



A REVIEW OF DEVELOPMENT COMMUNICATION LITERATURE FOCUSED ON THE NIGERIAN CONTEXT

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ABSTRACT

This paper is a review of journal articles, books and magazines on development communication in the Nigerian context. It identified the major themes such as the concept of development, communication, development communication approaches, the role of mass media in development, development communication theories, and methods of studying development communication and how development communication can shape the image of Nigeria. Communication research approaches was the focus of over 40% of the studies. The period, 2018-2023 recorded the highest output in development communication research with over 51% of the total studies. In terms of methods, quantitative methods were predominant with survey ahead of others whereas qualitative methods were only employed in 3% percent of the studies.

1. INTRODUCTION

The concept of development communication first arose in the 1940s and through time evolved into one of the fundamental elements required to propel socioeconomic growth. The phrases "development" and "communication," which are two separate but related terms, are combined to form the notion. It has to do with integrating and using various communication strategies in order to propel development initiatives toward notable success. As this idea has developed over time, many schools of thought have emerged (Moemeka, 1989).

The origin narrative of Nigeria suggests a direct connection between communication and growth within the country. The British colonial rulers' decided to combine the northern and southern protectorates of Nigeria which was carried out by Lord Lugard through the declaration of a statement backed by the necessary legal instruments. A result of communication and a test of its efficacy is the birth of the geographical entity known as Nigeria (Owens, 2004).

The idea of Development Communication has developed and attained widespread acceptance as both an academic field of study and a practical paradigm adopted by national governments, international organizations, and development agents. Development communication is known by various names, such as "communication for development," "development communication," "development support communication," "participatory communication," "communication for social change," and "communication for behavior change," (Anaeto and Solo-Anaeto, 2010).

This study will therefore look at all journal articles, books, and magazines that is available on the subject of development communication in Nigeria.

2. METHODOLOGY

Systematic Review Method the research methodology used for this study. A systematic review is a research method that identifies and critically compiles all empirical data that satisfies pre-established eligibility requirements in order to provide an answer to a particular research issue. It makes use of clear, systematic approaches that are chosen to minimize bias, resulting in more accurate data from which judgments may be made (Antman 1992, Oxman 1993). The population of this study contains one hundred and three annotated bibliographies of articles, books, magazines on development communication in Nigeria (103).

Search Strategy: The researcher made use of several databases. They include Academia, Google Scholar, Research Gate, Library sources, Journal of Communication Studies, African Journals Online, etc. These databases provided access to information used in studies, including titles, abstract, and keywords. After the databases were chosen, the appropriate keywords were chosen to get the necessary results needed for the study, and a search format was made. Keywords used in this study included, "Development Communication in Nigeria", "Development Communication", "Books published on Development Communication in Nigeria."

Eligibility Criteria: The inclusion criteria for this research study are: studies must be (1) empirical studies (2) written in English Language (3) focused on development communication in Nigeria (4) articles published by Nigerian authors. The exclusive criteria are: (1) not written in English Language (2) not focused on development communication in Nigeria (3) grey papers with missing bibliography and other details of the paper (4) books with little or no information.

Data Extraction: Finding possibly pertinent articles with the study objective helped choose the study selections. The researcher went through the abstracts, the body parts of the articles to ascertain their compatibility with the inclusion criteria. Based on the eligibility criteria, one hundred and three (103) articles met the criteria and were included in the study.

The data of this study was analyzed in tabular form and graph.

3. LITERATURE REVIEW

Participation of Citizens in the Process of Development: Monday et al. (2022) looks at how people usage of Oil companies have signed global memorandums of understanding (GMOUs) to encourage participation in community-based development projects. The study looks into how much effort oil firms put into assisting host communities in development as well as how successful their development communication tactics were in advancing participatory development communication as it is now understood. The study confirmed that it has been challenging and largely unsuccessful to put the idea of community involvement in the formulation of communication strategies and practices of oil firms in Nigeria. The findings showed that community members' involvement in development initiatives differed significantly from the corporations' stated goals.

There have been complaints that research on participatory development communication frequently lacks accuracy and rigor, relies too much on subjective views, and represents just a small portion of the relevant populations. This study, carried out by Ibuot et al. (2021) disproved these assertions and showed that detractors have emphasized fake participation rather than actual participatory development communication. The researchers came up with a three-step method to ensure effective participation which involves “approaching and establishing contact with a local community, bringing local people together to identify a development problem; and preparing a communication plan that would bring solution to problem identified by local people.” (Ibuot et al., 2021).

Development Communication in Nigeria: Nosa (2004) discusses the issue of development communication in Nigeria in this journal paper. It examines what happened during the pre-colony, colony, and post-colony periods. It draws attention to the sub-optimal use of development communication due to participants' incapacity to see its potential, particularly the government, who control both communication and development processes in Nigeria. Therefore, the study suggests that proactive interventions are required in the connection between communication and the development process. To accomplish its objectives, communication and development should keep its target in mind.

By communicating science and generating higher-quality goods in the key economic sectors, it shows important implications about how developing countries in Africa, notably Nigeria, could benefit more from development communication. The neo-colonial and dualistic development models are evaluated in this study using the historical-analytic, sociological, and direct observation methodologies. The conclusion drawn is that the dynamics of development communication can mobilize and empower the Nigerian population to make innovative and productive contributions to Nigeria's gross domestic product (GDP) and raise their standard of living (Osakue and Enuwa, 2019).

Omenuga and Uzegbunam (2017) attempts to explore the ways in which development communication practices in a named state government in Nigeria are fanning the flames of a clarion call for the de-westernization of Western ideals of democracy and good governance. The

specific goal is to highlight the particular and dynamic ways that development is being communicated in a local context, as a way of leading assumptions that the idea of evolving African-centric, context-specific development communication strategies is key in enriching the lives of ordinary citizens.

Ikechukwu (1987) investigated the function of research and training in integrated rural development. The main argument of the author is that if rural development communicators and workers in poor nations are given the proper training, they can take advantage of the vast potential of both modern and traditional communication to further their goals. He suggests a training program that is suitable for the development communicators he envisions. Additionally, he offers a research paradigm that would make it easier for these communicators to do their jobs. His suggested training curriculum combines theory and practice in development, theory and practice in development communication, as well as strategies, methodologies, and field work for information delivery.

Barikui (2010) study looked at how media professionals and the general public in Nigeria perceived development communication. The results showed that there were differences in how the media and the general public respondents perceived development communication among and between each other. The majority of respondents did concur that the media should set the agenda for Nigerian development communication, though. The author suggests that Nigeria must now urgently adopt a workable development communication policy.

IfeyinwaandUdeze (2017) concentrated on how this group contributes to the obnoxious practices against women in Igbo land and how development communication can be used to spark the necessary shift in mentality that will end the discrimination against women and improve their standing in society. One of the conclusions is that our tradition and culture have a major role in the objectionable widowhood traditions of Umuada. Some of the suggestions include a review of the Igbo culture's empowering of Umuada to inflict harm on other women.

The Place of Mass Media in Development:Shaibu (2022)analyzes the use of development communication in broadcasting to promote development. In order to accelerate holistic growth from the ground up in the fields of education, transformation, health, environment, and other areas, the study recommends broadcast programmers move away from politically driven broadcasting programs.

In order to provide a deeper understanding of the concept of development in terms of both communication and sustainability through a critical analysis of existing discourse and literature, this paper by Phuong andAdamkolo (2020) critically reviewed the literature on both communication for development and sustainable development. This literature review emphasized the importance of sustainable development in underdeveloped countries.

The impact of media ownership, concentration, and commercialization on development communication in Nigeria is examined in this essay. The author thinks that these elements have hindered Nigeria's efforts to communicate its rapid development. While lamenting the detrimental effects of media ownership, concentration, and commercialization on development communication, the author argues that in addition to the problems with media access, plurality of opinions, and diversity of views, which have all been compromised, there is also a glaring case of lack of participatory development communication. The author urges the federal government to further deregulate the broadcast media to include community broadcasting in order to enable development. Media owners and professionals should make money, but they should also be socially accountable (Barikui 2007).

A pilot study conducted by researchers among a few chosen TV stations in Lagos State, Nigeria, discovered that the majority of the animation presented is intended primarily for entertainment. The researchers then went on to conduct a thorough investigation on the type and usage of the animation programming that was broadcast by a few chosen TV stations in Lagos state. According to the research, TV stations' use of animation in programs meant to promote development communication is woefully insufficient in terms of both timing and frequency. This is because broadcasting programs with animations may require enough time to have a beneficial effect on TV viewers. This demonstrated that despite their significance to society, educational and informational programs still require some level of attention (Baruwa et al., 2020).

A study by Dennis et al. (2020) aims to highlight the need for community radio projects that investigate awareness-raising and enlightenment campaigns on topics intended to inspire public support for food security. According to the study, there is a considerable connection between food security and media in development. Thus, community radio should receive careful consideration.

Babatunde (2017) This chapter examined the ramifications of the national strike that the Nigeria Labour Congress (NLC) called at the start of 2012 to protest the elimination of petroleum subsidies in Nigeria. It was noted that the media is an effective tool for reaching the general public with messages about development. Additionally, it serves as a watchdog role to hold the government accountable to the populace and enable their active participation in the advancement of society. As a result, the chapter urges Nigerian government at all levels to guarantee that enough people are involved in the conception, planning, and implementation of development initiatives and policies.

Oyedokun et al. (2021) looked at how the media affects sports, the value of radio and television as platforms for sports communication, and how the media may support the growth of sports in Nigeria. Government and private investors are advised to continue investing in a number of sports development initiatives, include young athlete scouting and the construction of more contemporary sports facilities

By the power vested in the mass media, the media are to ensure accountability, transparency, corruption-free, and sincerity of role and purpose in governance of the nation by the executive, legislature, and judiciary arms of government of the day. These are achievable through watchdog and muckraking reporting. From the time of nationalist media in Nigeria to the present, mass media have been recognized as major catalysts for national development. By the power vested in the mass media, the media are to ensure accountability, transparency, corruption-free, and sincerity of role and purpose in governance of the nation by the executive, legislature, and judiciary arms of government of the day. These are achievable through watchdog and muckraking reporting. From the time of nationalist media in Nigeria to the present, mass media have been recognized as major catalysts for national development (Afolayan, 2020).

Shaping the Image of Nigeria: Okoroafor and Dike (2010) carried out a study that is based on the topic of national image, which is of the utmost importance to any country seeking international cooperation, and national growth in the twenty-first century. Focusing specially on the link between culture, communication, and national image in the context of Nigeria. It aims to establish how the inculcation of the proper cultural values may help transform Nigerians and bring about a national rebirth that can improve Nigeria's perception of itself by highlighting the sociological impact of culture and communication on national image.

Ogbanga et al. (2022) researched on the impact of infrastructure on Foreign Direct Investment inflow in Nigeria from 1988 to 2018. The study used annual time series data from the Central Bank of Nigeria, the World Bank, the International Monetary Fund, and the International Financial Statistics; it also used time series data analysis approaches to address non-stationary issues. The findings from study, if the country's basic infrastructure needs are not effectively addressed by ensuring an efficient, stable, and reliable power supply, safe drinking water, an effective, efficient, and functional public transportation system, an effective communication system, good trade openness relations, and efficient and stable economic growth in Nigeria, there won't be an improved and sustainable FDI inflow into the country.

Information Communication Technology & Development in Nigeria: Lukeman et al. (2021) carried out a study that demonstrates the relationship between media, information and communication technology (ICT), and sustainable development in Nigeria. It aimed to enhance lives in a variety of other ways, including through education, skill development, the development of new services, innovation, and automation, freedom of expression through mass media, and the exposure of corrupt practices in Nigeria, even though the media's primary duties are to amuse without saying things that are untrue. Yet, the importance of media, information, and communication technology on Nigeria's development and sustainability cannot be ignored.

The bane of present media practice is to look for communication models that can address the challenge of development especially in the developing economies. Media Development in Nigeria is work in progress. Development Communication is a new challenge for print, Electronic and the social media. Development in all areas of our evolutionary journey to greatness as a country is yet another challenge for the media to embrace. If our media of communication are to live to the mantra of being the agenda-setter in our society, they should embrace development communication as a new form of communication that will assist in reducing our major challenge of development (Shaibu, 2016).

MonityandIgwe (2022) investigates the concepts of curriculum innovation and economic development in Nigeria using information and communication technology (ICT). This study found that ICT is a teaching and learning innovation in the Nigerian educational system. The requirement for curriculum renewal stems from the fact that no curriculum is ever static but rather dynamic. Due to this, the importance of ICT in the curriculum, and teacher proficiency in ICT integration were stressed.

Rowell (2022) looked into the current state of ICT for entrepreneurship education in Nigeria. This essay makes the case that our educational system must be entrepreneurial in nature and skill-based in order to attain functional entrepreneurship education. This should result in the empowerment of local business owners to attract corporate investment, enhance the development of human capital, and provide long-term employment opportunities, and offer goods and services that support the growth of the nation and increase global competitiveness. The study came to the conclusion that Nigeria must take the initiative to use ICT for business development.

Ajibade et al. (2019) reviews the literature on open government, information and communication technology, sustainable development, and the promotion of open government via ICT. Information was gathered with the use of the internet, journals, theses, archive materials, and the large body of literature. As a result, this article demonstrated how information and communication technology may be used to improve sustainable development in Nigeria through open government policies. The study came to the conclusion that the use of information and communication technology would improve open government, which is essential for Nigeria's sustainable growth.

The role of information and communication technology (ICT) in Nigeria's sustainable development is discussed by Antonia & Reuben (2011). ICT integration into different Nigerian industries has the ability to lead to sporadic and long-term development. The report discusses various ICT resources that might improve sustainable development. The article comes to the conclusion that ICT application has become the most radical development of the twenty-first century and is crucial to Nigeria's efforts at sustainable development (Antonia & Reuben, 2011).

Okorodudu and Okorodudu (2017) to investigate the ideas of cyber security and digital privacy in relation to Nigeria's sustainable information and communication technology growth. The article finishes with recommendations for how Nigerian information and communication goals can be achieved going ahead achieving the sustainable development goal of 2030.

Ojuawo and Ogunseye (2022) tried to determine whether Nigeria can meet the 2020 benchmark set by the United Nations for developing nations to have achieved various targets to reduce extreme poverty, insecurity, and illiteracy levels and raise gross domestic product by industrializing the economy on the foundation of ICT. The study also aimed to investigate how this technological advancement can benefit Nigeria's economy and way of life (social and ethical). It was found that Nigeria will gain a lot from investing in Internet of Things will be able to immediately witness the benefits.

Inyang et al (2021) employing a scoping methodology, assesses the extent of ICT applications in the Nigerian insurance sector and to advance ICT adoption there. The research, which notes Nigeria's favorable demography and ongoing ICT developments, urges stakeholders to continue to show interest in using ICT in the country's insurance sector.

Okiedo-Okojie and Koyenikan (2012) assessed extension workers' perception of technology dissemination constraints in Cocoa production in Edo State, Nigeria. The forty-seven (47) extension agents in position constituted the respondents for the study. Data were gathered with the aid of structured questionnaire and analyzed using frequency and means as well as Pearson Product Moment Correlation (PPMC) to test relationships. It was recommended that seminars and workshops to impart communication skills for innovation dissemination in sustainable development be organized for extension workers regularly.

In order to raise the issues that are perceived, Adinlewa et al. (2019) probes into the change campaign. It discusses it from the perspective of development communication and shows how digital media can be used to engage citizens, particularly youth, who according to research make up about 72% of Nigeria's population, and to encourage active participation. The article makes the case that the campaign will fail, just like past ones, if the targets are not seriously engaged in the process of national reorientation through the interactivity of digital media. It suggests, among other things, that controlling resistance to change, providing incentives to conventional media, and encouraging full community participation—especially among young people—are essential for a successful campaign Adinlewa et al. (2019).

The Need for Indigenous Communication: Basse-Duke (2017) study takes a holistic view on traditional institutions from a broad perspective in connection to Nigeria and the African continent's development communication. It argues that communication and development work together in a symbiotic way. A close working relationship between development and policy makers is essential for the success of every development communication program, and it is advised that modern communication media be carefully chosen and integrated with conventional media systems.

Gilpin et al (2021) looked at traditional and modern communication techniques for implementing community development programs in Nigeria's Bayelsa State. Trado-Modern communication keeps communities current and enables residents to respond to their surroundings with knowledge and intelligence. It also communicates emotions, prompts socially acceptable

behavioral changes, spreads information, demonstrates solutions to problems, and fosters growth for the successful implementation of community development initiatives in Bayelsa State. The study suggested, among other things, that traditional leaders, town criers, groups, the village square and in-person interactions constantly be used to inform, persuade, and inspire the community members for efficient execution of community development programs.

Nwosu (2013) looks into native communication technologies that are meant to support development initiatives. This is due to the fact that development is a diverse, cross-disciplinary, and highly participative process in which the intended beneficiaries take an active part in each stage. It was discovered that a variety of issues have stopped Nigeria's rural areas from seeing complete development. Also, it has been found that participatory development, in which the real beneficiaries take an active role from the program's creation through its evaluation, is the most effective kind of development. Indigenous communication is therefore important for the socioeconomic growth of rural areas.

Adekunle (2019) focused on indigenous communication systems and rural development projects' variables in Ogun state, Nigeria. It has been demonstrated that rural residents are aware of the value of native communication systems in project execution and the variations in their efficacy.

Itari et al. (2015) study examined how much rural South-South Zone, Nigerian communities use indigenous communication media in relation to their use of development information. If indigenous communication routes are to continue to be acknowledged as engines for development, it was advised that they be maintained as open, used, and occasionally repaired rural paths. Most significantly, indigenous media must continue to be unstructured, democratic, and horizontal in order to encourage rural residents to participate in development.

Issa et al. (2021) examined Nigeria's rural communication development initiatives. It focused on Rural Radio Broadcasting Services (RRBS), Mobile System of Telephony (MSTF), and Rural-based E-mailing and Internet facility, using the Zambian experience and the NAERIS program (RBEIF). These three environmentally friendly communication methods served as examples of how they could support quick agricultural development and aid in the transformation of Nigeria's rural areas. The study finishes by emphasizing the necessity for a consistent and welcoming agricultural extension media policy in keeping with the UN General Assembly's reaffirmed commitments to the realization of the MDGS.

Ukam (2019) According to this study, this trend may be reversed by using traditional institutions and development communication because it would encourage engagement from the people for whom development is intended. It was noted that the majority of development communication programs frequently experience setbacks as a result of the program planners' incorrect approaches and the exclusion of traditional institutions that are highly revered in these communities. To make it easier to achieve predetermined goals, it is advised that traditional institutions be incorporated throughout the development program's conceptualization, planning, execution, monitoring, and evaluation phases. More specifically, African traditional media should be utilized in conjunction with contemporary media platforms to support continuing social development activities.

Development Communication Approaches: Mayen-Julia et al. (2020) study explores some relevant theories put out by many academics and analyses the steps involved in development communication. The adoption of some communication strategies to raise awareness and elicit acceptance to facilitate the development process to attain appreciable success was prompted by the search for efficient ways to implement development programs and the need to address the

issues of avoidance and rejection by the target recipients. The idea's proponents contend that good communication strategies and appropriate channels, such as mass media broadcasts, can better boost target audience participation in the development process and enable it to be significantly successful.

Based on preexisting diagnostic, descriptive, and prescriptive frameworks in media production, design, and general communication, Sylvester (2013) critically analyses the Information, Education, and Communication (IEC) materials used for the campaign. In order to produce effective graphic communication with the desired outcome, the paper concludes that it is necessary to use appropriate communication practices that encourage collaboration and participation of all stakeholders in the media production process, with a focus on endogenous orientations.

Development communication in Nigeria: A pragmatic approach is a book written by Gbadempe & Tina (2021). The book, like others written by other researchers, holds the view that without true and efficient communication, neither a developed nor an underdeveloped society has a chance of surviving and achieving sustainable development. The book has illustrated and generally discussed the ideas of communication and the channels of communication available for development organizations, taking into account the diversity of communication. The book holds the opinion that for progress to occur in Nigeria, each institution must do their fair share, with journalism having the largest impact. This has led the book to denounce amateur journalism, which is frequently linked to citizen journalism.

Toyosi and Chioma (2014) theoretically studied the many disaster management communication techniques and evaluated how they interacted with other tools in order to determine how they each contributed to the four stages of disaster management. Finally, they suggested effective collaborative strategies that might reduce the risk areas and the possibly vulnerable communities in Nigeria after confirming whether they had helped to sustainably develop in that country.

Ojeifo et al. (2022) examined the cost of internal security and socio-economic development in Nigeria. The results showed that the expense of handling internal security has a big impact on Nigeria's socio-economic growth. The study indicated that the total amount spent on education is statistically significantly impacted by the cost of handling insurgency. Also, the expense of ex-militant rehabilitation has a considerable impact on overall health expenditures. The report suggested that in order to improve socioeconomic development, new policies must be adopted to solve Nigeria's security condition.

Nassir and Jude (2022) studied environmental issues in Nigeria like pollutions, global warming, soil degradation, bush burning, etc. Focusing on participatory model of development communication, this chapter of the book aims to review environmental communication in Nigeria, the challenges of environmental communication and the synergy between communication and environmental communication.

Odionye and Nwala (2020) looked at the efficiency of the Imo State Agriculture Development Program's use of farmers in certain communities to communicate. Despite government efforts and campaigning for the adoption of agricultural and rural development programs, it was necessary due to ongoing hardship and food insecurity in the State as well as terrible living conditions for rural residents. The research suggests that government should sufficiently finance ADP for efficient agricultural service delivery and extension activities as well as for capacity building. Government should also offer loans to farmers to staff large-scale farming.

SuemeandOgbupresented a unique approach to development communication with a bias on health which is anchored on the ideals of the participatory development approach. It concludes with the affirmation of the potency of communication as a tool for development especially in developing nations of the world. The paper argues that the development processes would impact target communities only when an appreciable quantum of participation is attained in the processes patterns, methods. Strategies of identifying; planning, executing and evaluating development programmes for specific target groups.

Schools, Libraries, Films and Theaters:Wagbara (2018)examined the concept of development communication in Mass Communication studies taught in Nigerian Universities. Findings from the study showed that there is no central or widespread understanding of development communication among experts in the field of mass communication. Additionally, it shows that development communication lacks a primary notion or concept in Nigerian institutions' mass communication curricula. Based on these findings, the researcher suggests that the notion of development communication be given a general or central meaning in the mass communication curriculum. Development communication should act as a forum for reasoned discussion, a hub for debate, and a place to consider difficulties or issues that could hinder the growth of the country.

Razaq (2009) looked at the roles the libraries can play to promote development communication in a developing economy such as Nigeria. It was discovered that people can learn and acquire information in libraries. Hence, embracing communication technologies is necessary for libraries to provide quick and simple access to the entire globe. Regardless of their type, libraries should use information and communication technology to increase the range of services they offer that can help with globalization and development communication.

Ubogwu (2022) looked at how e-learning can be utilized to enhance secondary education teaching and learning for sustainable development. The study was conducted in Delta State's Uvwie Local Government Area. The results showed that while secondary schools' e-learning facilities are deemed acceptable for learning, they are only used to a limited degree. The study did, however, also demonstrate that secondary schools only teach theoretical and fundamental computing concepts. It was suggested that instructors at all learning levels, especially secondary school teachers, be motivated and encouraged to use the ICT (e-learning) resources available in their school for teaching and learning in order to raise the caliber of the educational system.

Animation has also been a crucial medium in recent years, especially in Nigeria since the 2000s, for communicating key information (Baruwa et al. 2020). The researchers conducted a thorough investigation to determine the frequency and kind of animation programs broadcast by a few chosen TV stations in Lagos state. The extent to which animation is used for development communication in a fewTV stations, it has been noted from the findings that the quantity and quality of animation shown in their development communication-focused programs are woefully insufficient. When airing programs with animation, enough time may be required to have a beneficial effect on TV viewers. This demonstrated that despite their significance to society, educational and informational programs still require some level of attention.The study thus suggests that, for better outcomes, the use of animation in various TV programs, especially for informative and educational programs with a purpose, should be strongly encouraged. More programs with strong plotlines intentionally aimed at development communication should be introduced by the TV stations in Nigeria.

Nakpodia (2017) looked into how much development communication influences how secondary schools are run in Delta State. Using school location, sex, and experience as the independent

factors, the researcher discovered that there is a considerable variation in the enticement of development communication on the administration of secondary schools. It was suggested that principals understand that the importance of development communication in the day-to-day operations of the schools cannot be overstated. As a result, principals should make sure that development communication is used to improve discipline and uphold law and order.

Organizational Communication: Oni and Ifeduba (2013) examined the contributions made by modern Christian groups in Nigeria to the growth of mass communication there and, consequently, to the general advancement of the nation. The paper aims to situate the varied developmental responsibilities of chosen Christian organizations to the print and broadcast subsectors of mass communication in the overall framework of development in Nigeria while noting the various modes that the contribution has taken. The paper comes to the conclusion that while the chosen Christian organizations actively promote their religious beliefs through print and electronic media, they also actively support the development of the advertising sector, training and education, job creation, and reading culture, among other things.

Akarika et al. (2022) examined the role of communication in organizational politics, suggest possible reasons for organizational politics, and determine the effects of organizational politics and its impact on development and proffer ways to reduce organizational politics. The study also recommends that there should be transparency at all levels in the organization that would encourage teamwork in order to strengthen the bond of relationship between employees.

Enang & Ozumba (2022) makes an effort to draw attention to some of the controversial topics that are frequently disregarded when public administration is discussed in development programs. The paper argues that Nigeria's systemic crises of poverty, insecurity, corruption, and backwardness are caused by the numerous administrative hierarchies that are characterized by complicated mechanisms, red tape, titles, and conflicting issues of commitment and accountability. The findings demonstrate that Nigeria's public administration lacks a robust socioeconomic development program. To address the current and foreseeable development crises in Nigeria, the study suggests reformulating public administration to include development functions.

Kigbu et al (2019) investigated how agricultural development organizations in Plateau State, Nigeria, view participatory communication as a tool for development. According to study results, participatory communication for development is seen by agricultural development organizations as a communication strategy that allows for two-way dialogue and cooperative knowledge sharing between farmers and agricultural development organizations.

RESULTS AND DISCUSSION OF FINDINGS

Research Question 1: What area of research has more focus from research on development communication

Table 1: Predominant Areas of Research Focus

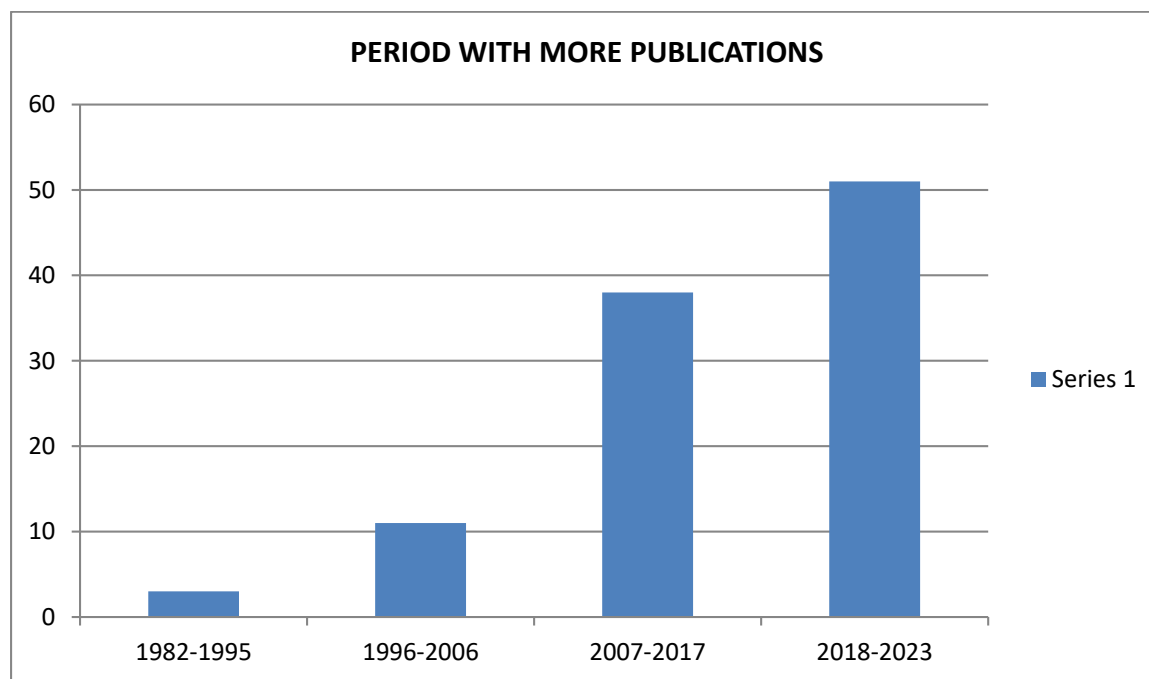
S/N	Themes	Total	Percentage
1	Participation of citizens in the process of development communication	11	11%
2	Development Communication in Nigeria	15	15%
3	The place of mass media in Development Communication	13	13%
4	Shaping the image of Nigeria	3	3%
5	ICT & Development	11	11%
6	The need for indigenous communication	7	7%

7	Schools, libraries & films	11	11%
8	Communication research approaches	40	40%
9	Organizational communication for development	10	10%
	Total	103	100%

Based on the one hundred and three annotated bibliography gathered by the author, findings show that researchers focus more on topics that relate to development communication approaches. 40% percent of the articles reviewed were on development communication approach. The next near area that received attention is development communication in Nigeria which focuses on the history and growth. This garnered 15% out of 100%. Next is the place of mass media in Development Communication which got 13%. The rest of the areas shared the remaining 28%.

Research Question 2: Which period did researchers focus more on researching about development communication?

Figure 1: **PERIOD WITH MORE PUBLICATIONS**



S/N	DURATION OF PUBLICATION	TOTAL	PERCENTAGE
1.	1982-1995	3	3%
2	1996-2006	11	11%
3.	2007-2017	38	38%
4.	2018-2023	51	51%
	Total	103	100

Based on the findings of this study, it is revealed that 51% percent of the articles reviewed were published in between 2018-2023. After this, from 2007-2017, the articles garnered 38% coverage.

Research Question 3: What are the theories used the most in researching about development communication?

Table 3: Theories Predominantly Used

S/N	Theory	Total
1	Participatory Theory	10
2	Social & Behavior Change Communication Strategy	8
3	Democratic Participation Media Theory	9
4	Modernization & Social Change Theory	5
5	The Lasswell Formula, Action Research Model & Shuttle Models	5
6	Actor-Network Theory	
7	Agenda setting & Social Responsibility Theory	4
8	Marxist Political Economy Approach	2
9	Development Media Theory	6
10	Diffusion Model	2
11	The Neo-colonial Dependence Model	2
12	Dependency Theory	3
13	The Multi-Track Model	2
14	Theory of Multinational Activities, New Trade Theory, Knowledge Capital Theory	7
15	Critical Theory of Communication	3
	Social Exchange Theory & Procedural Justice Theory	4
16	Functionalism Theory	3
17	No Theory	28
	Total	103

Based on the findings of this study, 16 theories were used in articles on Development Communication in Nigeria. Although 28 out of 103 articles that were reviewed did not have a theoretical background to the study, the remaining 75 articles had theoretical backgrounds, with some studies adopting more than one theory. A broad range of theories from other disciplines were also used by researchers.

Research Question 4: What are the methods used the most in by researchers in the area of Development Communication?

Table 4: Methods Predomintly Employed

S/N	Methodology	Total
1	Cross-Sectional Research Design	10
2	Descriptive Survey Design	8
3	Reviewing of existing & relevant documents	7
4	In-depth Anthropological Framework	7
5	Qualitative Research Method & Exploratory Method	3
6	Actor-Network Method	10
7	Ex-Post Facto Research Design	5
8	Quasi-Experimental Research Design	3
9	Secondary Research	3
10	Content Analysis	2
11	Analytical Technique of Historical/ Critical Descriptive Method	20
12	Position/Conceptual Papers	25
	Total	93

Based on the findings of this study, it is revealed that researchers in Nigeria adopt the qualitative research method (Critical Descriptive Method) more than any other research method. Cross-Sectional, Actor-Network, and Descriptive Survey Design respectively followed 10, 10 and 8.

CONCLUSION

The study's result reveals that researchers over the years have focused on topics leaning towards the different approaches of development communication. Much has not been spoken on how development communication can help redesign the image of Nigeria in the global fields. It is therefore recommended that researchers go deeper into the area of how development communication can boost the image of Nigeria, and more on adopting indigenous communication methods for lasting change.

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