



An Assessment of Communication Strategies by an Agricultural Agency towards Food Production in Ogun State

¹Oluwaseun Olasunmbo DOKUNMU PhD & ²Olufunmilayo Adedayo THOMAS-KUYE

^{1,2}Department of Mass Communication, The Federal Polytechnic, Ilaro, Ogun State, Nigeria

seun.dokunmu@federalpolyilaro.edu.ng

Introduction

Communication for development is a researched and planned process crucial for social transformation, it is a means for bringing about changes in knowledge, attitudes and practices among specific participants in programmes which can be seen as essential for effective participation and central to enhancing human development. It is the processes by which new information, be it on agricultural innovations, health improvement methods, political news, new manufacturing techniques get transferred from one source to another. Therefore, this study investigated Communication Strategies used in passing information to farmers, assess the effectiveness of communication strategies and determine the most effective communication strategy. The study was anchored on Diffusion of Innovation Theory.

Materials and Method

The study employed Qualitative Research Method, with the use of Focus Group Interview with farmers and Agricultural Extension Officers. The farmers were ten (10) males between the age range of 40 – 55 years who were heads of community of farmers in Iweke, Iwoye, Itolu, Ijanna, Gbokoto and Ijado in Ilaro, Yewa South Local Government Area of Ogun State, Nigeria.

Results and Discussion

Findings revealed that communication strategies employed by Ogun State Agricultural Development Project (OGADEP) are Training and Visits Method, Radio Program and Agricultural Technical Bulletins, the Training and Visits communication strategy is very effective and liked by farmers and the strategy is considered as the most effective because farmers considered the Extension Officers very knowledgeable and trust their expertise especially when new farming methods or technologies were being introduced. Radio program aired once every week was also found to be effective because relevant topics affecting farmers are discussed and indigenous language is predominantly used in presenting the program.

Conclusion

Therefore, the study concludes that communication strategies employed were Training and Visits Method, Radio Program and Agricultural Technical Bulletins and the most effective communication strategy employed is the Training and Visits method. Hence, the study recommends that Agricultural Radio Programmes should be frequently aired on more radio stations rather than the use of one radio station, more funds should be made available to the Agricultural agency and Extension Officers to initiate more programmes and mobility of Extension Officers.

Keywords: Communication Strategies, Farmers, Extension Officers, Agricultural Agency, food Production, Training