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**MEDIA PRACTICE, COMMUNITY-BASED NEWSPAPERS AND COMMUNITY DEVELOPMENT IN SOUTH-WEST NIGERIA**

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**Abstract**

Practicing media at the community level have been difficult to sustain over the years in Nigeria. A few existing within the South-west are in the hands of individuals rather than being operated by community members. This study explores the influence of community-based media on community development. The main objective was to investigate if community-based newspapers contribute to economic and socio-political development of host communities. The survey, conducted among eight hundred and five (805) local residents of community-based newspapers showed that the relevance of community media in driving development at grassroot level cannot be overestimated. Community-based newspapers were revealed to be effective tool to bring about employment opportunities, electricity, roads, health care delivery, culture, and promotion of literacy through education. Additionally, they promoted community participation in politics, advocacy and fundraising for more development in host communities and beyond. The study concluded that community media brings development closer to the people, and those who benefit directly need to be involved in the entire process leading to media availability either as volunteers or contributors.

**Keywords:** Media practice, community-based newspapers, community development, community media, and development

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**Introduction**

Community development is the transformation for the better of the physical, psychological, social, economic, political, and cultural conditions of the rural populace and holds the key to national development. Since development involves

a betterment of livelihood of people, no community, state or nation can be said to be developed unless its human development index is improved. According to the United Nations Development Programme (UNDP, 2022), the human development index (HDI) was created to emphasize that people and their capabilities should be the ultimate criteria for assessing the development of a country, not economic growth alone. They further explained HDI to be a summary measure of average achievement in key dimensions of human development such as a long and healthy life, being knowledgeable and having a decent standard of living. The creation of HDI implies that the categorization of a nation's population development based on being resident in urban or rural areas can no longer be sustainable. Before now, it was acceptable to assume that the living standard of urban dwellers should be better than that of those in rural areas. If such argument is sustained, then countries like Nigeria with a higher percentage of population in rural areas may never measure up in terms of human development index. Humans are the same regardless of where they may be residing. This understanding is the reason development nations endeavour to provide amenities that enhance long and healthy living, being knowledgeable and decent standard of living to their populace irrespective of where they reside within the country

The critical role of media in driving development in sovereign nations is an established paradigm. Governments of nations have partnered with media to mobilize support towards the improvement of social, cultural and economic well-being of families, communities and societies. Mass media is distinguished from other forms of human communication in that by nature, its reach is directed towards a large, heterogeneous and anonymous audience (Napoli, 2008). This attribute makes it a viable tool in overcoming the challenge of breeding an informed society, with many nations riding on the waves of different forms media to drive human development. Napoli (2008) observed that as far back as 1880, mass media had shown very deep partnership involvement in human-capital development. The Prussians paved the way for public education using media as mobilization tool. Also, following the British's first education Act in 1880, the media was used to drive school attendance, which was made compulsory in the entire Great Britain. By 1789, the French had realized the relevance of media to motivate political awareness and mobilize the public, the development which transformed education to a secular phenomenon in 1882 (Chapman, 2005). In America, education became a public consumer service as government and individuals embraced its emergence as an economic investment, even as the Japanese used the media as a tool to mobilize civilization and national consciousness (Chapman, 2005).

The story has not been the same in Nigeria and indeed African countries. Although many will allude to a number of socio-political and economic achievements traceable to media use by both government and at group levels, the impact could be better. Since the days of *Iwe Ironyin* which historically began at the community level, media practice in Nigeria has grown substantially, but the impact has been felt less in rural communities across the country. Media concentrations have largely remained in urban areas, while rural areas have often been relegated to feed on stale news. The attainment of sustainable development depends on socio-economic and political environment where the role of mass media is important. The media are meant to serve both the elites and those at the grassroots levels. Since government and big media corporations tend to focus more on areas with concentrated population figures, the need for community media therefore arises. Media practice at the community level is regarded as development journalism; Bassey-Duke, Brown and Talabi (2017) consider this as alternative journalism that primarily focuses on national development especially in third world countries. Many are of the belief that beyond missionary purposes, *Iwe Iroyin* was also meant to enhance community development, information dissemination, education and awareness creation. Community media is media practice that concentrates on reportage of community activities and affairs in a particular community, where they are located, whether it is radio, television, Facebook page, WhatsApp group page, newspaper or magazine; whatever is termed community media must be owned, managed and controlled by people in the community where it is created.

According to Oso (2003), the history of Nigerian media and the trajectory of media practice in the country show a terrain dominated by urban-elitist newspapers, magazines, radio and television. Thus, it is easy to ignore local issues in the programming and coverage of mainstream media landscape dominated by powerful business owners and government. The print media landscape is a terrain largely controlled by privately-owned newspapers and magazines located in urban centers; for radio and television, state and federal governments with the plurality of their stations share the dominance with some private owners. Their business and political ideologies exclusively price the media from the reach of ordinary Nigerians and communities interested in participatory communication and inclusion in decision-making. Oyedele and Akano (2018) averred:

The third tier of journalism in the country is the community journalism ideology which enables homogenous communities and individuals to write and speak about occurrences (educational, economic, political, social, and religious),

prospects and challenges in their areas and ensure that they are heard and seen by both the general public and the government (p.5).

Scholars have lamented the near-absence of rural community issues in media coverage or offerings of traditional mass media stations, which are usually established in urban cities, with ideologies and business models favouring the coverage of urban issues, activities of government in power, celebrities, broad political news and entertainment (Oyedele, 2016; Oyedele and Akano, 2018). Where this imbalance persists, the scholars noted, it means that rural community development issues will likely be under-reported in the long run.

Community media are not created to compete with mainstream media, aside community broadcast outfits (radio, television, internet), which are likely to function on daily basis, community newspapers could remain a weekly, bi-weekly, monthly or quarterly publication. The most important thing is that it serves the development interests of the homogenous community where it is located. As explained by Robinson (2014), its closeness to and identification with the people where it operates defines its relevance. By this design, its editors, reporters and photographers are usually members of the same community, making it possible for them to practice citizen journalism by covering and reporting issues affecting their community. This original boundary though has now been dislocated with the incursion of digital technologies and their application in journalism. The possibility of interactivity enabled by digital platforms has revolutionized media practice, not leaving community journalism behind. The geographical community is now online; content gathering, production and dissemination are also online, making an erstwhile community newspaper a global publication available to a larger audience and with a wider coverage (Robinson, 2014).

In some parts of Africa, community newspapers are vibrant tools used by the people and their government to enhance community development. In South Africa, there were: Alex News, Fourways Review, North-Eastern Tribune, Randburg Sun North and Melville Times; and in Zimbabwe, Mazingo Star and The Mirror (Chiyadzwa & Maunganidze, 2013). In Nigeria, there were also efforts at establishing community media. Scholars (Dingba, 1991; Ogbuoshi, 2010) have also classified the first newspaper in Nigeria, *Iwe Iroyin* as a community newspaper because of its geographical circulation, employment of indigenous language, contents and orientation. Beyond that, the publication primarily focused on rural community issues such as promotion of literacy, religious

commentaries, and abolition of slave trade until it stopped few years after it started. Many years later, semblances of community newspapers were recorded in Lagos, Uyo, Makurdi, Aba, Enugu, Onitsha, Calabar, Zaria and other notable urban-cities. Some of these community newspapers were *Gaskiya tafi Kwabo*, Pioneer, Community Concord, Lagos News, Eastern Sun, Nigerian Mirror, Nigerian Guardian, Enyimba News, Nigerian People, Nigerian Star, Lagos Times, Oriwu Sun, Lagos Observer, and Lagos Standard. Though of these newspapers were published in cities, there were community in outlook and lacked national coverage. Many of them were published before, during and shortly after independence (Dimgba, 1991; Ogbuoshi, 2010).

Short life-span, private ownership, foreign linguistic naming, political and economic objectives majorly characterized these newspapers. Most of them could not survive the stiff competition and prevailing economic instability of those years. They died few years after their establishment. Although they were termed community media/newspapers because of their location, they were owned mostly by single and wealthy individuals; they were never jointly established and managed or published by community members. Furthermore, these wealthy owners were politicians who were servicing their political and profit agenda using media. This affected the survival of the newspapers beyond the political and economic ideologies of their owners. As observed in most of their names, strong attachment or usage of the English language unlike *Alaroye*, might have affected their popularity among indigenous communities where literacy was low.

*Alaroye* newspaper is about the only community newspaper that has survived beyond the initial limitations that ended its predecessors. The success story of the newspaper and its competition with the English newspaper belt which has been on the fast lane and enjoying greater visibility and readership has been described by Oyedele and Hungbo (2021) as phenomenal. *Alaroye* succeeded and escaped infantile mortality where others (*Iwe Irohin, Akede Eko, Eleti Ofe, Iwe Irohin Eko, Gaskiya Tafi Kwabo, Ogene, Eko Akete, the Amana, the Udoka, Eko Igbehin, etc*) were submerged within a short period of time (Oyedele & Hungbo, 2021). Although, the newspaper belt of community journalism in Nigeria has niggardly managed to stake a claim, the story of its radio and television counterpart is unfortunately worrisome. This is because while there are a few community radio stations already in the hatchery and on test transmission, community television is still a mirage in Nigeria. This is partly due to the stringent conditions stipulated to be met in obtaining licenses to operate radio and television stations in the country.

The term community-based newspaper is used here as an all-encompassing identification for print journalism practices domiciled in a defined geographical community. Therefore, the study's concept of community-based newspapers includes all newspapers (except known national newspapers owned by private individuals and corporate entities) with community outlook, irrespective of whether they are owned by individuals or communities, so long as they are published and circulated mostly within some communities. This scope captures almost all indigenous language newspapers and other small newspapers written in English language but is not national or even regional in circulation. The fact that this category of newspapers have struggled for survival over the years due to lack of a clearly defined blueprint meant that people residing in rural areas are being left out from key developments ideas that could better their lives. It is thought that highlighting the nexus between community-based media practice and development at community level could encourage the flare for community journalism.

Access to information and knowledge is problematic for people living in most rural communities because media infrastructures and platforms for accessing them are located far away in city centres and have become exclusive preserve of the elite, serving less development purposes at the bottom. Aina (2006) suggested effective community journalism as a pivot for bridging the gap in access to information, civic participation and rural development. In their study of the need for and usefulness of community journalism in Nigeria, Ate and Ikerodah (2012) observed that convocation of effective communication, facilitation of development, crime prevention at the grassroots, civic education, and cultural literacy are chief among the contributions of community journalism to community and by extension national development. Consequently, the study examined media practice through community-based newspapers as possible roadmap towards community development in South-west Nigeria. The region is documented as the epicenter for the take-off of media practice in Nigeria. Over the years, political instability, infrastructural decay and lack of access to quality education have impeded the development of most rural communities in the region. Perhaps the resuscitation of community-media practice could draw government's attention to the plight of rural communities in the south-west in regards to provision of access roads, boreholes, rural electrification, healthcare, schools and eradication of poverty so as to better the wellbeing of rural dwellers. Theoretical underpinning for the study was based on Dennis McQuail's development media theory, which is an extension of the four popular normative theories of the press that explicates the development and political trajectories of

media in different settings. Countries of the world are at different levels of development and are classified as developed and developing economies. For development media theory, Baran and Davis (2012) hold that the development of a society should be the primary interest of the media where they operate. Since mass media are seen as partners in progress in a country seeking to overcome its challenges and achieve development, they should support and align themselves with the policies and projects of government in power. This means that apart from education, information, persuasion, and entertainment functions of media, they are expected not only to be critical of government and its programmes, but work to ensure the success of such programmes especially when it is in the interest of society's development. Baran and Davis (2012) assert that "development media theory advocates media support for an existing political regime and its effort to bring about national economic development" (p.146). The theory specifically suits the political economy and development agenda of developing countries where governments are struggling to overcome development challenges and achieve prosperity and improved standard of living for their citizens.

### Materials and Methods

Participants in the study were residents of three local government areas in three states of South-west Nigeria where community newspapers exist (Lagos-Ikorodu; Oyo-Eruwa, and Osun-Osogbo). The survey instrument was a pretested structured questionnaire. The researchers with three trained research assistants administered 805 copies of the questionnaire between March and June, 2022. Completed instruments were retrieved, sorted and analyzed through the use of descriptive and inferential statistics. Ethical approval for the study was obtained from Adeleke University Research and Ethics Committee (AUREC).

### Results

A 97.8% response rate was recorded as 787 copies of retrieved survey instrument were validated for analysis. The Cronbach's alpha value from the reliability analysis of variables included in the study was 0.851.

**Table 1 Demographic characteristic of respondents**

Variable		Frequency (n)	Percentage (%)
Age	18-27	316	40.1
	28-37	121	15.4
	38-47	152	19.3

	48-57	110	14.0
	58 and above	88	11.2
	<b>Total</b>	<b>787</b>	<b>100.0</b>
Gender	Male	597	75.6
	Female	290	24.4
	<b>Total</b>	<b>787</b>	<b>100.0</b>
Education	SSCE	251	31.9
	NCE/OND	131	16.6
	HND/BA/BSC	328	41.7
	MSc/MA	77	9.8
	PhD	-	-
	<b>Total</b>	<b>787</b>	<b>100</b>

(Field Survey, 2022)

Table 1 is a presentation of socio-demographic characteristic of respondents in this study, which shows the age range of participants to be between 18 and 58. Respondents who are between 18-27 years in age were more in number n=316 (40.1%), followed by those who are 38-47 n=152(19.3%), and 28-37 n=121 (15.4). Those who are 48-57 years ranked third n=110 (14.0), while those aged 58 and above were the least in number n=88(11.2%). This implies that majority of respondents in the study are younger in age. In terms of gender, the result showed more male n=597 (75.6%) than female n=290 (24.4%) participants in the study. Furthermore, participants with HND/BSC/BA were more n=328 (41.7%), followed by those with SSCE, n=251 (31.9), and those possessing NCE/OND, 211 (35.8%). Finally, the result showed that respondents with MSc/MBA n=77 (9.8%) ranked lowest. This distribution reflects a majority of young male and female participants who possess an appreciable level of literacy and exposure to provide relevant information needed for a study of this nature.

**Table 2: Level of readership of community-based newspapers**

<i>Items</i>	VH F (%)	H F (%)	VL F (%)	L F (%)	NA F (%)	Mean F	Standard Deviation
I like the community newspaper and I always read it	280 (35.6)	328 (41.7)	107 (13.6)	72 (9.1)	- -	4.47	1.42
In my view, everyone in this	133 (16.9)	144 (18.3)	308 (39.1)	154 (19.6)	48 (6.1)	3.34	1.41



community reads the newspaper							
Few people read the newspaper because it is not always interesting to read	96 (12.2)	156 (19.8)	290 (36.8)	245 (31.1)	- -	2.44	1.33
The newspaper reports more of local stories, people want more outside news	188 (23.9)	303 (38.5)	141 (17.9)	155 (19.7)	- -	3.20	1.30
The newspaper reports more of outside news, people want more local news	109 (13.9)	128 (16.3)	122 (15.5)	376 (47.8)	52 (6.5)	3.18	1.36
I do not always read the newspaper due to my busy schedules	80 (10.2)	131 (16.6)	354 (45.0)	168 (21.3)	54 (6.9)	3.59	1.29
In my opinion the newspaper should be free so that everyone can read it	215 (27.3)	191 (24.3)	207 (26.3)	125 (15.9)	49 (6.2)	3.71	1.20
I think more people would like to read but have no money to buy the newspaper	328 (41.7)	284 (36.1)	88 (11.2)	38 (4.9)	49 (6.2)	3.58	1.20
Average Weighted Mean						<b>3.51</b>	<b>1.31</b>

\*\*\*Decision Rule: if mean is  $\leq 1.49$ = Not at all, 1.5 to 2.49 =Very Low, 2.5 to 3.49= Low, 3.5 to 4.49= High, 4.5 to 5= Very High (Field Survey, 2022)

Table 2 shows that the readership level of community-based newspapers by audience in this study is high ( $\bar{x} = 3.51$ ;  $SD=1.31$ ). Items in the table indicate specifically that the audience like these newspapers and always read them ( $\bar{x} = 4.47$ ) and that nearly everyone read them in various communities ( $\bar{x} = 3.34$ ). Individually, those who do not always read the newspaper due to busy schedules were high ( $\bar{x} = 3.59$ ), so also were those who opined that the newspaper should be free so that everyone can read ( $\bar{x} = 3.71$ ), and those who think that more people would like to read but have no money to buy newspapers ( $\bar{x} = 3.58$ ). Overall, the average mean score ( $\bar{x} = 3.51$ ;  $SD=1.31$ ) on a 5-points scale indicates a high level readership of community-based newspapers among participants in

this study. The result implies that members of various communities in which newspapers are published find time to read and be informed through news contents of various newspapers.

**Table 3: Level of socio-economic contributions of community-based newspapers**

<i>Items</i>	VH F (%)	H F (%)	VL F (%)	L F (%)	NA F (%)	Mean	Standard Deviation
Promotion of peaceful co-existence	263 (33.4)	388 (49.3)	45 (5.7)	40 (5.1)	51 (6.5)	4.94	1.16
Provision of water	117 (14.9)	412 (52.4)	156 (19.8)	58 (7.3)	44 (5.6)	4.39	1.29
Electricity	225 (28.6)	357 (45.4)	105 (13.3)	69 (8.8)	31 (3.9)	4.68	1.31
Road	235 (29.9)	272 (34.6)	169 (21.5)	69 (8.8)	42 (5.3)	4.43	1.22
Healthcare delivery	210 (26.7)	392 (49.8)	103 (13.1)	34 (4.3)	48 (6.1)	4.53	1.26
Environmental sustainability	102 (12.9)	113 (14.4)	434 (55.1)	91 (11.6)	47 (6.0)	2.78	1.14
Culture	233 (29.6)	326 (41.4)	91 (11.6)	80 (10.2)	57 (7.2)	4.76	0.94
Promotion of literacy and education	306 (38.9)	337 (42.8)	49 (6.2)	47 (6.0)	48 (6.1)	3.66	1.21
Average Weighted Mean						<b>4.54</b>	<b>1.20</b>

\*\*\*Decision Rule: if mean is  $\leq 1.49$  = Not at all, 1.5 to 2.49 = Very Low, 2.5 to 3.49 = Low, 3.5 to 4.49 = High, 4.5 to 5 = Very High (Field Survey, 2022)

Table 3 indicates that community-based newspapers generally had high socio-economic development contributions ( $\bar{x} = 4.54$ ;  $SD=1.20$ ) in communities where they are published. Analysis of results in the table depicts a high level socio-economic development contribution in the areas of promoting peaceful co-existence ( $\bar{x} = 4.94$ ) and provision of water ( $\bar{x} = 4.39$ ). Other areas of impact include: electricity ( $\bar{x} = 4.68$ ), roads ( $\bar{x} = 4.43$ ) health care delivery ( $\bar{x} = 4.53$ ) culture ( $\bar{x} = 4.76$ ) and promotion of literacy and education ( $\bar{x} = 3.66$ ). On the other hand, the contribution of community-based newspapers toward the development of environmental sustainability was found to be low ( $\bar{x} = 2.78$ ). This implies that the growth of these newspapers will impact positively on their host communities in more areas that may include job creation, product development, marketing and advertising, environmental development and much more.

**Table 4: Level of socio-political contributions of community-based newspapers**

<i>Items</i>	VH F (%)	H F (%)	VL F (%)	L F (%)	NA F (%)	Mean F	Standard Deviation
The newspaper serve as the voice of the community for people to aspire for political positions	269 (31.2)	350 (44.5)	128 (16.3)	9 (1.1)	31 (3.9)	4.88	1.10
Those interested in politics in the community use the newspaper to promote their objectives	364 (42.3)	223 (28.3)	179 (22.7)	16 (2.0)	5 (0.6)	4.91	1.12
The newspaper is used to raise awareness for political issues in the community	235 (29.9)	374 (47.5)	124 (15.7)	28 (3.6)	26 (3.3)	4.83	1.10
The newspaper is used for political mobilization of the people	223 (28.3)	320 (40.7)	121 (15.4)	97 (12.3)	26 (3)	4.72	1.06
Traditional and political leaders use the newspaper to ensure that people know of their programs and projects and support them	231 (25.1)	212 (40.6)	196 (18.4)	119 (10.3)	29 (5.6)	4.29	1.12
The newspaper is used to encourage people to participate in politics	132 (25.3)	346 (34.7)	151 (28.9)	132 (6.1)	26 (5.0)	4.59	1.07
Average Weighted Mean						<b>4.82</b>	<b>1.39</b>

\*\*\*Decision Rule: if mean is  $\leq 1.49$ = Not at all, 1.5 to 2.49 =Very Low, 2.5 to 3.49= Low, 3.5 to 4.49= High, 4.5 to 5= Very High (Field Survey, 2022)

Table 4 depicts a high level of socio-political development contributions of various community-based newspapers ( $\bar{x}$  = 4.82; SD=1.39). The result indicate that the newspapers served as the voice of the community for people to aspire for political positions ( $\bar{x}$  = 4.88) and that individuals interested in politics in the community used the newspapers to promote their objectives to a very high level

( $\bar{x} = 4.91$ ). This is unsurprising since most newspapers are used as platforms for politicians to disseminate their intentions and manifestos to the public in order to sell their candidacy during electioneering campaigns. Other items in the table show that community-based newspapers are highly used to raise awareness for political issues in host communities ( $\bar{x} = 4.83$ ), and also highly used for political mobilization of the people ( $\bar{x} = 4.72$ ). Additionally, traditional and political leaders use community newspapers to ensure that people know of their programs and projects and support them ( $\bar{x} = 4.29$ ) and also use them to encourage people to participate in politics at a very high level ( $\bar{x} = 4.59$ ). These points to the fact that their continual existence and rightful utilization will help strengthen the tenets of democracy and political participation among members of the public.

### **Discussion**

The level of community newspaper readership among respondents in this study is encouraging, however the fact that many who would like to read are not able to purchase them is worrisome. The whole idea behind the publication of community-based newspapers is for people to read and get informed of happenings around them as well as update knowledge on other remote issues pertaining to governance and democratic participation among others. It is obvious that to achieve such goals would depend on the level of readership. This finding is similar to that of Dandaura (2017) who found that readership of community newspaper not only enabled them thrive but as well accelerated growth and development within host communities and beyond. Dandaura observed that readership promotes community empowerment and mobilization to participate in development initiatives. Dandaura (2017) also described enhanced quality of education, political development and credibility as strong contributions of community-based newspapers towards development especially when written in the language of the community. Furthermore, people in such communities see the newspaper as theirs and therefore collaborate to ensure its successful publication and management. Such newspaper gain credibility among the people because of trust built across years, identification with the community and the publishers, and the social cohesion, integration and unity that accrue from publishing and reading the newspapers. There is also the potential capacity of the newspapers to promote reading and writing in the communities and thereby engenders literacy and quality education.

This study also discovered that community-based newspapers contributed highly to economic development of host communities in diverse ways including

employment opportunities, electricity, roads, health care delivery, culture, and promotion of literacy through education. This finding corroborates that of Omotoso (2010) who showed that community newspapers can be used to facilitate socio-economic improvement through effective implementation of Community Economic Development (CED) programmes, and also emphasized on the potential capability of media to enhance effective implementation of CED projects and how effective use of media can transform development projects into best practice. This finding further highlights the positive impacts of community media when it is well implemented and managed. Community-based media intervention has been revealed to be an effective tool to generate awareness, promote community participation, develop skills, strategize advocacy, and raise funds for more development in host communities and beyond.

In relation to socio-political development, findings depicted community newspapers as being the voice of various communities through which many people could aspire for political positions, and that individuals interested in politics in each community used platforms created by community newspapers to promote their objectives to a very high level. It could be said that a major area in which selected community newspapers contributed immensely to their host communities is in the area of socio-political development. Some political aspirants were noted to have used community newspapers to not only run campaigns, but spread further information concerning their manifestoes among the electorate. This is related to development media theory of which Baran and Davis (2012) asserted that advocates media support for an existing political regime and its effort to bring about national economic development. While some political aspirants used community-based media to promote their own political interests, others use it to campaign for their candidates. The society has the right to information, right to feedback and right to interaction (McQuail, 2005). The implication of this finding is that the more community-based media strives to promote politics and political engagements, community people will be more politically aware, voter education and participatory democracy will also thrive at the grass root levels.

### **Conclusion**

Community media practice whether it is in the form of broadcast or print brings media closer to the people especially at community level. For the effort to thrive, the people need to be involved in the entire process leading to media availability either as volunteers or contributors. Although the few community newspapers currently existing in South-west Nigeria are without the outlook of community media model, support from government and community members either through

readership or as contributors in whatever forms possible could result in more infrastructural, cultural, socio-economic and socio-political development.

### Recommendation

Since community newspapers were found to have played key roles in driving development in different facets, more of such outfits could be established and operated following international standards in as many communities as possible. By so doing efforts towards collective good through community mobilization could be championed by local media outfits. Operators should create more channels of awareness and get more community people involved, more people could be encouraged to read if community newspapers are made more affordable, accessible and open for more to make contributions.

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