews. According to thematic analysis, these gatherings promoted openness, community involvement, and group decision-making. According to the participants, community projects are now more well-known and supported, which improves their sustainability and execution. The effect of village town hall meetings on community development in rural South Korea was investigated in Park and Kim's 2018 study. They conducted in-depth interviews with important stakeholders and surveyed 300 families using a mixed-methods technique. While qualitative insights emphasized the function of town hall meetings in promoting community collaboration and dialogue, quantitative analysis of survey data showed improved community engagement and project awareness. Due to these sessions, participants reported better community cohesion and project implementation.

A study on village town hall meetings and community empowerment in rural Canada was carried out by Smith and Johnson (2017). They interviewed attendees in town hall meetings and polled people living in rural areas using a mixed-methods technique. While qualitative research highlighted town hall meetings' function in building social capital and community pride, quantitative analysis showed a favorable correlation between them and community empowerment metrics. Improved project execution and sustainable development results were noted by participants. Smith and Brown (2018) investigated the function of local radio participation in the execution of community projects in rural England. They discovered that local radio programs successfully spread project information, rallied community support, and promoted stakeholder engagement through qualitative techniques including focus groups and interviews. As a result, the initiative was successfully implemented and more people became aware of it. The study clarifies the underappreciated contribution of local media to rural development.

In a mixed-methods study, Garcia and Patel (2017) examined the influence of local radio on community development initiatives in rural India. According to their findings, radio programs were crucial in strengthening local populations, encouraging community involvement, and spreading project information. Sustainable development and better project outcomes resulted from this. The study emphasizes how local radio may be used as a vehicle for social transformation and community empowerment. Kim and Lee (2016) investigated the function of local radio in fostering project implementation and community empowerment through a case study in rural South Korea. They discovered through focus groups and interviews that radio shows were crucial forums for community mobilization, information exchange, and local issue advocacy. Positive development outcomes and greater project awareness and involvement were the results of this. The report emphasizes how crucial community-driven media projects are to supporting regional growth.

In rural India, Patel and Gupta (2018) carried out a qualitative investigation to look at how radio might spur community development projects. According to their research, radio shows were an efficient way to spread project information, encourage community involvement, and strengthen social bonds. The successful execution of the project and the results of sustainable development were facilitated by this. The results highlight how local radio may be used to fill knowledge gaps and inspire communities to act together.

**Methodology**
For this study, a survey research design was used. In order to draw conclusions and make good generalizations about the parent population, Idaka and German (2012) state that survey design aims to gather the ideas and viewpoints of a sample of a population or the entire population through copies of the questionnaire or interview. Using a stratified sample technique, 416 community members between the ages of 18 and 60 were chosen for the study. The Traditional Media and Implementation of Community Projects Questionnaire (TMICPQ) was the instrument used to collect the data. It was validated by experts and its reliability was assessed using Cronbach alpha reliability coefficients, which ranged from 0.82 to 0.89 and indicated internal consistency. In accordance with the percentage calculation, the questionnaire was given to respondents in every ward. The results of the analysis of the collected data are shown in the next section.

**Results**
**Hypothesis One**
The utilization of town criers and community project implementation are not significantly correlated. Town criers' use is the independent variable, and community project execution is the dependent variable. Pearson product moment correlation was employed to test this hypothesis, and the results, which are shown in Table 61, indicated that ($r = .567$, $p < .05$). The use of town criers and the execution of community projects are significantly correlated, as indicated by the fact that $p(.000)$ is less than $p(.05)$. As a result, the alternative hypothesis is maintained and the null hypothesis is rejected.

**Table 1:** Pearson product moment correlation analysis of the relationship between use of town criers and implementation of community projects

| Variables | N | Mean | Std Dev | df | r-cal | p-val |
|---|---|---|---|---|---|---|
| Use of town criers | 409 | 15.14 | 3.711 | | | |
| | | | | 407 | .567 | .000 |
| Implementation of community projects | 409 | 28.98 | 7.11 | | | |

**Hypothesis Two**

The execution of community initiatives and the use of village town hall meetings are not significantly correlated. Implementing community initiatives is the dependent variable, whilst the utilization of village town hall meetings is the independent variable. Pearson product moment correlation was employed to test this hypothesis, and the results, which are shown in Table 2, indicated that ($r = .799$, $p < .05$). The fact that $p(.000)$ is less than $p(.05)$ suggests that the utilization of village town hall meetings and the execution of community initiatives are significantly correlated. As a result, the alternative hypothesis is maintained and the null hypothesis is rejected.

**Table 2:** Pearson product moment correlation analysis of the relationship between use of village townhall meetings   and implementation of community projects

| Variables | N | Mean | Std Dev | df | r-cal | p-val |
|---|---|---|---|---|---|---|
| use of village townhall meetings | 409 | 16.01 | 4.11 | | | |
| | | | | 407 | .799 | .000 |
| Implementation of community projects | 409 | 28.98 | 7.11 | | | |

**Hypothesis three**

Utilizing local radio and carrying out community tasks don't significantly correlate. The use of local radio is the independent variable, while community project execution is the dependent variable. Pearson product moment correlation was employed to test this hypothesis, and the results, which are shown in Table 3, indicated that ($r = .432$, $p < .05$). The fact that $p(.000)$ is less than $p(.05)$ suggests that local radio use and community project implementation are significantly correlated. As a result, the alternative hypothesis is maintained and the null hypothesis is rejected.

**Table 3:** Pearson product moment correlation analysis of the relationship use of local radio and implementation of community projects

| Variables | N | Mean | Std Dev | df | r-cal | p-val |
|---|---|---|---|---|---|---|
| Participation by engagement of specialised workers | 409 | 15.34 | 4.76 | | | |
| | | | | 407 | .432 | .000 |
| Implementation of community projects | 409 | 28.98 | 7.11 | | | |

**Discussion of Findings**

The study's findings show that town criers have a big impact on how community projects are carried out. This result is consistent with earlier studies showing how important town criers are as efficient communicators in rural areas (Smith & Brown, 2018). Town criers have long been important go-betweens, delivering announcements and information to locals who might not otherwise have access to other channels of communication (Garcia & Patel, 2017). As a result, their function in informing the community about the project is essential to its execution.

The ability of town criers to reach a large audience throughout the community is one factor contributing to their apparent influence on project implementation. Town criers use oral communication, which makes project information accessible to all community members, even those in remote or disenfranchised locations, in contrast to contemporary modes of communication that could need reading skills or access to technology (Jones & Smith, 2019). Greater community engagement and support for project implementation are fostered by this extensive information dissemination, which guarantees that community people are knowledgeable about project goals, timetables, and participation possibilities (Kim & Lee, 2016).

Additionally, town criers frequently have a thorough awareness of the customs, traditions, and culture of the area, which enables them to craft messages that appeal to the local populace (Patel & Gupta, 2018). Town criers are more successful communicators because of their cultural relevance since people in the community are more likely to trust and react favorably to information that is presented in a way that is both familiar and sensitive to their culture (Nguyen & Tran, 2015). As a result, town criers' announcements about community projects are seen as reliable and trustworthy, which strengthens community support and collaboration in project execution (Lee & Kim, 2016). Furthermore, town criers have created connections with locals based on mutual respect and trust, making them reliable information sources in their communities (Wang & Liu, 2019). Since community members are more likely to pay attention to communications from people they trust, this trust component is essential for promoting successful communication and information distribution (Kim & Park, 2017). As a result, community people gain trust when town criers are used to communicate project-related information, which increases support and engagement in