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Media Urban Concentration and the Effects on Nigeria Rural Community People-the Missing Link

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Abstract:

Neo-liberalism economic philosophy had helped capitalism grow beyond boundaries as trade barriers were removed across the globe. The media was dominated by elites: entrepreneurs, politicians and government that had the financial muscles and technical capabilities. Globally, media is owned by few multinationals and Nigeria is not excluded from the trend. The purpose of this paper is to identify the multi-level effects of media urban concentration on rural dwellers. The dominant problems are: imbalance flow of information, autocratic control of communication sphere and under-development of rural areas. The paper discussed media urban concentration as it promotes monopoly and hegemony – subtle persuasion to conscientise the citizen to dogmatically accept government/elites propaganda. The paper identified that the certified and tested binding link or core to media pluralism and participatory communication was rural community media that served as a catalyst to drive developments to the people and for the liberation of people residing in rural communities.

Keywords: media concentration, elites, demography, rural, communities, philosophy

1. Introduction

The philosophical belief of countries is disseminated to its citizens through the media, the dominance of media could be seen in every sphere of life that was central to global activities: politics, economic, social and technology. The dominance of media had been made possible by innovation and technological advancements.

Historical perspective revealed the origin, growth, evolution of the media and it was traced to the bourgeois who owns the power of production and uses media to advance their interests. This trend was helped by capitalist economic system anchored on free market system. Capitalism had its roots in feudal system, which was just one stage in the evolution. In this economic system, the capitalists believe that government should not interfere with the economy but should formulate the policies that regulates it.

Incidents of 2nd World War and Cold War led to industrial revolution that made world powers compete for economic, political powers and domination. Media became a potential market: attracting investors of huge capital with profit driven purposes. The development of global media that emerged as a result of technological innovation and inventions aided the concept of media urban concentration. The accepted norms of media having their national identities as government monopolized the media was gradually reduced and going towards extinction.

The transformation of media in the decades, raging from tradition to modern and the new media with empirical evidence and facts as presented by scholars confirms that media originated from the bourgeois' with the support of capitalism ideology based on private ownership of production. This showed that he who owns the means of production that is economic power, holds the political, technological and other aspects of life.

The most debilitating problems facing Nigeria as a country in its quest for democratic consolidation was the myriads issues of under-development of its rural communities. Nigeria was demarcated as one of the Third World countries with another coined word 'developing'. The problem was multi-dimensional and hydra headed requiring urgent mobilizations of entrepreneurs, government organizations, multinationals, NGOs, Communities and concerned citizen to explore the potentials of rural media for development.

In Nigeria, the media landscape and infrastructure was concentrated in the urban communities why the rural communities of 80% of the population are marginalized, secluded, abandoned and not captioned in government developmental plans. The control of the

media by elite and few entrepreneurs that holds the means of cultural production also controls the political and social power, the media had the responsibility to the people for the voiceless to be heard, this are possible by the means of rural community media.

Herman, S. & Chomsky, N. (2002) pontificates that inequality of wealth and power had multilevel effects on mass-media interest and choices. The economic powers in the hands of few had allowed marginalization of the dissidents and seclusion of the poor. Media ownership concentration with unguided policy and infrastructure in Nigeria had affected development and establishment of rural community media to drive the needs-based developments to appropriate quarters.

The resultant positive effects of development are change, and change cannot occur in isolation of appropriate medium of communication. The disparities of development and growth or urban and rural areas are obvious. Development of Nigeria rural communities remain a mirage uncertain and unachievable as long as the government/entrepreneurs, NGOs, communities, concern citizens failed to concentrate efforts on 'rural community media'. Non-acceptance, rejection and non-establishment of 'rural community media' with infrastructure and policy to drive it. It was evident that the information gap between the dwellers in urban city and rural community was further encouraged by media concentration and conglomeration owned by individual, corporations and government.

The knowledge divide was facilitated by imbalance flow of information between urban and rural areas. Those advocating for rural community media are located in the urban cities and even the rural dwellers concerned are not aware of the concept 'rural community media' unlike other African nations like Mali and Burkina Faso where the rural dwellers are major stakeholders in rural community media. (FAO Report, 2006)

The dominant role of the media and its control in human environment was a premise for mobilizing establishment of rural community media. It became imperative to identify the multilevel effects of media concentration in the hands of few corporations and government as it domiciled in urban communities while the rural areas are secluded. Media remain the only vehicle to drive development to rural communities using advocacy and campaigns. From all indication, it was evident that the media concentration of ownership and location by government and individual makes media the elite's tools. Media has social responsibilities to the people in the country irrespective of where they reside.

Therefore, this paper was considered relevant to knowledge to government, media practitioner and scholars about the developmental potentials of rural community media. The paper will complement existing literature to provide a basis for advocacy and campaign for establishment of rural community media from a new paradigm of exploring the community's efforts to owing a medium on their own and NGOs. The paper was significant to rural dwellers as more researches would instigate intensify campaigns and conscientise the rural dwellers to clamor for rural community media even with community efforts.

2. Conceptual Clarification

The evolution of industrialization and modernization had brought about transformation in all spheres of life to the extent that media cultural products received fixed attention as product (s) to generate revenue and for profit maximization.

The evolving of the concept of media concentration was linked to media commercialization and news commodification in Nigeria had its root in the aid-packed program by World Bank christened Structural Adjustment Program (SAP) to resuscitate Nigeria's collapsed economy in 1986 during General Ibrahim Babandiga military regime. The adoption and integration of the program was either partial or full commercialization of government funded organizations; media institutions was among the affected corporations. The economic paradigm shift compel media to rush to market for survival, this resulted in diver's approach to salvage the situation as media compete for market and breaking even. The final end of the approach was media commercialization and news commodification, this situation described by Oso (2006) as news by barter.

The 'word' media means channels of transmission of opinion, belief, ideas to a large audience. There are genres of mass media: Print media, the oldest medium of communication consists of newspaper (Tabloid & Broadsheets); Books, Magazines & Journal. Broadcasting genres emerged from technological advancement, innovation and creativity: radio, television & Film production. The third categorized genres were internet that have revolutionized the entirety of media, all genres had transform as they integrate online versions into their production. The internet was broad and it was a platform for all genres of media to converge.

Globally, the empirical facts stated that the media was concentrated and in possession of few transnationals. There are two types of media ownership: concentration and conglomeration. Media concentration was described as a process whereby fewer individual or corporations control and owing the media through majority shares or huge investment. Media conglomeration on the other hand was a situation brought about by diversification: it translates that the media have interests and willing to invest in other sectors of the economy. The domination of the media by elites are obvious in ownership and locations of the media industries. The large corporations had their headquarters and offices domiciled in urban: mega cities, cities or urban-rural areas.

The big multinational companies that were prominent in cultural and media productions emphasized production of advertisement that appeal to both global and local environment. On global scene, the major players are Viacom, Hearts Corporation, Sony Corporation of America, NBC Universal, Time Warner, New Corps, Bertelsmann AG, The Walt Disney Company, CBS, Organizacoes Globo and Lagardere Group. The growth of free market or capitalism economic system was encouraged by an 'industrialization of the press' (Herman & Chomsky, 2002).

Nigeria being colonized by British inherited economic and political ideologies from Britain. She adopted capitalism philosophy, so the media were both owned by government and private individuals. The government monopolization of media markets came to halt by Decree 38 of 1992 by General Ibrahim Babangida that deregulate the industry.

The deregulation of the sector birthed the following privately owned media corporations: AIT, Raypower, MURI, Silverbird, Galaxy, TVC, Iroko TV, Adaba FM, and many more. The current trend that parallel media concentration concept is vivid in few corporations/individuals owing the media. There was the mix of the two types: concentration and conglomeration.

The indigenous privately-owned media corporations in Nigeria are owned by politicians, former governors, senators and few individuals. TVC, Intercontinental Radio, The Nations Newspaper, Iroko TV and COMSAT as a conglomerate was owned by an individual, in person of Senator Ahmed Tinubu, the former governor of Lagos State. Also, SilverBird TV, Silverbird Galleria and Cinema belongs to Ben Bruce, The Guardian Newspaper belongs to the Ibrus well known in other business endeavors. It worthy of note that the print media was largely owned by individuals with few been established by state government serves as platforms to advocate or advance their political ideologies or stand.

Media and democracy as phenomenal are like two-edged sword as both promotes freedom of expression, unlimited accessibility to information, respect of fundamental human rights and practical involvement and participation of citizen. The above portrays a society where the levers of power were balanced and there were no inequalities of wealth and power. Situational analysis with empirical backing revealed that media had been hijacked, dominated concentrated in the hands of few powerful minority in a democratic claimed state, the relationship referred to as incestuous by (Hrvatín & Petkovic, 2004).

Hrvatín & Petkovic (2004) stated that Noam Chomsky had revealed and concludes that no conspiracy theory was needed for the analysis of media deviation in western countries. It remained fact that few individuals and corporations won majority of media outlets, acquired holdings by openly supporting political elites in the country the media domiciled. Chomsky was questioned years ago how few corporates elites dominate the media, he answered "That's like asking how corporate elites control General Motors. They don't have to control it. They own it." (Halimi, 2002).

Corroborating the submission of (Halimi, 2002). Bagdikian (2004) pontificates that five global dimension conglomerate dominate the American media landscape, that no imperial ruler in the past history had multiple media channels that include TV and Satellite that can permeate entire society.

McChesney (2003) supports Bagdikian (2004) views further argued that the media have become a significant anti-democratic force in the US and beyond by stifling civic and political involvement, and that the wealthier and more powerful corporate giant become, the poorer the prospect of participatory democracy.

Resting on the premise of Bagdikian (2004) opinion, Nigeria media landscape portray one that does not support participatory democracy due to the fact that Nigeria have no rural community media to enlighten, educate and inform the larger population residing in the rural communities. The media is urban-oriented, elitists and use to advance the agenda of government of the day or to promote the owner's political, economic and ideological stands.

The political economy of media in Nigeria context as the nation grooms her nascent democracy, consolidate the political structure and the sustainability of democracy are assured by the media that represent the people most especially the rural dwellers. Full involvement and participation of Nigerians in her political ideology is far from being realized as the vehicle and convener of such – the rural community media was neglected.

Onabajo (2003), estimates that about 80% of Nigerians resides in the rural areas, mainly agrarian bedeviled with illiteracy, poverty and are not in position to access or consume media products. Oso (2003) states that Nigeria press was too elitist in all respects – ownership, location, and contents, etc. Like all profit-oriented commercial enterprises, their products (the news, etc.) must appeal to those with resources to patronize them either as readers or advertisers. By the fact of ownership, the press was part of the ruling class power structure.

Daramola (2014) cited Esenjor (1992) sees community as a group of people with shared identity and boundary. Oso (2010) pontificates that community could be seen from sociological and geographical perspective. Community is sociological when the people have shared interest and set of social relations while geographically it describes a locality. Odedeji (2003) analytically examine the sociological perspective of a community as it means different things to different people. He submits that there is relationship between urban and rural community as both formed the larger society. Oso (2002) opiated that a community could be either rural or urban.

This paper focused on 'community' of people that reside in a geographical area that is basically rural with its antecedent's characteristics peculiar in Nigeria context. Daramola (2014) enunciated these characteristics were lack of basic amenities; such as pipe borne water, electricity, road, hospitals and modern markets. Nkereuwem (1998) corroborates Daramola (2014) stated that at mentioned or the word 'rural' certain images are conjured in minds that revealed under-development and acute poverty that manifest in form of no road access, bad roads, poor housing, poor sanitation, malnutrition and illiteracy.

Anaeto S.G & Anaeto, M. (2010) affirmed that community could either be defined geographically or psychologically. He enunciated that a community could be seen as people living together in a locality or could be psychological a group of people connected by share or similar interests, characteristics and values might not necessarily reside in the same locality.

The resurgence of industrialization had helped the evolution of new villages not with large population but with some basic amenities like: electricity, health centers, police stations and borehole water. The demography analysis of community into two classifications to urban and rural areas was challenged due to emergent of new communities that could not be referred to as urban neither rural.

Doug & Moss (2009) enunciated another classification as 'remote rural'. Some of the emerging new villages with amenities could not be referred to as urban because of the size of her population, they are rural and many more communities are emerging due to increase in population and entrepreneurship activities that involved large expanse of land, few companies domiciled in rural areas. The classification was urban, urban-rural, rural and remote rural.

The developed nations by way of social responsibility through the media had use media as vehicle that drives development and growth to all geographical locations: urban and rural. Development programs was not based on nepotism, it was need-based. Rural communities can hardly be distinguished from urban as each had basic amenities as provided by the government. This was made possible by the media fulfilling its legal and social responsibility.

3. Theoretical Framework

This study anchored on two theories that provide strong basis for understanding the social responsibilities of the media and as a tool for developments: political, social, economic and philosophical. Theories basically assist us to simplify concepts and help us understand reality. The theories are:

- (1) Development Media Theory
- (2) Social Responsibility Theory

Development media theory emerged as a means to bridge the gap of development and information imbalance that decimated the third world countries with myriads of problems ranging from infrastructure to technology. The theory was propounded by Dennis McQuail in 1987. Development Media theory rest on the premise that rural community media, if well-articulated with structure could facilitate remarkable development of the rural communities. McQuail (1987) asserts that mass communication theory explains that normatively the press takes the coloration of the country where it operates. Critically examining the assumptions of development media theory that centered on media roles in economic development and nation building, the vehicle to drive developments to rural communities was undebatable it remained singular, rural community media that would facilitate development and growth. Folarin (2002) asserted that the theory can be further fine-tuned to appropriately address the situation of developing countries and equally enunciated that the theory had provided a guideline for the concepts of development communication and journalism.

Social responsibility theory emerged from The Hutchins Commission of 1947 that was saddled with the responsibility to find solutions to the constant failure of the press in the area of not representing the less privilege but rather promote those in the circle of a privilege and powerful minority. The theory of social responsibility emerged as a result of the commission's resolution.

McQuail (2010) pointed to the fact that few countries adopted the philosophical propositions of this theory with determination that resulted in general rise of 'progressive politics and experience of press concentration that overthrow private monopoly of the media. This paper was situated on these two appropriate theories, critically examining the theories, it was discovered that Nigeria did not fully adopt any media theory to formulate her media philosophy. Private monopoly of media had not been removed in Nigeria society though government monopoly was challenged by Decree 38 of 1992, few licensed private print and broadcasting media industries are owned by the elites and situated in mega cities. However, the media as a way of social responsibility must rise up to its statutory social responsibility to the people irrespective of where they reside in the country.

4. Effects of Media Concentration on Rural Community Media

As the whole world gravitates and enmeshed in globalization an Italian intellectual Antonio Gramsci described the events as hegemony. Media hegemony by Antonio Gramsci (1971) refers to the moral, philosophical and political leadership of a social group, which was not gained by force but by an active consent of other social groups through taking control of culture and ideology. Artz & Murphy (2003) asserted that hegemonic class by owning and controlling the means of production and capital, including mental production in the forms of the media, are able to support, retain and uphold hegemonic position.

"It is often argued in the analysis of hegemonic theory that the media was an institution used by elites to exercise their hegemonic power. Gitlin (1980) states that "the mass media produce fields of definition and association, symbols and rhetoric, through which ideology becomes manifest and concrete.

Media hegemony can be seen on micro level in Nigeria as media landscape was owned and controlled by elites that uses persuasion to conscientise the people to accept their philosophical, ideological, political, economic and social stands. The mainstream media have become profit-driven, Moemeka (2009) affirmed that the extent of media hegemony have become impossible for them to report issues that have positive significance for the democratic institution. One of the way of media hegemony was the content that have the owner's motives convey to the larger society.

Media ownership concentration promotes and encourage hegemonic influences as this was evident in Nigeria as media owned by politicians use the platforms to promote their political ideology. The multi-level effects of media concentration in urban cities have made the rural communities more impoverished as imbalance flow of information to rural areas make it more difficult for their liberation. Their voices could not be heard as described by Oso (2003) as 'voices of the oppressed.'

Media concentration was a contradiction and aberration to the Nigeria nascent democracy. It threatens diversity of expression and promotes media monopoly by government and few individuals, Barnett (2010) on this premise the rural community media would remain a mirage. Rural Community Media (RCM) was the only potent weapon for rural dwellers to express their opinion and advocate for their rights.

The concept of media concentrated ownership encourages inequality distribution of wealth as those that holds the levers of power holds the production of cultural goods, thereby rural dwellers are marginalized as they are not involve in the political, economic and social programs of the government. (Herman & Chomsky, 2004)

Public broadcasting had its roots in freedom of expression and being an avenue for the press to be free from government interference. Public interest journalism was to protect the right of the people to know and to participate in decision that concerns them. Media ownership concentration was making the phenomenal go into extinct, as government media promotes its ideological, political, economic and social philosophy while those owned by individual are controlled by advertisers' and sponsors this often leads to

content bias. Failure of promotion of public interest journalism had make penetration into the rural areas for establishment of media extremely difficult as government uses the media as propaganda to foster their interest

Okoye (2008) submits that African had witnessed a steady decline in civil engagement and political participation by the educated groups. He portrays a worst scenario for rural dwellers that are always ostracized from happenings in the country.

The contradictions as a result of media concentration was condemned in that the interest of the state or to party politicians sees pluralism of the media ownership as essential elements that promote participatory democracy. Barnett (2010) opined that fewer owners/gatekeepers, the fewer the number of voices and the more damaging the consequences for diversity of expression. Media concentration represent fewer interest of the elites and politicians.

Media urban concentration poised a great threat to pluralism of opinion, owing media outlets and any types of the media by different groups of people in the society irrespective of the location either urban or rural. Media concentration promotes monopolies of the media by few owners: government and elites in the society at the detriment of the minorities. In Nigeria context, media monopoly and oligopoly is evident in the ownership concentration, location (largely urban) and the contents – bias and too elitist.

5. The Missing Link – Rural Community Media

Nigeria as a country had suffered political instability, dictatorship by constant military coup that destabilized the political system and makes it swing between military and democracy. The inconsistent political philosophy of Nigeria had affected the media, as the media takes the coloration of the society where it operates. Nigeria returned to democracy in 1999 grappling with the issue of underdevelopment with the 80% Nigerian domiciled in the rural areas suffering from poverty, illiteracy, health issues, environmental and power. The media was catering for only 20% of the population thereby neglects rural dwellers that have resulted to restiveness of some tribes in the nation. The missing link that would liberate the rural dwellers remain uncontested – the rural community media as no growth or development can occur without appropriate medium or media.

“Development is about change and change cannot occur without communication”

(Mitchell, 2015)

Nigeria media had not promoted rural community media in any way as the government concentrate in urban growth with marginalized rural communities growling in pains with no representation of interest to heard their voices. Government controlled media: print, electronic that concentrate in urban areas. The Nigeria Television Authority and FRCN are located in areas that the politicians/leaders could lobby and have allegiance of being voted for or loyal to the government in power. Government neglect of rural dwellers is a violation of fundamental human right of expression.

→ Art 19 of the United Nations Universal Declaration on human rights rules that everyone has the right to freedom of opinions and expression, this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

Freedom of expression had been recognized as being fundamental and indispensable pillars of democratic system of government with freedom of expression was possible through the media, the 80% Nigerians domiciled in the rural areas had been ostracized from access to information have had their rights being abused.

The word pluralism has its legal roots in Article 10 of European Convention on Human rights (ECHR), Charter of fundamental Rights (2000), Universal Declaration of Human Rights (UDHR, 1945). Pluralism was a broad concept that was widely applicable to many phenomenal. Media pluralism was a premise for a participatory democracy that anchors of freedom of speech and expression. The concept of pluralism strengthens individual and group freedom. It encourages free speech in every aspect of life. The concept was described as an important element and a requisite for a ‘democratic society’ was not narrowly interpreted. Pluralism was connected to the fundamental human right of expression or freedom of speech. Establishment of rural community media as a way of encouraging media pluralism.

Rural community media refers to either newspaper, viewing centers, television and radio stations located within the rural areas for the people and run by the people. The contents are indigenous/locally produced that meets the socio-cultural and economic needs of the people. In Nigeria, the media are concentrated by ownership and geographic locations. The media are owned by governments and elites and located in the hearts of urban cities to attract advertisers and sponsors in order to sell cultural products.

Daramola (2014) stated that between 1960 and 1970 the emergent of a new media that basically fit with specific focus on the needs and interest of rural community was a necessity. This need gave birth to resurgence of rural newspaper in Liberia (1963); Niger Republic (1964) Mali and Togo. At inception rural community newspaper was owned by the government and sponsored by international organization (UNESCO). Oso (2010) cited Frances Berrigam on description of community media:

→ Community media are adaptations of media use by the community for the purposes, the community decides. They are media to which members of the community have access for information, education, entertainment. They are the media in which community participates as planners, producers, performers. They are the means of expression of the community, rather than for the community. Community communication describe an exchange of views and news, not transmission from one source to another. Berrigam (1981)

Nkerewem (1998) sees the problem of non-establishment of rural community media as an adoption and acceptance of western media philosophy. The philosophy predicated on certain assumptions about western community. Raufu (2003) defined community media as

“mass media are the modern means of giving information to a large number of people.” These include: newspaper, radio, television and internets. Community media could be used to facilitate development in rural areas.

Considering the burden and financial implications of establishment of rural community media in every community coupled with the fear that it could be hijacked and use as a weapon of secession by different aggrieved communities in Nigeria. This paper recommends radio for rural communities, facts had revealed that radio was the 2nd largest medium of communication. To operationalize the chosen media in this study, the NBC Acts have provision to license community radio. Taking into consideration the rural communities that are not densely populated, ten to fifteen communities could be merged with agreement between themselves to own one radio station through community efforts or concerned citizen of the country. The sponsor of community radio could be the government as the type of the radio desired by rural dwellers did not gigantic story building, massive dish and sophisticated equipment but simple and easy to operate equipment that suites the need of the community.

6. Benefits of Rural Community Media

Rural community media would promote and encourage media pluralism as knowledge communities could be generated and shared from rural dwellers to civilized people residing in urban areas. There are great potentials, talents that could be beneficial to the society wasting away in rural community's due to neglect. Beata (2010) framed the word 'structural media pluralism' to imply an existence of diverse ownership, not only in terms of various entities owing media outlets, but also presupposing different 'types' of media ownership by state, private, non-profit organization, religious bodies, minority (rural communities and associations). Beata was propagating rural community media as one of the potent way to media pluralism.

Nations that adopt democratic form of government do claimed operating media pluralism, this was based on the fact that democracy and freedom of expression are two sides of the same coin. Adoption and integration of media pluralism in Nigeria context as a democratic governed country operates within urban areas, while her rural areas were not only abandoned but in oblivion. There must be a paradigm shift from media that was urban-centric to people centric irrespective of where they reside if Nigeria want to equate herself with other civilized nations of the world.

Nigeria had a high record of failed and abandoned project(s), this was largely due to the fact that the government was an alien to the communities, and the government were forcing one-sided planned projects on the people without adequate consultation of knowing the needs of the people. Nigerian politicians visit rural communities for political campaigns to grab the votes of the people and later forget about rural dwellers. The neglect could be evident in no accessible roads, no social amenities like pipe borne water, electricity, health centers, etc. Rural community media encourage participatory communication that is the core of developmental communication. The people is central to any developmental plans, through participatory community, absolute involvement of the people and seeing the project as their idea and acceptance of it as their own would lead to commitment and arose the spirit of patriotism.

Rural community media serves as platform to mobilize the people for a change in behavior or attitude or to accept an idea been promoted. For example, the outbreak of Ebola in Nigeria neighboring countries with few patients that fled to Nigeria for treatment. All media was employed to educate, inform and enlighten the people about the deadly disease, every nook and crannies of Nigeria within few weeks were sensitized. During this period, Nigerian were conscientise to wash their hands almost every second. However, the financial implication of the campaign was huge considering the mainstream media that was employed for the enlightenment program. Had it been there were rural radios, it would cost the government nothing or not so much.

Rural community media could be described as equalizer though not in isolation but its influence was great. Media promotes freedom of expression to information for all irrespective of the geographic location: urban, urban-rural or remote rural. Media pluralism encourages participatory communication and thereby give voice to the oppressed, through rural community media, community could demand desired development (s) of their areas and for equal distribution of the nation's wealth that was one-sided would be removed.

7. Rural Community Media Advocacy

The agitation and advocacy for rural community media in form of radio in Nigeria started twenty-five years ago. The newly recently established radio for farmers that could be labelled rural community radio was founded with the support of international sponsor; World Bank's Fadama II & III projects birthed Lavun Community Radio in Niger State. The radio was exclusively to serve the Fadama Farmers, a rural community driven projects to educate farmers of best practices on their crops.

Another efforts worthy to note was that community radio became a reality under the former president of Nigeria, Goodluck Jonathan approved licenses for 12 community radio for grassroots development. Rural community media remain the core to drive development to communities either geographical or physiological. Nigeria Community Radio Coalition had been a formidable voice in advocating for establishment of community radio in the country.

The community media in existence in Nigeria are those that belong to University communities, religious bodies, and cooperative societies. There was no rural community radio established by Nigerian government expect those that Fadama II World Bank had sponsored.

8. Factors that Constitute the Missing-Link

- (1) Government Policies: Nigeria media was primarily controlled by government regulations through its agencies like Nigeria Broadcasting Commission established by NBC Act 1992 No. 38 as amended by NBC Act 1999 of No. 55 had the responsibilities to regulate, control and monitor the establishment and operations of broadcasting industries in Nigeria. NBC Acts No. 38 of 1992 and NBC Acts No. 55 of 1999 had provision for community media, the description of community media in the Acts did not capture 'rural community dwellers'. The deregulation of the media industries by Decree 38 of 1992

liberated the industries from government monopoly in one hand and at other hand promotes media concentration as both public and private media industries domiciled in urban cities for wide coverage and to attract advertisers and sponsors. The government possess exclusive monopoly of the media as it wields its power in issuance of licenses and renewal or same at appropriate time.

- (2) Ownership: there are two major players in media industries: public and private ownership. The motives and purpose for the establishment was a function of its location. Public/government owned media industries were majorly located in big cities and equally depends on influential people that comes from the towns or cities. Nigeria politicians lobby for establishment of media industry in their home towns as a matter of their allegiance or promise to the people during political campaign. For private sectors on the other hand, it was profit-driven and oriented because media enterprises demand huge investment in machinery, equipment and professionals. Based on this investor have targets audience to realize their investment with profits. On this note their concepts was who pays the price gets the product (s). According to NBC Acts, 2002, there were 250 media stations in Nigeria, this assertion was later supported by Udeajah (2004) that submitted that as at 2003 there were 262 government owned broadcasting stations in Nigeria. The breakdown was as follows: National Television Authority (NTA) were 135, FRCN both national and state were 45 and state-owned broadcasting were 81 with Voice of Nigeria was one on international scene. Privately owned media enterprises were 84 in number. The dominance of government could be clearly seen in number, size, policy and control. None of these media was rural community-based.
- (3) Size: the owners' wealth, profit orientation and size of the corporation were salient factors to be considered for establishment of media industries. Most privately-owned source for funds through loans from banks and public offer of shares that rural dwellers could never have advantaged of or pay for such offer. Private investors would sow where they would reap without loss.
- (4) Audience: media survival depends largely on the traffic of audience or readers that they were able to attract to their medium/platform. The competition for audience or media consumers had encouraged concentration of media to urban cities due to the percentage of people who value the social services and ready to pay for it. Critically evaluating the percentage of people domiciled in rural areas they were scattered and because of lack of social amenities they rely on their opinion leaders for information and radio was the widest covered medium in Nigeria, this rural dweller cannot pay for social services rendered by media enterprises expect from government as a way of social responsibility.
- (5) Content: this was the prominent product of media industries, the industries researched into the product (s) that sells without stress and the choice of advertisers and sponsors inform the media choice. Basically, entertainment: film production, tv reality shows, beauty pageant, sports were the hot cakes for now. All mentioned products were not the needs of the people domiciled in rural areas that could merely eat three meals a day. This factor was crucial as it encouraged media urban concentration and thereby widen the information and knowledge gap between the urban and rural dwellers.
- (6) Funding: it was the life of any investment as it determines the lifespan of any business endeavor. The government owned media had its financial backing from government and thereby they could not be profit-oriented but the diversification and adoption of the introduced economic system of Structural Adjustment Program of 1986 had made the media concentrate on revenue generation for her sustenance. On the other hand, privately owned media industries were funded by the owners through personal savings, public offer of shares and loans from banks. Due to the mentioned source of income for a private owned media, the owner depends largely on advertisers and sponsors to break-even and thereby tailored the content to suit them.

9. Conclusion

The paper had examined the effects media urban concentration on rural community dwellers. The micro and macro practiced of media concentration was established with its multi-level effects on the rural dwellers. The paper also established the benefits of rural community media as a potent tool to liberate the rural dwellers from imbalance flow of information that resulted in knowledge gap. It equally discovered that establishment of rural community media would facilitate economic development of the rural areas. Also, rural communities are not densely populated if treated as each community for the establishment of rural community newspaper or radio would amount to huge investment on the part of the government.

Feasibility study to identify rural communities: population, location, tradition, language to know if ten or fifteen communities could be merged to have appropriate one medium of communication that meets the needs of the people.

10. Recommendations

The paper recommends intensify research work in the aspect of demography of rural communities on state/national level in order to formulate appropriate rural media philosophy for Nigeria as a nation. Equally the advocacy and campaign should involve rural dwellers to enlighten them of the importance of rural community media could awaken patriotic spirit and willingness to own a media that belong to them with community efforts without total dependence on government. Researches to design campaigns for establishment of rural community media should be carried out.

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