



RISU
Rivers State University



SOCIAL SCIENCE REVIEW

**A PUBLICATION OF THE
FACULTY OF SOCIAL SCIENCES
RIVERS STATE UNIVERSITY
NKPOLU-OROWORUKWO
PORT HARCOURT**

Volume 3, Issue No. 2, August-December, 2024: 2795-3785

SSR

Social Science Review

A publication of the Faculty of Social Sciences,
Rivers State University,
PMB 5080, Port Harcourt, Rivers State, Nigeria
Email: www.socialsciencereview

Volume 3 Issue No. 2. August-December, 2024

EDITOR-IN-CHIEF

Dr. Chukuemeka Robert Amadi

EDITORIAL BOARD

EDITORS

Prof. Ayodele Momodu

Prof. Emmanuel B. Okemini

ASSOCIATE EDITORS

Dr. Kevin Chinaka Njoku

Dr. Stella Otuka

Dr. Peter Finebone

Dr. Enyindah O. Owabie

Dr. L. Nwaburu

EDITORIAL ASSISTANT

Dr. (Mrs.) Elizabeth Wadi

EDITORIAL ADVISORY BOARD

Prof. Seth Acara-Jaja

Prof. Kate Omenugha

Prof. Nyekachi N. Amadi

Prof. Sunny N. Amadi

Prof. James Didia

Prof. Chris O. Ogbonda

Prof. Kinikanwo Anele

Prof. Fumi T. Bickersteth

Prof. Lawrence Ohale

Pro. A. Epelle

Prof. Vincent Chuku

Prof. S. B. Arokoyo

Prof. Kate Omenugha

Dr. Dandison Ukpabi

Rivers State University, Port Harcourt

Nnamdi Azikwe University of Science and
Technology

Ignatius Ajuru University of Education, Rivers
State

Rivers State University, Port Harcourt

Rivers State University, Port Harcourt

University of Northern Iowa, USA

University of Port Harcourt

Obafemi Awolowo University

University of Port Harcourt

Ignatius Ajuru University of Education, Rivers
State

Ignatius Ajuru of Education, Rivers State

University of Port Harcourt

Nnamdi Azikwe University of Science and
Technology

Finland University, Finland

EDITORIAL CONSULTANTS

Prof. Joseph I. Onyema

Prof. Dennis B. Ewubare

Dr. Emmanuel O. Davies

Dr. Samuel A. Egbuchu

Dr. Chukwunoye A.

Dr. Christian Gbarawae Nwikina

Dr. Graham Nsiegbe

Information for Contributors

The necessary information for contributors to our journal is as follows:

1. Articles for publication must be original and should not be more than 15 typewritten 12 font Times New Roman doubled spaced pages, in length and in A4 paper.
2. Title of an article should be within 8 to 18 words.
3. The cover page should contain author(s) name(s) (arranged from first to last name-do not abbreviate), institution (s), email address(es), and phone number(s).
4. Abstract should not be more than 250 words.
5. Article published elsewhere should not be sent to us.
6. All intext citations should be listed under references and avoid including author(s) not cited in the body of the paper in your referencges.
7. Avoid numbering and bulleting in the body of your article, except for tables and figures that require Arabic numbering.
8. Send three copies of your hard copies in self-addressed stamped envelope to *Dr Chukuemeka Robert Amadi, Department of Economics, Faculty of Social Sciences, Rivers State University, Port Harcourt*. Besides, soft copy should equally be sent to the Journal email.
9. Paper that meets the requirement above will be acknowledged and referred; however, the notification of the status of your paper in terms of its publication disposition may take three weeks consequent on the fact that the paper will be sent for assessment/review.
10. Manuscripts accepted are placed before the Editorial Board/Reviewer(s) on the basis of first to come, first to be served.
11. Editorial Board reserves the right to modify or condense manuscripts where it is unavoidable to meet its standard/specifications, such decision is final.
12. Unaccepted manuscript(s) is not returned to the author(s).
13. Paper peer reviewed and accepted for publication; the plagiarism test must not exceed 15%.
14. More than two papers by the same author(s) may not be accepted for publication in any one edition.
15. Single authorship is accepted; premium is placed on co-authored manuscripts but you should avoid adding *liability author(s)*.
16. Credit is given to local examples and inferences.
17. Lead Author of published article is entitled to one (1) copy of the journal.
18. Views expressed in any paper published in this journal are those of the author(s) and do not in any way reflect the official position of the Editors of this Journal.

List of Authors

Media Advocacy and Rural Development Needs of Odegnu Clan: Fogo Process Approach

Obinna Frank Igwe

Population Growth, Financial Development, and Economic Growth in Sub-Saharan African Countries

Justice Ndukwu Ezebunwa, Rose Celestine Amadi, and Chikanele Asuru

Financial Liberalisation and Value of Stock Traded in Nigeria

Ime Patience Daniel, Ayodele A. Momodu, and Dennis B. Ewubare

Foreign Capital Inflows and Employment Growth in Economic Community of West Africa

Chimezie Ebere Onyewuchi, Sancho. N. Chukwu, Sunny. N. Amadi, and Dennis B. Ewubare

Rethinking Conflict Resolution Strategies: Models Evaluation in Africa

Fortune Ogechi Ojenamah

Public Expenditure and Economic Growth: Test of Keynesians' Propositions in Nigeria

Chukwuemeka Sydney Reginald Ozuzu and Kingsley Nnana Odungweru

Employment, Infrastructure, and Poverty Alleviation in Degema Local Government Area of Rivers State, Nigeria

Ruby Otomama Douglas

Public Relations Strategies in Indorama Eleme Petrochemical Limited, Rivers State: Critical Appraisal

Christopher Justice Njoku, Baridole Dominic, and Juliet Onyekachi Uduak-Enoh.

Effect of Government Deficit on the Growth of the Nigerian Economy

Austin Ayodele Momodu, Chukwuemeka Robert Amadi, and Emmanuel Okeme David

Macroeconomic Variables and Foreign Direct Investment: Comparative Analysis of Nigeria and Ghana

Chukwuemeka Sydney Reginald Ozuzu, Leera Lenu Kpagih, and Kingsley Nnana Odungweru

Currency Devaluation and Nigeria's Trade Balance

Ozulem Elvis Wokekoro, Rosemary Chioma Ewubare Dennis, and Chukwuma Ogbonna Ogbodo

Globalisation and Economic Growth in Nigeria

Justice Ibeabuchi Igwe, Confidence Chinyere Amadi-Robert, and Kennedy Ikechukwu Imudia

Impact of Inventory Management on the Market Value of Manufacturing Firms in Nigeria

Wofuru Amadi –Robert, Chile Umezurike Ordu, and Kennedy Ikechukwu Imudia

Russia-Ukraine War and International Trade

Ubokulom Jossy Banigo and Gogo Patrick Ibiamu

Financial Stability and Agriculture Sector Productivity in Nigeria

Confidence Chinyere Amadi-Robert, King Sunday Agbagwa, and Ajiengobia Owanate George

Monetary Policy Rate and Saving and Investment in Nigeria

Ibeinmo Friday Cookey

Age and Marital Status on Domestic Violence on Women Obio/Akpor

Mina Margaret Ogbanga

Traditional Institutions and Conflict Management in Rivers State

Madubochi Wosu

Carbon-dioxide Emission and Economic Growth: Var Model

John Ikechukwu Okpara and Harrison Eromosele

Corporate Social Responsibility and Consumer Buying Behaviour in the Soft Drink Industry

Onyeka R. Fidelis and Adebawale Olalekan Asaolu

Fiscal Deficit and Economic Growth in Nigeria

Okechukwu Victor Aninwagu, Chukuemeka Robert Amadi, Joseph I. Onyema,
and Ayodele A. Momodu

Government Expenditure and Economic Growth in Nigeria

Kelvin Chinaka Njoku

Table of Contents

1. Media Advocacy and Rural Development Needs of Odegwu Clan: Fogo Process Approach Obinna Frank Igwe	1-10
2. Population Growth, Financial Development, and Economic Growth in Sub-Saharan African Countries Justice Ndukwu Ezebunwa, Rose Celestine Amadi, and Chikanele Asuru	11-24
3. Financial Liberalisation and Value of Stock Traded in Nigeria Ime Patience Daniel, Ayodele A. Momodu, and Dennis B. Ewubare	25-34
4. Foreign Capital Inflows and Employment Growth in Economic Community of West Africa Chimezie Ebere Onyewuchi, Sancho. N. Chukwu, Sunny. N. Amadi, and Dennis B. Ewubare	35-43
5. Rethinking Conflict Resolution Strategies: Models Evaluation in Africa Fortune Ogechi Ojenamah	44-55
6. Public Expenditure and Economic Growth: Test of Keynesians' Propositions in Nigeria Chukwuemeka Sydney Reginald Ozuzu and Kingsley Nnana Odungweru	56-65
7. Employment, Infrastructure, and Poverty Alleviation in Degema Local Government Area of Rivers State, Nigeria Ruby Otomama Douglas	66-75
8. Public Relations Strategies in Indorama Eleme Petrochemical Limited, Rivers State: Critical Appraisal Christopher Justice Njoku, Baridole Dominic, and Juliet Onyekachi Uduak- Enoch.	76-85
9. Effect of Government Deficit on the Growth of the Nigerian Economy Austin Ayodele Momodu, Chukwuemeka Robert Amadi, and Emmanuel Okeme David	86-95
10. Macroeconomic Variables and Foreign Direct Investment: Comparative Analysis of Nigeria and Ghana Chukwuemeka Sydney Reginald Ozuzu, Leera Lenu Kpagih, and Kingsley Nnana Odungweru	96-105
11. Currency Devaluation and Nigeria's Trade Balance Ozulem Elvis Wokekoro, Rosemary Chioma Ewubare Dennis, and Chukwuma Ogbonna Ogbodo	106-116
12. Globalisation and Economic Growth in Nigeria Justice Ibeabuchi Igwe, Confidence Chinyere Amadi-Robert, and Kennedy Ikechukwu Imudia	117-125

13.	Impact of Inventory Management on the Market Value of Manufacturing Firms in Nigeria Wofuru Amadi –Robert, Chile Umezurike Ordu, and Kennedy Ikechukwu Imudia	126-136
14.	Russia-Ukraine War and International Trade Ubokulom Jossy Banigo and Gogo Patrick Ibiamu	137-150
15.	Financial Stability and Agriculture Sector Productivity in Nigeria Confidence Chinyere Amadi-Robert, King Sunday Agbagwa, and Ajiengobia Owanate George	151-162
16.	Monetary Policy Rate and Saving and Investment in Nigeria Ibeinmo Friday Cookey	163-174
17.	Age and Marital Status on Domestic Violence on Women Obio/Akpor Mina Margaret Ogbanga	175-187
18.	Traditional Institutions and Conflict Management in Rivers State Madubochi Wosu	188-196
19.	Carbon-dioxide Emission and Economic Growth: Var Model John Ikechukwu Okpara and Harrison Eromosele	197-204
20.	Corporate Social Responsibility and Consumer Buying Behaviour in the Soft Drink Industry Onyeka R. Fidelis and Adebawale Olalekan Asaolu	205-214
21.	Fiscal Deficit and Economic Growth in Nigeria Okechukwu Victor Aninwagu, Chukuemeka Robert Amadi, Joseph I. Onyema, and Ayodele A. Momodu	215-222
22.	Government Expenditure and Economic Growth in Nigeria Kelvin Chinaka Njoku	223-235

Media Advocacy and Rural Development Needs of Odegnu Clan: Fogo Process Approach in Emohua Local Government Area, Rivers State

Obinna Frank Igwe

Department of Journalism and Media Studies, Rivers State University

Frank.igwe@ust.edu.ng

Abstract

The study unravelled that rural communities in Nigeria had suffered year of neglect and abandonment by successive governments. In it attempts to critically examine the place of media advocacy and its capacity to bring to the attention of relevant authorities the nagging development needs of rural communities of Odegnu Clan in Emohua Local Government Area of Rivers State. The study used survey research method had a population of 28,578 drawn from the communities that make up Odegnu Clan. Consequently, sample size of 400 was drawn from the population using the Taro Yamani formula. Yet only 380 respondents participated in the study. Data generated through the questionnaire were analyzed using tables and percentages. The findings of the study among others were requisition for economic development which tops the need hierarchy of Odegnu clan; corporate social responsibility (CSR) intervention prove to be responsible for most of the social amenities in the area, it was also found that raising consistent media awareness in the development of Odegnu Clan and individual engagement through social media platform had help to popularize the challenges of their area. The study recommends that journalist should be devoted to media advocacy programs in favor of the rural people as enshrined in Denis McQuail's media development theory, secondly, there is need for the inclusion of rural communities in government development policies and the need for rural dwellers to be law abiding and peaceful to attract development in their area.

Keywords: Media advocacy, Rural, Development Needs, Odegnu Clan, Fogo Process Approach

Introduction

Development is highly needed in every human society and any society that have undergone various levels of development is considered a product of good governance and media activeness in the scene of societal retrogression, stagnation and absence growth. Good governance plays a pivotal role in societal development and national building all over the world. According to Akpan (2012) observes that communication for development is community specific, hence it respects local context, value, culture and facilitates participatory processes to address negative component. This explains Nwala et al. (2020) argument on the importance of communication in the realization of development in the society is akin to the debate on the effective media on the audience.

Every development strategy should capture basic infrastructural development needs such as provision of access good road network, healthcare facilities and central water system, agricultural and support programs for farmers, educational and skills development, job creation, community engagement, insecurity and conflict resolution among rural indigents and corporate organization (Ochonogor, 2019). Embarking on such a program will lead to the improvement of the quality of life and economic well-being of the individuals living in Odegnu clan as well as rural areas in Nigeria. Conversely, Igwe (2024) argues that it is not enough to say that the development is about the provision of social amenities for human well-being but to include information that will lead to human development and self-actualization. The neglect of the rural environment by the government is actually what kept most rural territory in an underdeveloped condition and if the attention of the government and other meaningful revenue driven is not sited to drive development, the rural areas will remain undeveloped. He further asserts that the