



# **ASUP-DSPG MULTI-DISCIPLINARY JOURNAL**



**VOLUME 1, NO 2 NOVEMBER, 2013**  
**ISSN: 1879 - 9001**

***Published By:***  
**Academic Staff Union of Polytechnics**  
**Delta State Polytechnic**  
**Ogwashi-Uku Chapter**



# **AN ASSESSMENT OF THE IMPACT OF MASS MEDIA IN THE GROWTH AND DEVELOPMENT OF TERTIARY INSTITUTIONS IN DELTA STATE**

*By*

**OGBEMI, OGBITEN BRICKINS**

Department of Mass Communication  
Delta State Polytechnic  
Ogwashi-Uku  
Delta State

**MORKA EMMANUEL**

Department of Mass Communication  
Delta State Polytechnic  
Ogwashi-Uku  
Delta State

**AKPOVETA, EMMANUEL EJOMAFUVWO**

Department of Mass Communication  
Delta State Polytechnic  
Ogwashi-Uku  
Delta State

## ***Abstract***

*The mass media are indispensable in every sphere of life. The media contribute a lot to the growth and development of tertiary institutions. The researchers used the agenda setting and development media theories as theoretical relevance for this study. This paper is therefore set to assess the impact of the mass media in the growth and development of Tertiary Institution in Delta State. The survey method and questionnaire were used as research design and instrument for gathering data respectively. A total of 300 (Three Hundred) sample size was drawn randomly from these three institutions, i.e. 100 respondents each from each of the institutions. The findings revealed overwhelming impact of mass media in the growth and development of the three sampled tertiary institutions. Based on the findings, it was recommended among other things that Higher Institution authorities should always use the mass media to publicize their institutions, and the media on the other hand should be morally obliged to the plight of higher institutions by publishing and disseminating information concerning them on regular basis.*

## **INTRODUCTION/BACKGROUND STUDY**

Communication as we all know is part and parcel of man's existence. All man always struggle to achieve as far as communication is concerned is to improve his ability to communicate more effectively and efficiently. This has led to the development of various forms of communication technologies to correspond with or reflect the economy, Culture and the tradition of a particular society. The development of these modern technologies have enhanced and facilitated mass communication in our societies.

The mass media of communication are believed to be central to the overall development of any society. This perspective which has become accepted by different authorities in mass communication derived from the long-standing traditional role of the media as catalysts of change. The media changes attitudes and are useful for growth and development of education which is one of its major functions. They are therefore very important for the growth of higher institutions. It is as a result of this, that Britain that the media are collectively regarded and

referred to as the fourth estate of the realm of government. According to Awolowo (1958) an estate represents an order that has a place in the body politics with direct or indirect participation in the process of governance. No nation that neglects the mass media can grow like her counterparts who constantly put the media into use. As education is a prerequisite for development, the mass media become very essential in the process.

The fact that mass media impact negatively or positively on their target audience is no longer an issue. What is significant is whether mass media have been able to serve the desired goal for which they are intended at any given time. This paper is therefore set to access the impact of the mass media in the growth and development of higher institutions in Delta State. Since the media are the fourth estate of the realm, the society accords it the desired place as far as news and information dissemination are concerned. The media are sine-quanon to development in every human endeavour. The mass media are known to fight against retarded development and growth of tertiary institutions in Delta State.

However, the theory of the pipe payer dictating the tune has very often devastatingly frustrated the mass media efforts at living up to their expectations. This is related to government owned mass media that often times succumb to the whims and caprices of dictatorship, though the situation is somewhat different under democratic government. Be that as it may, the media that are owned by government also help to disseminate information to the government concerning areas that need growth and development at all times. The media is the instruments that are capable of enhancing and promoting healthy growth and development of higher institutions in all ramifications.

Current thoughts on communication for development are in search of the recipe that would utilize communication as a 'moteur' for social development. These "new thoughts" are predicated on the realization in development circle that communication is a central issue in the development process of our higher institutions. This is the major reason why Okoro (2005) asserts that the emphasis among communication scholar today is no longer on the relevance of communication to development, but on how best to apply communication to the developmental process to achieve the desired objectives. This is why the media pattern their news and information in such a way as to affect the target audience and consequently moves them to act in relation to the information they receive from the media.

### **Conceptual Framework**

The following key concepts need to be defined and conceptualized to ease understanding of this presentation. The concepts are (a) Mass (b) Media (c) Impact (d) Growth (e) Development

- (a) **Mass:** Hoffman (2007) defines mass as a large and amorphous category of humanity that the media perceived as having no distinct identity, ability to organize or act in unison or access to power.
- (b) **Media:** Media are modern mechanical devices specially designed to reach large number of people simultaneously over a very large area. In interpersonal communication they are referred to as channels while in mass communication, they are referred to as television, radio, books, newspapers, magazines, motion pictures (films), sound recording etc.



- (c) **Impact:** Impact simply means the degree of success of a campaign, the reaching of consumers. The term could also be seen as a strong or powerful influence or effect caused or produced by an idea, invention, event, etc.
- (d) **Growth:** Growth in this context simply means size, amount or degree of something. It could also mean positive expansion and development.
- (e) **Development:** Development is one word that has continued to receive diverse interpretation and explanation among scholars and researchers particularly in less developed countries. According to Olowe (1995) development means growth. In a similar vein, the term development could be seen as an aspect of change that is desirable, broadly predicated or planned and administered or at least influenced by government action.

According to Amodu (2007) development is the process of positive socio-economic change in the quality and level of human existence which is aimed at raising the standard of living, the quality of life and human dignity.

### Literature Review

The explicit role of mass media in the educational advancement of tertiary institutions cannot be downplayed. The function of the mass media in this aspect should be deduced from their general functions in the society. As information agents, the mass media should keep the government informed about the aspects of our tertiary institutions that need growth and development. This is in line with the development objectives of the press. Everything that affects effective learning in our institutions should be published and subsequently disseminated to all stakeholders. In short, adequate information will make them aware on how they can contribute their quota to the growth and development of our higher institutions in areas such as academics, health, politics, environment, social sphere among others. According to Nwabueze (2005) people can only make meaningful decisions required for development if they are adequately informed about them. No government, philanthropist or individual can wake up to develop any tertiary institution without being duly informed by the media.

The mass media, through good (broadcast) programmes and featured development news reports concerning the tertiary institutions could educate the government and the society at large on developmental requirements of such institutions. The mass media create awareness, interpret issues and awaken the interest of people towards growth and development. Active, constructive and participatory planning processes involved in originating and executing developmental ideas, when emphasized by the media, spur actions on the part of the people in a community. Also, by reporting development progress made in one tertiary institution, the media could by such means ginger stakeholders of other tertiary institutions to toe the same line. This is in line with one of the tenets of development media theory as postulated by McQuail (1987) cited by Akpoveta and Ogbemi (2005) to buttress this point.

However, the effort of the mass media in promoting and enhancing development of our higher institutions has continued to receive attention from successive government. This could be attributed to the breaking of new grounds in the areas of science and technology. This breakthrough serves as aid to development in communication. The media through their varieties of news reports expose the areas that need development. This is the more reason why Udoauah (2004) posits that the media are assigned the role of creating the sense of identification through expression of essential cultural values and symbols and by giving desirable



interpretations to event and issues. The media give relevance to issues that need urgent attention in our tertiary institutions. For instance, the development of the third site of Delta State University, Abraka was due to the constant and incessant reports by the media that the sites one and two did not befit a higher institution of an oil producing state like Delta State. This was what prompted the then Delta State government led by Governor James Onanefe Ibori to commence the building of lecture halls, office accommodation and staff quarters.

Moreover, the mass media form a social system which is tightly interested with the whole of the American economic institution, and closely related also to the political system. By system, Deflur means a unit of behavior. According to Daramola (2005) all systems i.e all units of behavior are composed of interactions among person s. The mass media is the most viable social system through which news and information could be disseminated to the society concerning the stage and state of our higher institutions. Human life depends on communication. Anyone that cut off from it cannot develop or attain his/her full potentials. So also success of our institutions of learning depends on media of communication to keep the world running smoothly by helping individuals adjust to the reality of their lives. They help to keep society on an even kneel by suggesting solutions that are socially acceptable. More importantly, the media in the word of Murphy encourage others by reporting the misadventures of those who transgress legal norms.

Communication maintains social cohesion. Robert Murphy further contends that the media gives all of us including strangers something to talk about by setting agenda of discussion. This is why they are indispensable to the growth and development of higher institution of learning. They raise issue of development in higher institutions and at the same time spur governments and concerned individuals to action. Communication builds up and reinforces the ideas that hold a society together. The mass media are equipped with the developmental task of higher institutions of learning. This is due to the power of immediacy and wide range of circulation that they possess at all times.

## **THEORETICAL PERSPECTIVE**

The study is anchored on two theories. These are Development media and Agenda setting theories. The study draws its intellectual strength essentially from these two theories because communication as a key variable here, in concept, development, adoption and application, derives from the ability of media messages to influence the attitudes of all concerned.

### **(a) Development Media Theory**

The theory states that there are common circumstances of developing countries which limit the application of the other normative theories in developing countries. Folarin (1998) asserts that the theory seeks to explain the normative behavior of the press in "developing countries". The development media theory is hinged on the perception of the press as a powerful instrument that can be used to achieve positive growth and development in all human activities. The theory enjoins all media owners in developing countries to Endeavour to use their media for the development of their countries, including the development of their tertiary institutions. Ojete (2006) posits that the key message of the theory is that for the mass media, especially in developing countries (like Nigeria), to be considered relevant and responsible they must contribute to social economic development. The relevant of this theory to the study therefore hinges on the fact that the mass media have the ability to expose those areas in the tertiary institutions that need growth and development. This consequently draws the attention of all those concerned in the development to come to the aid of those institutions.



However, the media is sine-quo-non to the development of tertiary institutions in all ramifications. It is the duty of the media to always endeavour to expose aspects of higher institutions where growth and development are retarded and lagging behind. The media is like mirrors to both the government and individuals. It is through them that the masses can see the state and stage of our higher institutions.

#### **(b) Agenda Setting Theory**

The position being propounded by the proponents of Agenda-setting theory is that the media has the power to determine what we are thinking about by pre-determining what issues and events are regarded as important in our society. Severin and Tanker (1979) sees the Agenda-setting theory as the capability of the mass media to select and emphasize certain issues, thereby causing those issues to be perceived as relevant and important by the public. This simply means that media agenda determines public agenda. The persistent and continuous focus on any area of development in the higher institutions becomes what government and other stakeholders give priority and utmost attention to. This is why Okoro and Agbo (2004) asserts that the agenda setting is very useful because it explains in practical terms why people react to issues from the media the way they do. The underlying assumptions is that the mass media force attention to certain issues. They build up public images of issues, they constantly present objects suggesting that which all of us think about, know about, have feelings about. According to Tejumaije (2007) the media influence public agenda and public agenda influence policy agenda of government. The masses focus attention on issue which is considered important. In relations to this study, applying agenda setting theory by media to the growth and development of higher institution implies that the media feature news on our higher institutions as far as growth and development are concerned in such a way that it becomes the talk of the town or capable of provoking public discussions which may ceteris-paribus influence government to align its programmes and policies to development in line with public discussions and news.

#### **Statement of Problem**

The growth and development of tertiary institutions in Delta State has been a contextual issue. Communication is central to all human activities in order to achieve a maximum benefit. The higher institutions in Delta State were in a state of dilapidation but with the introduction of defective and efficient communication, these institutions have been among the numerous tertiary institutions in the country become the citadel of learning. The publicity given by the mass media to the higher institutions in Delta State have made them rank among the renown tertiary institutions within the country. The growth and development of these institutions would not have been possible without the mass media hence; this study is set to unveil in a clear term the impact of mass media of communication in the accelerated growth and development of higher institutions in Delta State in terms of structures, scopes and academic excellence.

#### **Research questions**

This study is guided by the following research question

1. What was the former state of the tertiary institutions in Delta State?
2. How are these tertiary institutions today?
3. Has the mass media of communication played supportive role in the growth and development of these tertiary institutions?
4. What is the extent of growth of the tertiary institutions today?
5. How can tertiary institutions in Delta State today be rated vis-a-vis the numerous ones in the country?
6. To what extent does the mass media cover the development and growth of these institutions?



7. How does the federal and state government including philanthropists' rate information from the media concerning the growth and development of these tertiary institutions?
8. What is the extent of growth and development of these institutions today?
9. Which medium covers these institutions more adequately and effectively?

### **Rationale for the study**

1. To examine the level of growth and development of tertiary institutions in the state
2. To identify the role of mass media of communication in alleviating the problems faced by most of these institutions.
3. To ascertain how the media have helped in curbing these problems faced by the institutions.
4. To unveil the steps taken by the media in projecting these institutions
5. To determine whether the incessant reports from the media have any impact on the institutions.
6. To recommend the best way the media can continue to position these institutions to attract the attention of the federal, state, local governments and philanthropists

### **Methodology**

The researchers approached the study from audience (staff of these higher institutions) analytical perspectives, using the survey design technique. The questionnaire was used as instrument for gathering the relevant data. The quota and purposive sampling techniques were adopted. Having taken cognizance of the numerous tertiary institutions (state and federal) the researcher chose two state owned and one federal institutions within the state. One hundred staff were sampled from each of these institutions making a total of 300 respondents. These institutions are Delta State University, Abraka, Petroleum Training Institute (PTI) Effurun, Warri and Delta State Polytechnic, Ogwashi-Uku (DSPG). One hundred were purposely sampled from among the staff (academic and non academic) from each of these institutions to avoid bias and to give each of the population equal chance of representation. The questionnaires were personally administered and strictly monitored, hence all were returned.

### **Validation of research instrument**

In order to properly and accurately validate the research instrument, the questionnaire was give to two scholars in the department of mass communication, Delta State Polytechnic, Ogwashi-Uku to critically examine the face and content validity of the methodology. Consequent upon this, adjustments and corrections were effected to ensure that the questions were clear to elicit desired information.

Also, to establish the reliability and validity of the instrument employed in this study, a test and retest techniques was employed. This entailed the collection of two sets of scores on two occasions; the instrument was initially administered to group of staff at College of education, Agbor at three week interval. The data collected was correlated using Pearson Product Movement which yielded a correlation co-efficient of 0.81, testing its higher reliability.



### Analysis of data

The data obtained from questionnaire were analyzed using the simple percentages.

Table 1: Demographic characteristics of respondents

RESPONDENT DEMOGRAPHY	Number	Percentage
<b>GENDER</b>		
Delta State University, Abraka (DELSU)	100	33.33
Petroleum Training Institute, Effurun (PTI)	100	33.33
Delta State Polytechnic, Ogwashi-Uku (DSPG)	100	33.33
<b>Total</b>	<b>300</b>	<b>100.00</b>
<b>AGE DISTRIBUTION</b>		
(a) 25 30 years	100	33.33
(b) 31 40 years	100	33.33
(c) 41 and above	100	33.33
<b>EDUCATIONAL LEVEL</b>		
First Degree Holders	100	33.33
Master Degree Holders	100	33.33
Ph.D Holders	100	33.33
<b>Total</b>	<b>300</b>	<b>100.00</b>
<b>EXPERIENCE ON ISSUE RELATING TO MEDIA PERFORMANCE</b>		
(a) 25 35 years	100	33.33
(B) 31 40 years	100	33.33
(c) 41 and above years	100	33.33
<b>Total</b>	<b>300</b>	<b>100.00</b>

Table one above shows that 100 staff representing 33 percent was drawn from each of the three institutions chosen for this study. This brings the total to 300 staff respondents. Also, 100 respondents each representing 33 percent each of ages between 25-30, 31 40 and 40 and above were chosen among the staff making a total of 300 respondents. In a similar vein, those with experience on issues relating to media reports as regards the growth of higher institutions who are 150, were from between the ages of 25 30 years, 50 from between the ages of 31 -40 years and 50 from between the ages of 40 years and above which brings the total to 300 respondents. Despite the fact that the research was carried out among higher institutions staff, the staff were clustered accordingly that is those with first degree, 100 representing 33.3 percent, master degree holders 100 representing 33.3 percent and doctorate degree holder 100 representing 33.3 percent. All totaling 300 respondents and 100 percent respectively.

Table 2: Awareness of former state and stage of tertiary institutions in Delta State.

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Very well	70 (70%)	60 (60%)	65 (65%)	195 (65%)
Well	25 (25%)	30 (30%)	25 (25%)	80 (26.5%)
No Comment	05 (05%)	10 (10%)	10 (10%)	25 (25%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>



The above table reveals that most of the staff are very current about the state of tertiary institutions in the state. Out of the 300 respondents, 195 representing 65 percent said that they were very aware, 80 respondents representing 26.7 percent said that they were aware while 25 respondents representing 8.3 percent refused to comment on that question. This shows that from the three institutions, the staff were aware of the state of their tertiary institutions before now.

**Table 3:** The state of these institutions today compared to the past

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Very well	35 (35%)	40 (40%)	25 (25%)	100 (33.3%)
Well	65 (65%)	60 (60%)	70 (70%)	195 (65%)
No Comment	- (0%)	- (0%)	05 (05%)	05 (05%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>

From the above table, it can be deduced that the state of tertiary institutions in the state is now good. The table reveals that 100 respondents representing 33.3 percent said that they were in very good state, 195 respondents representing 65 percent said they were good while the remaining five respondents representing 1.7 percent refused to comment.

**Table 4:** The state of these institutions today compared to the past

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Yes	80 (80%)	65 (65%)	75 (75%)	100 (33.3%)
No	18 (48%)	30 (30%)	20 (20%)	68 (22.7%)
No Comment	02(02%)	05(05%)	05 (05%)	12 (4.0%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>

The staff of these institutions believes that the mass media of communication have played a great role in the growth and development of these institutions. Two hundred and twenty respondents representing 73.3 percent said that the media had played great role, 68 respondents representing 22.7 percent said that the media had not played any role as regards the growth and development of these institutions while the remaining 12 respondents representing four percent refused to comment on the question.

**Table 5:** The extent of the growth of these institutions

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Excellent	20 (20%)	15(15%)	10 (10%)	45 (15%)
Very well	60 (60%)	65 (65%)	80 (80%)	205 (68.3%)
Fair	20 (20%)	20 (20%)	10 (10%)	50 (16.7%)
No Comment	- (0%)	- (0%)	-0 (0%)	0 (0%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>

From the above table, it can be deduced that the extent of growth is very good. Two hundred and five respondents, representing 68 percent said that the growth and development was very good, 45 respondents, representing 15 percent said it was excellent, 50 respondents representing 16.7% percent said the growth and development was fair, while no body refused to comment on the question and this revealed the crucial nature of the question to the respondents.



**Table 6:** Comparing the growth and development of the tertiary institutions in Delta State with their counterparts in other states.

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Very High	20 (20%)	30(30%)	25 (25%)	75 (75%)
High	45 (45%)	50(50%)	45 (45%)	140 (46.7%)
Fair	30 (30%)	20 (20%)	20 (20%)	70 (23.3%)
No Comment	05 (05%)	- (0%)	10 (10%)	15(5.0%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>

Comparing tertiary institutions in Delta State with those in other states rated them high. One hundred and forty respondents, representing 46.7 percent said they were high, 75 respondents representing 25 percent, said they were very high, 70 respondents, representing 23.3 answered fair to the question while the remaining 15 respondents representing five percent refused to comment.

**Table 7:** The respondents' opinions on news and information from media concerning issues of growth and development of the institutions.

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Excellent	25 (25%)	10(10%)	15 (15%)	50 (16.7%)
Very Good	50 (50%)	25 (25%)	10 (10%)	85 (28.3%)
Good	25 (25%)	65 (65%)	65 (65%)	155 (28.3%)
No Comment	- (0%)	- (0%)	-0 (0%)	0 (0%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>

The above table revealed that the information and news from these media concerning the issues of growth and development of these institutions were very high. Eighty five respondents, representing 28.3 percent said that the news and information were very good, 155 respondents representing 51.7% said they were good, 50 respondents representing 16.7 percent said they were excellent, while 10 respondents representing 3.3 percent said that they were fair.

**Table 8:** On how the State and Federal government including philanthropist rate and respond to news from the media especially when it concern the growth and development of these institutions.

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Positively	60 (60%)	75(75%)	85 (85%)	220 (73.3%)
Negatively	30 (30%)	20 (20%)	10 (10%)	60 (20%)
Don't Know	10 (10%)	05 (05%)	05 (05%)	20 (6.7%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>

From table 8 above, it can be deduced that 220 respondents representing 73.3 percent said that the federal, state and other philanthropists respond to new and information concerning the growth and development of tertiary institutions in Delta State positively, 60 respondents representing 20 percent said that they react to them negatively, while 20 respondents representing 10 percent said that they don't know how to respond.



**Table 9:** Respondents view on the extent of growth and development as a result of the publicity given to institutions by the media.

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Very High	30 (30%)	25(25%)	10 (10%)	65 (21.7%)
High	45 (45%)	50(50%)	65 (65%)	160 (53.3%)
Low	20 (20%)	25 (25%)	15(15%)	60 (20%)
Don't Know	05 (05%)	- (0%)	10 (10%)	15(5.0%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>

The above table reveals that the publicity given by the media to the tertiary institutions in Delta State is very high. One hundred and sixty respondents representing 53.3 percent said that it was high, 65 respondents representing 21.7 percent said it was very high, 60 respondents representing 20 percent said that it was low while the remaining 15 respondents representing five percent said that they don't know.

**Table 10:** Which medium covers the institutions more effectively and adequately?

Respondents Opinion	DELSU	PTI	DSPG	TOTAL (%)
Radio	40 (40%)	25(25%)	30 (30%)	95 (31.7%)
Television	20 (20%)	15(15%)	30 (30%)	65 (21.6%)
Newspaper	40 (40%)	55 (55%)	40(40%)	135(45%)
Magazines	-0 (0%)	05(05%)	-0 (0%)	05(1.7%)
Others	-0. (0%)	-0 (0%)	-0 (0%)	0 (0%)
<b>Total</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>100 (100%)</b>	<b>300 (100%)</b>

Table 10 above reveals that the newspapers cover the institutions more than other media. One hundred and thirty five respondents representing 45.6 percent said that newspapers cover them more. 95 respondents representing 31.7 percent chose the radio, 65 respondents representing 21.6 percent chose the television, five respondents representing 1.7 percent chose magazines while none of the respondents chose other media of communication.

### Discussion of Results

In the light of the above analysis, there seems to be positive correlation between the theoretical base and findings of this study. The research data shows overwhelming impact of the mass media on the growth and development of these tertiary institutions in Delta State. The study reveals that most staff of these institutions are aware of the former state of their institutions before the mass media of communication started projecting them. Table 2 reveals that the staff were very aware of the state of their institutions. This shows that the staff were not ignorant of the pitiable state and stage of their institutions. The constant features articles and broadcast news from the newspapers, magazines, radio and television have changed the outlook of the tertiary institutions in the state.

In addition, the study reveals that the authorities of these institutions use the media adequately to publicize their activities thereby attracting the attention of federal and state government to those areas that need development and growth. According to table 4, the



respondents strongly believes that the growth and development of the institutions ranging from structures to academic was made possible by the mass media. The study shows a strong relationship between the growth and development of these higher institutions and the mass media. This reveals the unequivocal role of media as a watch dog in the society. The media expose those areas that need growth and development before the governments and philanthropists and this has consequently resulted to a serious growth of these institutions. For instance, table 7 reveals that the media reports on these institutions have led to their accelerated growth and development.

Moreover, the analysis also reveals that the media give undue attention to issues affecting the growth and development of the institutions in Delta State. The mass media marshal their news in a way in order to catch the attention of the federal, state, local government and philanthropists. The study reveals that the government respond positively to issues concerning the media positively. For instance, the increase from N5,000.00 to N20,000.00 acceptance fees of the Delta State University, Abraka students by the university authority caught the attention of the state government through the incessant reports from both the print and electronic media. The state government responded to the call by stakeholders, parents and students through the media has helped to revert the acceptance fees to N5,000.00. By this the media have helped to forestall the crisis that would have emanated from the increase and the aftermath strike action that would have followed.

Furthermore, the media have equally carried a lot of positive reports about the state polytechnic, Ogwashi-Uku and others. Today, there are influx of candidates into these institutions due to positive reports by the media. Also the structure that are being mounted in these institutions are superb. These are due to the exposure by the media to the developmental needs of these institutions. This gives a strong clue that there are strong impact of the mass media of communication on these institutions. The study reveals that whatever loophole the media carry concerning these institutions usually attract the attention of the institution. In early January, 2008 when the staff of College of Education, Agbor went on strike as a result of their demand for CONTISS, almost all national and state media reported about it. Consequently, the incessant reports attracted the attention of the state government who approved the payment of CONTISS to all the staff of College of Education, Agbor and Warri.

The mass media as eye openers exposed the public to the problems confronting any of these institutions. Invariably, the public use the medium of either the newspaper or magazine to equally call on the government and concerned stakeholders, including philanthropists to come to the aid of these institutions. The media reports the view of the public concerning any developmental issue of these institutions. The study further affirm that the mass media as fourth state of the realm influence peoples attitudes which consequently move them to demand for their rights. The media give the public the clues through which they agitate as regards what the government should do in such circumstance as far as growth of these institutions are concerned. Therefore, the media can be termed to have a great positive impact on the growth and development of higher institutions in Delta State.



## **Summary and Conclusion**

The development of higher institutions of learning is anchored on the ability of the mass media of communication to disseminate information concerning the areas that demand the urgent attention of stakeholders and philanthropist individuals. There is therefore no arguing the fact that from time to time the media expose the problems of the higher institutions and consequently attract the attention of government and concerned individuals.

It has been established beyond doubt that there is a strong relationship between growth and development of higher institutions of learning in Delta State and the mass media. These feat cannot be achieved by mere guess work. They study also found out that the federal and state governments including other stakeholders have come to the aid of the higher institutions in Delta State through broadcast news and featurized articles concerning them in the media. It is also obvious from the findings that the mass media of communication have become more vital to the survival of higher institutions of learning. The mass media of communication keeps the institutions running smoothly and effectively by helping them to adjust to the reality of their days. The media help the institutions to suggest solutions that are socially and morally accepted in our society. The mass media are therefore sine-qua-non to growth and development of higher institutions in Delta State and Nigeria at large.

## **Recommendations**

Based on the findings, the following recommendations are hereby proffered

1. Higher institutions authorities should try as much as possible to use the media to publicize all areas that need growth and development of their institutions.
2. Though the media have contributed immensely to the growth and development of high institutions, there are still more to be done. Be that as it may, the media should give more publicity to higher institutions of learning since the accelerated development of any higher institutions of learning hinges on a symbiotic relationship.
3. The media should be morally obliged to the plight of our higher institutions by publicizing and disseminating information concerning the higher institutions.
4. It is also germane to suggest that the media should devote some space and airtime to the reporting of higher institutions on daily basis in order for stakeholders to know their problems.
5. Government at all levels should respond to issues concerning higher institutions of learning immediately or almost immediately in order to forestall crisis and conflict.
6. Students of higher institutions can move the hands of governments and other stakeholders through the media. They should learn to forward their complaints objectively to government rather than engaging in conflict. They should constantly make judicious use of the media to air their views.



## References

- Folarine, B. (1998) *Theories of Mass Communication*, Lagos: Stirling Hording Publishers (Nig.) Ltd.
- Ojete, E. N. (2006) "Essence of Public Health Communication in Nigerian Media Training institutes: A Comparative Study of Three Universities, *International Journal of Communication*, No 4, June 2006 p.10
- Severin, W. and Tankard, J. (1979) *Communication Theories: Origins, Methods and Uses*. New York: Hasting House Publishers.
- Okoro N and Agbo, B. (2004) *Writing for the Media Society*, Nsukka: Prize Publishers.
- Tejumaiye, J.A. (2007) "Using the Mass Media as Interventional Agency in Environmental Awareness and Education" in *Babcock Journal of Communication* Vol. 1 No. 2, Jan 2007.
- Awolowo, O. (1958) "The Press in the Service of the State", a Lecture Presented at the Nigeria Union of Journalists West Nigerian
- Okoro, N (2005) "The Acada Model of communication for Development: A Morphological Approach Presentation" in *International Journal of Communication*, No. 2 January 2005 p.26
- Hoffman, M (2007) *Academic's Dictionary of Mass Communication*, New Delhi: Academic (India)
- Olewe, B.N. (1995) *Development administration*. Port Harcourt: Grace Venture.
- Nwabueze, C. (2005) "Mass Media and Community Mobilization for Development: An Analytical Approach" in *International Journal of Communication*, No. 2 January 2005. P.30
- Ndoakah, Nkereuwen (2004). *Development Communication*, Ibadan: Stirling-Hordan Publishers (Nig)
- Daramola, I. (2005) *Mass Media and Society*. Lagos: Rothan Press Limited
- Murphy, D.R. (1997) *Mass Communication and Human Interaction*, New Jersey: Houghton Company.
- Akpoveta A.A. and Ogbemi O.B. (2005) *Introduction to Mass Communication: A Modern Approach* Asaba: Otoba Press.
- Amodu, L.O. (2007) "The role of the Internet in Sustainable Development of Rural Africa: A Fact of Farce?" In Nojage, E. V, Salawu, A and Oyewo, O. O. (eds) *Ebenazar Soola conference on Communication: Proceedings*, Pp. 13 Ibadan.