



## **Mass Media as A Tool for Promoting Agricultural Innovations for Food Security in South West Nigeria**

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### **Introduction**

This paper is on mass media as a tool for Promoting Agricultural Innovations for Food Security in South West Nigeria. Food security remains a critical challenge in South West Nigeria, despite the region's agricultural potential. This study examines the pivotal role of mass media in promoting agricultural innovations to enhance food security. It explores how various media platforms, including radio, television, social media, and mobile-based services, serve as channels for disseminating improved farming practices, climate-smart techniques, and market information to farmers.

### **Methodology**

The study adopted a survey research methodology. The area of study is Abeokuta South, Ogun State. The population of this study are employees from the Ministry of Agriculture in Ogun State. A sample size of 120 was selected using cluster sampling. A research questionnaire was used as a research instrument. SPSS software version 21.0 was used for data analysis. Data collected were analysed using descriptive statistics such as mean, standard deviation, frequency tables and percentages.

### **Results and discussion**

The study highlights the accessibility and influence of local radio stations, which cater to rural communities in native languages, making agricultural knowledge more relatable and actionable. Findings also suggest that mass media not only facilitates knowledge transfer but also drives behavioral change, encouraging the adoption of innovative agricultural techniques that boost productivity, reduce post-harvest losses, and improve livelihoods.

### **Conclusions**

The study concludes that mass media promotes agricultural innovation and food security in South West, Nigeria. The study recommends a collaborative approach involving government agencies, media organizations, and agricultural stakeholders to develop targeted, engaging, and culturally sensitive media campaigns.

**Keywords:** Agricultural extension, Agricultural innovations, Food security, Mass media, Technology