

MASS MEDIA SUPPORT FOR ADULT LEARNERS IN VOCATIONAL LIFE LONG EDUCATION IN NIGERIA AMONG RURAL PEOPLE

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Abstract

This paper has attempted to evaluate the Nigeria mass media vocational/skill and entrepreneurship information to the rural men and women to enhance their lifelong skill education. The study highlights the objective of the study and research questions. The study also stated the population, sample. The study was analyzed with means, percentages, standard deviation and pearson's correlation. The questionnaires was also validated and tested for reliability. Conclusion and recommendation were drawn.

Introduction

Distance learning is known and called by different names in various educational institutions Among the names are: Correspondence education, independent study College without walls, open school, continuing education programme, long life school, Open University, Mature school etc. a close looks at these programmes shows that they share in common a number features in Nigeria. One very common characteristics is that the learners are adult found mostly in the localities, who use the programme information to update their skills in the vocational areas they must have found themselves in the villages.

Effective information delivery of research development and findings in technologies in vocational and skill related occupations to rural farmers, blacksmith, traders, bricklayers, carpenters, mechanics cloths wavers, etc. will help to increase productivity significantly. It will equally help to reduce ignorance and illiteracy for a better livelihood, since most people living in the rural areas do not have access to comprehensive formal education nor do they acquire enough competency functional education to adjust with easy in the contemporary time of advance technology. The only very forward is to help them through available mass media like radio, which they require only battery to play it while as they work in the workplace. T. V. for those who may have access to electricity or alternative power source, print media for few with formal education and town cries, which is more popular in most communities to sensitize and educate people in development. Generally such information that may be needed by the local rural vocational livelihood skill area include techniques of planting, maintenance harvesting and storage of crops as well as new technologies of animal husbandry, processing and marketing various agricultural products (Egbule and Njoku, 2001). Other techniques involves in textile woven can be tie and dye, colour selection, colour separation, new findings in technology of simply way of woven with machines; forms of casting hoes, knives, etc. as well as machine that could be brought in a cheap price that would do these (Olaitan, 1994).

The vocational counselors could use all these mass media to reach the unreachers in the village to let them know and improve their craft work (Ogosi, 2002). In most cases some of these rural craftsmen and farmers will always believe that the cause of their productivity could be attributable to the gods of the land or other psychological fetish practices while in actual sense they never applied fertilizers or use insecticides and fungicides to crops. For the craftsmen, semi skilled rural traders or farmers to adopt the new technologies and put them to use, the new ideas must reach their homes through effective extension and mass media channels. Olaitan (1994) stated that mass media can do the following roles in the country's quest for poverty eradication and increasing economy on the villages by:

- i. Ameliorating the impact of shortage of extension worker. The mass media approaches of distance - educations would enable the few extension workers available in the country to reach many farmers of the same time,
- ii. Improving the literacy level of craftsmen, fanners and weavers in the villages. Literacy programmes can be incorporate into the mass media education for rural people, iii. Providing rural people with new research findings information that would enable them develop new skill and increase productivity.
- iv. Improving the sense of belonging and commitment of rural people to vocational and functional literacy education. Ukwu (1983) stated that mass media can provide at least three kind of information to the villages:

- a. Information on modern competences skills and technologies, where they are available, how they can be used and its merits and demerits in using them.
- b. Information on craft management skills and techniques such as planning records keeping, accounting and budgeting, through that, they could be taught the counselors management skills that will help them for better livelihood.

The mass media are increasingly becoming a more reliable means of educating and informing the rural people on issue that is very crucial to economic development. People will derive pleasure from learning how the things they use daily is produced and they may be encouraged to develop an interest in doing it by themselves. Egbule and Njoku (2001) stated that considering our competitive environments with rapidly changing job assignments and technological developments, adult education in vocational education, long life and livelihood, literacy and skill technical education, agricultural education and functional educational should require multidimensional, comprehensive, cross-cultural contact and systems approach as to guarantee increased productivity and economic growth.

In Nigeria, the major media system that have a lot to contribute are many; these includes Federal Government Radios, Television and Newspapers which is in all most all the states and reaches almost all the localities in different local languages for the rural masses. There is also state media (radio, television, papers) which helps also in getting information across the localities in all local native languages and dialects. The private mass media are not all that interested in such information, since it is purely for commercial and profit purposes. Available information shows that Nigeria has a well developed and virle media system in terms of quality of equipment, staffing and infrastructures and even management, not considering the vast nature of our nation, both in land mass and population.

However, the great potentials of these mass media for adult education in vocational/skill development in native language among rural people is yet to be fully exploited for the reasons ranging from the high cost of transmission to the absences of a proper frame work with which to integrate the media in to adult vocational development education. Besides most media in Nigeria prefers to talk about politics, governance and what happens in the urban cities. They inform the public, what happens in the urban cities. They inform the public, what happens in the cities and politics and less in vocational functional education and most of their information are not necessary for rural people way out in his/her farming season or potential skills in his craft. Also most media houses prefer to talk more in foreign languages and give fewer times in local language, because of urban people who patronize them more in advertisement. Most often, the few skill programmes are not timed to suit the people. Since the greater populations of Nigerians are in the rural areas as fanners, craftsmen, traders and we still depend on the output of their product for sustainability, more especially, when the population of Nigeria are increasing every day from 80 million to 125 million and economy and hunger are dwindling in nature, thus attention should be given to these group of people in the village to enhance productivity. Before now extension workers and Ngo's are used to educate the rural masses and in most cases these extension workers and NGO's does not gel to these village that are on riverine, pudah and non motorable placed. It is against this background that this study is designed to answer the following questions.

1. What is the nature of the information to rural vocational/skills workers by the mass media in native languages?
2. To what extent have the available mass media disseminated vocational /skill technology information to rural workers in native languages?
3. What is the extent of options/means of information available to the rural vocational workers?
4. What is the level of preference for the available mass media channels among rural workers?
5. How often are vocational counselors and instructors useful to the rural craft and farmers through the mass media?
6. Is there any significant relationship between mass media information and increase in income generation and productivity of the rural vocational/workers/labourers?

Methodology

Population

The population for this study consists of all rural dwellers in area of trade, craft farming and textile woven in Nigeria. There are about 40 million rural skills dwellers, who source their livelihood through rural means of farming, trading, craftwork, etc (Federal Ministry of Labour and Productivity Annual Report, 2001).

Sample

One local government area was randomly selected from each of the three (Northern, Western and Eastern) Major regions in Nigeria. Also three rural communities are carefully selected from each local government areas from which 400 rural workers were selected of which 200 are men, 200 are women. Thus a total of 3600 rural workers were sampled.

Instrument

Structured questionnaire and interview scheduled were the instrument used for data collection. A. 60-item questionnaire, made up of five sections and was grouped into 20 items each for the three major occupations in the villages samples. Viz: trading 200; farming 1600 and textile woven 800.

Section A focuses on demographic data, while section B. sought information of the research question 1, Section C seek for information on research question 2, and section D focuses on research question 3, 4, while section E sought for information in Research Question 5.

Experts in vocational and Adult Education in Delta State University Abraka, University of Nigeria Nsukka, University of Lagos and University of Jos validated the instrument. The reliability of the instrument was determined through the internal consistency of the instrument. Using Cronbatch coefficient Alpha formulae with 0.82. rating

Data Collection Techniques

The researcher used six-research assistant that is one person in every rural community of the research sample. They distribute and collected instruments with interviews. 83 percent of completed questionnaire were returned by respondents. Questionnaires and interview were used to collect information. Data collected were analyzed using percentages means and Pearson product moment correlation. Statistical inferences were drawn at 0.05 level of significance. The data were collected by the use of means scale. The higher the mean the higher the ranking viz: 1, 2, 3, 4, 5, where 1-1.47, is lower than 2-2.49.

Results

Table 1: Nature of Vocational/Skill Information Disseminated by Mass Media in Native and Other languages

In this table questionnaires and oral interviews were used in a native languages to collect information from the respondents

No.	Variable	Responses No	%
1.	Improved crops	950	59
2.	New methods of fertilizer applications	600	38
3.	Processing and storage	500	31
4.	Tractor hiring	300	19
5.	Farming implements hiring	500	31.3
6.	Weeds control	925	58
7.	-Erosion control	925	58
8.	Soil treatment	500	31
9.	Pest and disease control	925	58
10.	Marketing strategies of crops	450	28
11.	Improved planning techniques	926	59
12.	Livestock	880	55

13.	Livestock disease	1060	66.3
14.	New breeding technique	980	6.3
15.	•Fishing management	698	44
16.	Fishing diseases	990	62
17.	Storage and preservative techniques	360	23
18.	New record/book keeping	890	49
19.	Accounting system	300	25
20.	Costing techniques	300	25
21.	Pricing of products	338	28
22.	Management skills in Trading	500	42
23.	Improved colour dyes mixing	400	50
24.	New chemical of woven	400	50

25.	New machines in woven textile	510	64
26.	Improved woven skills	480	60
27.	Improved design patterns in woven	500	53
28.	Waste chemical control in women	200	25
29.	Improved drier for	225	28
30.	New heating techniques for metals	386	48.3
31.	Skills for forging metals	386	48.3
32.	Housing/workshop keeping	200	2 5
33.	Improve casting	386	48.3
34.	Forms of vocational entrepreneurship	150	19
35.	Daily research findings in my skill areas	156	20

The data in table 1 indicates that 950 respondents out of 1600 farmers representing 59 percent said that they had received media information on improved crops varieties, while 600 (38%) received information on new method of fertilizer applications, while 500(31%) indicated that they had received information from the media on processing and storage from only 300 (19%) indicated received information from the media on tractor hiring. For farm implements hiring the media information was 500(31.30%).

Table 2: Extent to Which Available Mass Media have Disseminated Vocational/Skill Information to the Rural Workers in Native Languages

Mass media	Means response	Remark
Radio	3.51	High
Television	2.01	Low
Newspaper	1.11	Very low
Town mobile criers	4.87	Very high

The data in table 2 show that only town criers (mobile town announcement) and radio received a mean rating of 4.87 and 3.51 respectively as an effective means of disseminating vocational/skills information to the rural workers. While television and newspapers received low and very low ratings of 2.01 and 1.11 respectively. This implies that mobile town criers and radio are (lie major effective and reliable means of disseminating skill information to rural workers in native languages and other languages in Nigeria.

Mass media	Means response	Remark
Radio	610	17
Television	1280	36
Newspaper	280	05
Town mobile criers	1530	43

The table 3 above show that 1280 (36%), prefers television as sources of skills information, while 610 (17%) respondents shows that radio is a better preference for information, while 280 (05%) and 1530 (43%) respondents shows that newspapers and mobile town criers respectively is preferred for information for skill development in the villages.

Table 4: Media Options Vocational Counselors and Instructors can Offer to Rural Workers in Native Languages

Mass media	Responses		
Radio	1330	37	120 36.4
Television	126	3.5	40 12
Newspapers	44	1.2	5 1.5
Town criers	2100	58	165 50

The above table 4 shows that 1330 of respondents represented 37 percent indicates that vocational counselor interact with them through radio, while 120 counsellors out of 330 counsellors agreed to have used radio for information to rural workers, which indicates that Television was used

as best some of information. Also 44 (1.2%) respondents and 5 (1.5%) of counselors agreed newspaper usage. While 2100 (58%) of respondents and 165 (50%0 of vocational counselors accepted use of mobile town criers.

Table %: Pearson Product Moment Correlation Between Media/Workers

Variable	X	SD	R
Mass media	3,58	4.03	0.65
Income generation	3.97	4,41	

PC 0.05, df, 3600

Table 5, shows that there is a positive and significant correlation between mass media usage by the rural Craft skills and farmers and their income generation increase and production rate ($r=0.65, df\ 3600$, when PC 0.05). this indicates that the overall income generation and productivity rate of these rural craft and farmers (vocational workers) will increase in proportion to the usage of mass media information source.

Discussion of Results

The findings of these study shows that the more rural skill worker receives information about their vocational improvement through mobile town criers, followed by the use radio. Thus indicates that television and newspapers are not doing much on information dissemination on native languages to the rural farmers and craft men, therefore are not major source of vocational information to these rural workers. The workers still prefer mobile town crier and Television to radio and newspaper as a means of vocational and skill information. They equally accepted the fact that, T.V. is a good channel of communication, which was rated very high in their level of preference or choice. This means that, the need for devising an appropriate framework for communicating improved techniques and skills for vocational men and women in the rural areas through Television, radio and town criers will boost the productivity rate and income generation of the rural vocational men and women, more when this information are carried in native language for easy understanding this is in line with what Egbule 2001 stated that information to the rural farmers through Television will increase agricultural products. It is also in line with Sonja (2002) that stated that learning and teaching through local and native language are better for skill and livelihood education, which will increase better living and productivity. It is also clear that these mass media information dissemination to the rural people is also a system of education or maker of them functionally educated with skills. Thus achieving literally and skill education as well as income generation through mass media, in line with John Oxenham (2002) report on skill and literally training and better livelihood as well as Jon Lauglo (2002) survey on renewal engagement with adult Basic Education in Africa. TV channel allows the press or instructors or vocational counselors to give example and demonstrate with us for the rural craftsmen and farmers to watch. These problems that have constituted banners to the rural mass media as sources information to the use of mass media as source information to the rural men and women in the craft should be addressed seriously eliminated, since it rears an ugly head to the increase in income generation. Improved skill techniques literally education and productivity rate. From the findings it is noticed that as much as the mass media in Nigeria tried to communicate new concepts noticed that as much as the mass media in Nigeria tried to communicate new concepts into the rural vocational men and women in native languages, we needed to be encouraged to do more. In the areas the rural people are weak. Rural craft and farmers need a wide range of information on various area of their vocational interests and related competencies so as to improve on various areas of their productivity and income generation. The findings of this study have great implications on poverty alleviation. Since the nation is crying of unemployment, this could be a good opportunity for the government to exploit the use of mass media to increase productivity rate and curb unemployment literally to .the villages where more than 70% of this nation are making their living. The media can demonstrate commitment to the program by allocating special programs and time for adult. Education vocational learning on such times must be in the evening when rural farmers, craftsmen and women must have finished the today's job.

This paper has attempted to assess the content to which the mass media in Nigeria have disseminated vocational information as well as entrepreneurship information to rural men and women are involved in craft, women farming and trading is equally assess the nature of the skill information by the rural people, also considered is the options and level of preferences of the media by the rural people. The paper sought to know the relationship between the use of these media and increase in income

generation and productivity rate by the rural men and women. The paper discovered that the mobile town criers which has been the traditional type of information dissemination in Africa was noted to be used more by government, vocational councilors, instructors and extension workers to relay vocational/skill information to rural people. It equally found out that radio was also rated high among others as a means of information channeling. This could be because the lack of electricity in the rural areas, which could be why TV was not popular to means channeling information. Also, newspapers and mostly for the literate ones, which was not common in the rural areas because of high level of illiteracy in most rural areas in Africa. The study found out that the respondents prefers to television to other more as means of communication. This is because they wish to be observing (seeing) the presenter as she/he teaches the new methods or techniques in vocational/skill education. Therefore the researcher makes the following recommendations.

Recommendations

1. Given that rural men and women prefer for television over other mass media channels, there is a need to establish community/rural television stations, village vocational cinema (projectors) which should feature special vocational and skill related areas. Targeted at rural men and women, every teaching should be done in native languages, which could be interrupted in other languages also.
2. It is also very important that vocational formal teaching should be organized for the rural people in order to access their level of application to these information to them.
3. Means of transportation should be provided for vocational counselor so that they will always visit these rural people to encourage them to access their weakness and also direct them on entrepreneurship livelihood.
4. The government and NGOS's should be organizing long life learning that is community based for these men and women gender equity assessment as it affects the growth and empowerment of women through mass media vocational information to the villagers.
5. vocational education policy for non-literate poor adults should promote active, participation and interactive forms of instruction and learning in both livelihood and literacy components of training.
6. Vocational education policy makers should support further research on vocational information system.
7. Nigerian government should form local alliances for their tiers of government and non governmental and community agencies and energetic people of good will to:
 - a) Raise local fiscal and voluntary financing;
 - b) Form appropriate consortiums with external donors; and
 - c) Attract-resources from international lenders on information technology.

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