

The Effectiveness of Traditional Media as a Tool for Communication in Rural Development in Arigbajo Town, IFO Local Government, Ogun State Nigeria

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ABSTRACT Communication has been seen as an effective component or tool by which information is being transmitted or received while traditional media of communication refers to orthodox means of mass communication as accepted by various global communities and cultures from ancient times. Communication is regarded as the life component of human existence which rapidly enhances unity that leads to the changes in our society at large. Therefore, at this point it is so important to measure the role of traditional media of communication in knowledge sharing and understanding. Although modern media like Internet, Radio, Television, Magazine and Newspapers has been introduced over the traditional media of communication like the town-crier, oral poetry/narrative, festivals, folklore, music/lyrics, drama, market place, and storytelling, but the overruling role of the traditional media in knowledge sharing or communication and understanding can never be substituted or suggestively negotiated because rural means of communication still remain the epitome for the rural development. This research work enlightens Traditional Media of Communication as a tool for effective rural development. Questionnaires were used as an instrument for data collection. A total number of 100 questionnaires were distributed to the occupants of the community, out of which 97 were returned which were used for the analysis of this research work. Data collected was tabulated and analyzed using percentages. This research work also applauds that modern media ways of communication should also be used in addition with the traditional media of communication to improve national development.