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## **Level of Effectiveness of *Women Voices for Peace* Radio Programme in the Niger Delta**

**Flora I. Bossey, PhD<sup>1</sup>: Comfort E. Obaje, PhD<sup>2</sup> & Ezekiel S. Asemah, PhD<sup>3</sup>**

<sup>1,2</sup> Department of Mass Communication  
University of Benin, Edo State, Nigeria  
florabee2001@yahoo.com

<sup>3</sup> Department of Mass Communication  
Glorious Vision University (Formerly Samuel Adegboyega University)  
Ogwa, Edo State, Nigeria

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### **Abstract**

The research was carried out to determine the level of effectiveness of *Women Voices for Peace* radio programme in the Niger Delta. Survey research approach was used, while questionnaire was used as the instrument of data collection. The researchers focused on Benin City, Warri and Port Harcourt, using purposive sampling technique. A manageable sample of 400 respondents was chosen as a representative sample. The findings showed that the respondents were exposed to *Women Voices for Peace* and the extent of exposure was very high. The findings also showed that radio is the best medium for promoting peace building. It was also found that community radio can, through peace journalism, bring about peaceful coexistence in a society and that radio programme is effective in peace building in the Niger Delta. Based on the findings, it was concluded that *Women Voices for Peace* is significantly effective in the communication of message of peaceful coexistence within the Niger Delta region. Thus, it was recommended among others that peacebuilders should continue to utilise more radio programmes to advocate for peacebuilding in conflict-prone regions in Nigeria and that more time should be allotted to programmes such as *Women Voices of Peace* as well as peacebuilding programmes that focus on other demographics such as youth and men. This will help to deepen the knowledge of all residents within the Niger Delta and other conflict-prone areas.

**Keywords:** Peacebuilding, Niger- Delta, Programmes, Radio, Media

### **Introduction**

Over time, radio has become widely recognised for its capacity to reach large audiences. Radio is also widely used and prevalent in Nigeria (Bello & Bappayo, 2020). Radio is a strategic choice due to its wide appeal, especially among rural residents. Radio is the ninth track in conflict management (Jimoh, 2014). During their discussion, they emphasised the importance of involving radio and other forms of media in peace processes. They recognised that by doing so, they could influence how the media perceives, portrays and supports the efforts of peacebuilders. In order to establish a thriving nation, it is imperative to prioritise the fundamental values of peace, justice and fairness. The United Nations acknowledged this fact while formulating the sustainable development goals.

According to Denskus (2019), the importance of media development in building trust has increased over time. As the landscape of media continues to evolve, including the rise of social media, there is a growing potential for it to contribute to peacebuilding efforts alongside traditional forms of media such as radio, television and newspapers. The lack of peace can derail the previous development achievements of any region, making peace a necessary requirement for sustained development. Efforts to create the ideal environment for development are essential in establishing sustainable peace. The individuals themselves pose the true threat to peace. It is important for these parties to adopt a peaceful approach to resolving conflicts. Radio plays a crucial role in promoting this transformative mind-set by broadcasting programmes that encourage peaceful cooperation and the resolution of disputed claims. The purpose of utilising radio programmes in peacebuilding is to leverage the media's support for a peace process and its objectives. The *Women Voices for Peace* radio programme, initiated by the West Africa Network for Peacebuilding (WANEP), seeks to transform the way listeners perceive peace in the targeted region. The area's violent conflict can be attributed to psychological factors such as people's grievances, feelings of unfairness and negative emotions. Additionally, social factors like the relationship with the government and oil firms also contribute to the conflict. The radio possesses the ability to influence social and psychological factors by disseminating messages that promote institutional development and a change in attitude. This study, therefore, seeks to examine the level of effectiveness the radio programme *Women Voices for Peace* has on the Niger Delta in the area of bringing about peace in the region.

### **Statement of the Problem**

According to Mwangi (2017), the media play a crucial role in providing a platform for communities to engage in discussions and address local concerns. This allows them to find solutions to conflicts and promote peaceful coexistence. The mass media plays a crucial role in our society by amplifying the voices of marginalised individuals and communities. According to Aririguzoh (2008), the media, specifically radio, plays a significant role in promoting ideas and values that can be beneficial to society. Media messages have been proven to have a significant impact on our behaviours, both positively and negatively. As a result, they can influence certain aspects of our behaviour.

Nigeria is a diverse society with multiple ethnic groups, some of which feel marginalised, underestimated or excluded from participating in national affairs. Other individuals have expressed their grievances for various reasons, including the detrimental impact of oil exploration operations on their traditional livelihoods. Communities in the Niger Delta are specifically protesting against the extraction of crude oil from their soils, which is valued at billions of naira. They express their sorrow over the fact that their regions are the least developed in the nation. They also mention that the fields and means of subsistence in their areas have been severely affected by the unintended consequences of oil drilling and spills. Their people have become even poorer than they were before. There has been ongoing conflict in the Niger Delta region, as stated by Aririguzoh in 2008.

Genuine progress is hindered in a society when there is disagreement. This study focuses on the intentional use of radio, particularly the West Africa Network for Peacebuilding's radio broadcast, to promote and sustain peace in Nigeria's Niger Delta

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region. Researchers in the field of media and peacebuilding, such as Johan, Asemah & Mohammed, have conducted studies on how the media can enhance its traditional roles in promoting peace. They propose incorporating messages about peace into news articles, analyses and programming as a means of achieving this goal. In their study, Akpan, Ering, & Olofu-Adeoye (2013) found that the media plays a significant role in exacerbating tensions and hindering the reconciliation process in conflict-prone societies, including Nigeria. They conducted desk research and interviews to arrive at this conclusion. The emergence of a desire for peace media in conflict reporting is a direct result of the media's and practitioners' inability to uphold the ideal standards of media ethics in their profession. The ambition to integrate the media into the nation's efforts to promote peace arises from a pressing necessity.

Other scholars in the field of media and peacebuilding, particularly Aririguzoh & Udoakah, have conducted extensive research on the role of the media in promoting peace in conflict-prone areas of Nigeria, such as the Niger Delta. There is limited information available regarding *Women Voices for Peace* and its specific impact on regional peace promotion efforts. The research was driven by the need to determine the effectiveness of *Women Voices for Peace* on peacebuilding in the Niger Delta.

#### **Objectives of the Study**

The objectives of the study were to:-

1. Determine the extent of exposure to *Women Voices for Peace* radio programmes among select residents of Niger Delta.
2. Determine the level of effectiveness of *Women Voices for Peace* radio programmes

#### **Hypotheses**

HO<sub>1</sub>: The effectiveness of *Women Voices for Peace* will influence peacebuilding in the Niger Delta.

#### **Theoretical Framework**

##### **Agenda Setting Theory**

Max McCombs & Donald Shaw created the notion of agenda shaping in 1972 as a media influence hypothesis. According to the thesis, the media have the ability to influence public opinion. This idea contends that news has a significant influence on how political realities are shaped. According to Asemah & Amah (2021), agenda setting theory contends that the news media has a powerful sway on the public, influencing not just which stories are considered noteworthy, but also how much importance and space they are given. The agenda-setting hypothesis developed by McCombs & Shaw contends that the media shapes and determines the subjects that are deemed significant in addition to reflecting a candidate's opinions during a campaign. In the end, this may decide what matters to the audience. Anaeto, Onabajo & Osifeso (2012) put up a notion in their research that implies a clear and positive correlation between media coverage and the degree of quiet that the public has around a certain issue. When an issue is given a status, people evaluate its importance and set priorities for it. The public's views are greatly

influenced and shaped by the importance radio assigns to a certain subject. The standing that the media gives a certain topic tells you a lot about it. It has the ability to either bring attention to it or quiet it.

### **Understanding Peace Journalism**

Norwegian sociologist Johan Galtung introduced the concept of peace journalism as a framework for reporters to avoid favouring violence when covering war and conflict. The primary objective of peacebuilding is to prevent the initiation of violent conflicts or to transform violent disputes into sustainable peaceful resolutions. The concept of "peace journalism" emerges when the media is utilised to advocate for peace. According to Daramola (2003), the main duty of a journalist in a typical media organisation is to report on newsworthy events by creating, editing, and publishing articles in a newspaper or magazine. Peace journalism is an active approach that promotes positive changes in how society thinks, feels and behaves. According to Lynch & McGoldrick (2007), peace journalism is a process in which editors and reporters make decisions about what should be published and how it should be conveyed. This opportunity allows society to contemplate and adopt a nonviolent approach to resolving conflicts.

Peace journalism is an approach and methodology in journalism that involves selecting and presenting content to the public in a way that aims to have a specific impact on the media. Peace journalism is a form of media that focuses on informing the public and prioritises promoting peace. It involves the development of specific strategies to achieve this goal.

### **Radio as a Tool for Peacebuilding**

According to research, radio is the most widely used, reliable and efficient mass media for disseminating the knowledge required to include people in peace processes and promote their active involvement. There are many different ways to participate, including exchanging expertise, working on community projects or just bringing attention to a certain issue. Radio is a very powerful mass media that is used to disseminate information, impart knowledge and provide amusement, claims Asemah (2011). He notes thus:

Radio functions effectively in both industrialised and underdeveloped nations. By disseminating knowledge to a larger audience, it effectively saves time, energy, money and labour. A radio is a small and affordable toy that is readily available. Even individuals with limited financial means can afford small and convenient transistors. Thanks to a tiny transistor, the message can be transmitted anywhere. It requires minimal maintenance and as the production increases, more resources can be utilised to reduce the cost. Radio has the ability to reach millions of people simultaneously, allowing them to listen to its broadcasts. Radio is incredibly accessible and can be found in a variety of locations, such as study rooms, kitchens, fields and schools.

Discussions over the media's function as a watchdog and its status as the fourth estate of society have persisted. In the media, there are clearly defined jobs and responsibilities as well as less defined tasks that are nevertheless required of them.

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McQuail (2010) asserts that the mainstream media has authority, control and sway on the public that they consume. He implies that those who work in the media are people who approach their employment with their own beliefs, values and autonomous thought processes. The function of the media in times of war is still a hotly contested issue.

The roles that radio and mass media play are comparable. Radio is used for several purposes, such as mobilisation, teaching, information sharing, entertainment and monitoring. A review of media technological developments must be included in the conversation on radio coverage during conflicts. The barriers to information exchange are progressively disappearing as new developments in communication technology arise. The idea that we live in a global community suggests that viewers may now obtain news and programming that highlight current events. These pictures could educate viewers everywhere, but they might also unintentionally fuel further bloodshed in other regions of the globe. This may happen if the photographer—a journalist—did not have the time or patience to get the whole story or neglected to think through the possible ramifications of disseminating these kinds of news reports (Aja, Chukwu, Nwakpu, Ezema & Taiwo, 2022).

When it comes to educating the public about combat and the aftermath of it, the media may be a useful tool. However, the financial constraints that media companies confront often erode this potential. Media events may be very helpful in resolving conflicts because they build confidence, facilitate talks and create an environment that is conducive to fruitful dialogue. Furthermore, media events have the ability to efficiently encourage and galvanise popular support for peace accords. Press conferences, concerts, radio shows and other related events are examples of the diverse range of activities that are included in media events. These occasions are meant to commemorate and advance peace accords reached during times of violence (Vladimir & Schirch, 2007).

It is evident that effective techniques for resolving conflicts and promoting peace are seldom covered by the media. Unfortunately, the priority of some news criteria over others also contributes to these trends, which is why foreign media reporting is becoming more and more dominant. International media usually has little interest in or sees little value in reporting these news events when tension is rising, but violence has not yet broken out. The media's impact on violent confrontations nowadays, both before and after the fight, is either non-existent or detrimental. Because internal disagreements during these times normally do not gain substantial public attention, the impact is usually insignificant. The detrimental effects of the global media are directly associated with their propensity to give prominence to dramatic occurrences and their increasing emphasis on news reporting in the entertainment genre (Wolfsfeld, 1997). The media must give priority to channels that are most financially rewarding since their primary motivation is profit. It is clear that the media may influence a conflict's development in a favourable or bad way.

These forms' engrossing aural presentations have the power to stick in listeners' memories. The invention of transportable, reasonably priced FM transmitting stations is a result of ICT progress. Furthermore, digital radio systems using cellular or satellite technology are being deployed in several global locations (Asemah, 2013). Binemwa (2020) asserts that the media's involvement in intensifying hostilities is more noteworthy and well-known than its less well-known function in promoting peace. The author looked at how the media may help put an end to the violence in South Sudan in light of its recent

resurgence. The strategic strategy of media utilisation is used to attain enduring peace. Since its founding, the United Nations has placed a high priority on peace. In addition to functioning as a watchdog and a source of information, the media also plays the role of a peace activist, mobilising people towards peace and promoting peace (a function known as peace advocacy). Conflicts may be both intensified and resolved by the media. They may help in decision-making by offering information. Reconstructing narratives allows them to find the underlying reasons of disputes, identify the parties involved and consider possible solutions.

Johan Galtung is credited with coining the phrase "peace journalism" (1985). He thought that in order to provide a more balanced viewpoint, journalists should give priority to reporting less noteworthy subjects. In particular, he promoted more coverage of non-elite countries, non-elite people, the reasons behind events, and good things that happen in the world. According to Spurr (2002), Article 19 of the Universal Declaration of Human Rights serves as the foundation for media engagement in the promotion of peace. Each and every person has the inalienable right to freedom of speech. This right includes the ability to express one's beliefs freely and the freedom to exchange and communicate ideas and information with others via any media, no matter where they are in the world. According to Adisa (2012), conflict-sensitive journalism is a style of reporting that prioritises bringing about peace restoration above inciting violence. Adisa (2012) credited Johan Galtung's peace journalism programme for the emergence of this kind of journalism. Galtung's project denounced the sensationalism of warfare. Howard (2004) puts it this way:

A conflict-sensitive journalist employs conflict analysis techniques and actively seeks out new perspectives on the issue at hand. While conducting research, the individual diligently reports on the parties involved in the dispute settlement process and thoroughly evaluates all perspectives. Journalists who are sensitive to conflicts exercise caution in their choice of words.

Several factors can impact media involvement and impede the role of peacebuilding during times of conflict. In his study, Bratic (2006) examined the existing literature on media effects and its relationship to media involvement in conflict. In his literature review, he cited a quote from Schramm & Roberts (1977), he identified analytical factors for examining media effects;

- The audience factor.
- The message factor.
- The situation (environment).

In order to conduct a study on the effects of media in a conflict situation, it is important to consider three key analytical factors that contribute to media influence in conflict settings. Understanding the direct impact of conflict on an audience is crucial in a conflict situation, as it allows us to predict their behaviour effectively. The information we have about people in conflict aligns with what is commonly understood. They are experiencing fear, uncertainty and vulnerability. When individuals are more vulnerable, they have a greater need for information, making them more susceptible to the influence of the media.

### **Review of Empirical Studies**

In their study, Umar & Yusuf (2021) conducted research to examine the effectiveness of public and private radio stations in Borno State. They employed a comparative approach to analyse the role of these stations in peacebuilding. The title of the paper is "Sustainability of Peacebuilding through Broadcasting: A Comparative Study of Public and Private Radio Stations in Borno State." The research aimed to achieve several main goals. Firstly, it sought to accurately identify the peacebuilding programmes that were broadcasted on both public and private radio stations in Borno State. Additionally, the research aimed to estimate the total number of these programmes. Lastly, the study aimed to highlight and emphasise the significant role that radio stations play in promoting peace. The research was based on political-economic theory and utilised qualitative content analysis to collect data. The study's findings revealed that all of the selected stations aired shows related to peace. The researchers found that private stations aired more peace programmes compared to public ones, resulting in a higher allocation of airtime for peace programming on private stations. The researchers concluded that numerous peacebuilding programmes had been featured on the radio stations they studied, both public and private, based on their findings. These programmes received airtime, both through paid advertisements and free broadcasting. The shows have made an effort to incorporate subjects and ideas related to peacebuilding.

In 2017, Gakunju conducted a research on the impact of media peacebuilding in Kenya, specifically focusing on the example of the 2007-2008 period. The Post Election Violence study utilised a qualitative research approach to collect data. The findings showed that although the media was initially perceived as a catalyst for the violence, its role actually evolved and varied throughout different stages of the election process. In addition, Gakunju emphasised that the media has not fully utilised its potential to promote peace in Kenya. They pointed out that the media should not only focus on highlighting the shortcomings in Kenyan society but also provide constructive suggestions for achieving long-term harmony. The research offered a fresh and unique viewpoint on how media functions in modern conflict situations. The research has also demonstrated that Amani Radio's radio shows serve as a platform for communities to engage, discuss and address local concerns. This interaction helps in finding solutions to the issues that contribute to conflicts within these communities. Additionally, it was determined that the radio Amani peace programme links communities to these activities and raises awareness of them, thereby complementing existing peace efforts.

### **Methodology**

The researchers employed a mixed research approach to gather both quantitative and qualitative data. According to Clark & Creswell (2008), the mixed approach involves the collection, assessment and integration of both quantitative and qualitative data within a single research project or a series of studies. The main principle is that the combination of qualitative and quantitative methods offers a more comprehensive understanding of study issues compared to using either method alone.

Quantitative data were obtained through survey method. Surveys are widely recognised as a powerful tool for collecting valuable information on demographics, attitudes, opinions and perceptions. As a result, they are frequently employed to generate

quantitative data. According to Asemah, Gujbawu, Ekhareafo & Okpanachi (2017), the survey technique involves using a sample to gain an understanding of and make conclusions about a larger population. The goal is to create general statements about human behaviour by observing the selected community. Qualitative data were obtained through the use of in-depth interviews. Hutchinson, Wilson & Wilson (1994) are of the opinion that interviews are a fundamental data collection method used in qualitative health research to help understand people's responses to specific issues. In-depth interview help you explain, better understand, and explore research subjects' opinions, behaviour, experiences and phenomenon. An in-depth interview was conducted to learn more about the audiences that the show engaged with during its airing. The objective was to gather qualitative information that will assist in addressing the study questions.

The population of this study consists of two aspects: the first being the population for the survey- was 5,759,000 which represents the population of residents who live in Warri, Benin city and Port Harcourt as given by UN World Population Prospect, 2022. The other aspect is the population for the In-depth interview which was drawn from the presenters of the radio programme in the three cities where the radio programme was aired.

### **Data Presentation and Analysis**

**Table 1 Extent of Exposure to Women Voices for Peace**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Very high	84	21.0	21.0	100.0
High	132	33.0	33.0	79.0
Low	93	23.3	23.2	46.0
Very low	11	2.8	2.8	22.8
Not at all	80	20.0	20.0	20.0
<b>Total</b>	<b>400</b>	<b>100.0</b>	<b>100.0</b>	

The result in the above table shows that there is some level of exposure to the radio programme. This means that the messages in the programme reached the listeners to some extent.

**Table 2: Responses to the Statement “The Women Voices for Peace radio Programme has addressed Issues relating to Peace and Peace Building”**

<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly agree	353	88.3	88.3	97.3
Agree	11	2.8	2.8	100.0
Undecided	29	7.3	7.3	9.0
Disagree	1	.3	.3	1.8
Strongly disagree	6	1.5	1.5	1.5
<b>Total</b>	<b>400</b>	<b>100.0</b>	<b>100.0</b>	

$\bar{X}=3.9050\pm.48638$

The mean score is significant as it is greater than 3.5 on a five-scale measure of respondents' perception on the radio programme. Cumulatively, 91.1% affirm that the radio based programme is for peace and peace building.



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**Table 3 The Women Voices for Peace Radio programme is effective in Peace building in the Niger Delta**

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly agree	322	80.5	80.5	100.0
Agree	Nil	Nil	Nil	Nil
Undecided	46	11.5	11.5	19.5
Disagree	8	2.0	2.0	8.0
Strongly disagree	24	6.0	6.0	6.0
<b>Total</b>	<b>400</b>	<b>100.0</b>	<b>100.0</b>	

$$\bar{X}=4.4700 \pm 1.14996$$

The implication of the data in the table is that the radio programme is a valuable instrument for peace building in the Niger Delta.

**Table 4: Responses on Areas the Programme has been effective**

<b>Media</b>	<b>Yes</b>	<b>No response</b>	<b>Total</b>
Peaceful co-existence among residence	362(90.5%)	38(9.5%)	400 (100%)
Alternative Dispute resolution	160(40%)	240(60%)	400 (100%)
Knowledge of how choices can result in Conflict	357(89.3%)	43(10.8%)	400 (100%)
United Nations Security Council resolution (UNSCR)1325	122(30.5%)	278(69.5%)	400 (100%)

Responses in table 4 show areas of influence of the radio programme. From the responses, the most important average that respondents identify reception is peaceful coexistence, followed by alternative dispute resolution (89.3%). Both areas are necessary areas of non-kinetic emphasis in the de-escalation of conflict and resolution. From the responses, the radio programme is effective in meeting 3 of the four thematic areas of programme interest which are peaceful co-existence among residence, alternative dispute resolution and knowledge of how choices can result in Conflict.

### **Discussion of Findings**

In view of the findings from the survey which revealed that 303 respondents (75.8%) indicated that they are exposed to the programme *Women Voices for Peace*, the extent of exposure varied as 84 respondents indicated that they have a very high level of exposure (21%). 132 respondents indicated that the exposure is high (33%) cumulatively 54% indicated high and very high. This shows that the extent is significant. This aligns with a similar study conducted by Mohammed (2019) where findings show that majority of the respondents (52.1%) listened to radio for information and majority (87.3%) strongly agreed that radio is the best medium for promoting peace building. Best, 2011 (cited by Mohammed 2019) examined on the role of radio and mobile phones in post-conflict resolution in Liberia. The key findings of his work agree with the work of Mohammed (2019). The findings here also align with the result of the study carried out by Mwangi

(2017) that radio was central in the lives of the interviewees, with radio being by far the most used source of information by victims of violence and conflict. Nearly all the interviewees (99%) stated they listened radio during the time of the conflicts in 2008 and relied on it for key information. This confirms exposure of residents in conflict prone areas to radio programmes targeted at peace building. Community radio has a key role to play in daunting crisis in every community. This is because radio generally has long been used in modern societies, due to its accessibility, low cost and high impact among people who may be mostly illiterate. This agrees with what Asemah (2013) found that radio is the most readily available of all media.

Thus, radio can be used to mobilise people, especially in the developing countries. Radio can be used to educate, inform, entertain, mobilise, facilitate decision making and to preach peaceful coexistence among the different political parties, religious bodies and ethnic groups in a society. Thus, community radio can, through peace journalism, bring about peaceful coexistence in a society.

Table 3 shows that the mean score ( $\bar{X}=4.4700 \pm 1.14996$ ) for the question on the efficacy of the peacebuilding project is statistically significant. The statement "The women's voices for peace" is being scored and an average is being determined. Given that it exceeds the 3.5 decision limit, the claim that "radio programme is effective in peace building in the Niger Delta" is quite noteworthy. According to Malakwen (2014), radio may play a significant role in peacebuilding efforts by acting as a gatekeeper. It can successfully mobilise public support, promote peace, inspire confidence and fight for the preservation of human life. The majority of respondents agreed that radio is the most efficient medium for fostering peace building in Zimbabwe, according to Bosch (2011, as referenced in Mohammed, 2019). Furthermore, a sizable majority of research participants (87.0%) strongly agreed that radio is an essential tool for settling disputes and lowering levels of violence. They also agreed that radio programming promoting peace may effectively prevent fatalities and save property. This study's goal is to evaluate how well community radio stations' programming works to foster a culture of peace in disputes between Fulani herders and farmers in certain states. The investigation carried out by Ojo & Ayobolu (2020) using the survey questionnaire revealed that 65.2% of the 163 respondents said that the broadcasts on community radio stations were "highly effective" in fostering a culture of peace between farmers and Fulani ranchers.

Furthermore, 65 respondents, or 26.0% of the total, said that these courses were "Effective." Furthermore, of the fifteen respondents, six percent described themselves as "ineffective" and seven respondents or 2.8% of the sample, were indifferent. The survey results indicating that community radio stations' peace broadcasts were crucial in re-establishing peace and normality in the chosen States were corroborated by the herdsmen/farmers leadership interview results. Regarding the usefulness of radio as a medium for peacebuilding, Asemah (2013) concurs observing that community radio is essential for handling emergencies in different areas. Modern cultures have long made use of radio because of its accessibility, affordability, and enormous influence, especially among those who may not be very literate. Radio is the easiest medium to use out of all of them. Radio is a powerful tool for mass mobilisation, especially in poorer nations. Radio is used in society for many reasons, such as education, information sharing, entertainment, mobilisation, decision-making facilitation, and the promotion of peaceful coexistence amongst diverse political parties, religious organisations, ethnic groupings,

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and more. By using peace journalism, community radio has the ability to promote harmonious coexistence in society. He said that community radio has long been seen as an essential instrument for political, social, and economic mobilisation in underdeveloped nations. Radio is a very useful instrument for development. It is particularly successful because of its accessibility, affordability, and large impact, especially for those with lower reading levels. As a matter of fact, radio is the most readily available medium. It may be very helpful in four important areas: entertaining, teaching, helping decision-making and informing (Mwakawaso, 1986 cited in Asemah, 2013).

Under the heading "Community Radio and Peace-Building in Kenya," Gustaffson (2016) noted that one of the tactics used for peace-building after the horrific post-election violence in Kenya in 2007 that resulted in the deaths of over a thousand Kenyans was the use of the media. The radio stations Koch FM and Pamoja FM are examined in this article. Gustafsson's results also support the idea that, in certain circumstances, the media may be helpful in defusing political unrest. These examples provide standards that may be used to improve media outputs and support the media's crucial role in transforming conflicts. In order for the government and non-governmental organisations to effectively combat political violence in both nations, it is imperative that they include media representation into their all-encompassing conflict transformation strategy. Media organisations should also actively practise and have a thorough awareness of the tenets and techniques of peace journalism.

### **Conclusion and Recommendations**

It has been found in this study that *Women Voices for Peace* is significantly effective in the communication of message of peaceful coexistence within the Niger Delta region. Radio programmes such as *Women Voices for Peace*, that have gained the trust and appear impartial are essential for both averting and ending wars. Thus, the following recommendations are hereby given:

1. Since the findings showed that the exposure of the people of the Niger Delta to *Women Voices for Peace* radio programme was significantly high, peacebuilders should continue to utilise more radio programmes to advocate for peacebuilding in conflict-prone regions in Nigeria.
2. More time should be allotted to programmes such as *Women Voices of Peace* as well as peacebuilding programmes that focus on other demographics such as youths and men. This will help to deepen the knowledge of all residents within the Niger Delta and other conflict-prone areas.

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