

Radio Drama as a Synergy for Social Change

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Abstract: *The study investigated radio drama as a synergy for social change. The research design for this study will be a qualitative type of research. The population of the study consisted of all government workers in Ekiti State. The sample size of one hundred fifty (150) respondents was used for the study. The instrument that was used is a self-structured questionnaire for data collection. The data gathered for this study will be analysed using percentage distribution of frequency counts and bar chart to analyse the demographic data of the respondent. It was concluded that radio drama can be very effective in political campaign and political propaganda. Radio drama has positive influence on behavioural change in the society. Since majority of the radio drama programme is focusing mainly on issues affecting the society, hence radio drama influences behavioural change in the society. Radio drama has more effectiveness to social change than other form of drama. It was recommended that drama should be use to educate listeners on important social issues, such as education and civil rights, radio drama has high potency in effective communication hence, it should be adopted where other means of communication fail.*

Keywords: radio, drama, social, change, communication

INTRODUCTION

Radio drama, also known as audio drama, audio play, radio play, radio theatre, or audio theatre, is a form of performance that relies solely on sound. Lacking visual elements, it utilizes dialogue, music, and sound effects to create a vivid mental picture for the audience. This auditory experience is described as having a powerful psychological impact comparable to visual media. Radio dramas can include original works created for radio, documentaries, dramatized fiction, and adaptations

of stage plays, including musicals and operas. Historically, radio drama has been linked to efforts for social change. Its strengths lie in its accessibility as an oral medium that transcends literacy barriers, fosters interaction among diverse groups, and addresses local issues in culturally relevant ways (Fraser & Restrepo-Estrada, 2002; Girard, 2003). Globally, radio drama has been employed in various initiatives aimed at social transformation, such as promoting post-conflict reconciliation (Carpentier & Doudaki, 2014) and supporting ecological movements (Serafini, 2019). This widespread application necessitates a deeper exploration of what social change entails within this framework.

Many radio stations focus on specific geographic areas, allowing radio drama producers to tailor their content for targeted audiences. Traditionally, radio drama has been viewed primarily as a source of entertainment rather than a platform for discussing significant social issues. However, the challenge of finding skilled actors and scriptwriters has discouraged many from pursuing radio drama production. Additionally, radio dramas often require pre-recording to allow sufficient time for post-production editing, which can lead producers to reconsider their involvement in this medium. In the past, radio dramas typically did not include music; however, recent trends have seen the incorporation of music and sound effects, enhancing their effectiveness for public education and discourse.

The concept of edutainment a blend of education and entertainment has gained traction, shifting the focus from mere entertainment to educating audiences and promoting social change. This evolution acknowledges the media's role in fostering positive societal behaviours rather than negative ones. Producing radio dramas aimed at behaviour change or social development necessitates thorough preparation and design, which begins only after extensive research and analysis during the initial phase. When targeting social transformation, producers must conduct more in-depth research compared to other radio productions. This research involves understanding the audience's negative social norms to create a drama that addresses and seeks to eliminate these issues.

Moreover, it's essential for producers to consider the languages spoken by their audience to ensure relatability. Actors must also be mindful of the social context to engage fully in creating relevant productions. Overall, while radio drama has evolved from a purely entertaining format, it now serves as a powerful tool for education and social change when approached with careful planning and execution. Okigbo (2010) describes radio drama also referred to as audio drama, audio play, radio play, radio theatre, or audio theatre as a dramatised performance that is entirely acoustic and broadcast via radio. Lacking any visual elements, radio dramas rely on dialogue, music, and sound effects to evoke the characters and narrative in the listener's imagination. Media scholars argue that while it is fundamentally auditory, it possesses a psychological impact comparable to visual media.

Moemeka (2009) emphasizes that radio drama programmes are particularly effective in inspiring societal change. Essentially, radio drama merges the realms of theatre and radio as a communication medium, adapting theatrical elements for an auditory format. This adaptation involves omitting visual components and substituting them with auditory elements such as sound effects for scene narration, dialogue among characters, and background music that sets the atmosphere, along with a heightened focus on vocal performances. According to Ubong (2009), the various components of radio drama serve a specific purpose: they engage the listener's imagination to immerse them in the story. This highlights the essence of radio drama as a medium that uses sounds and words to create vivid mental images for its audience while fulfilling certain objectives.

Radio dramas typically present a play or story without any physical action or visual effects. This format allows for a highly imaginative plot, as the narrative is brought to life through the performers' voice-acting skills and the use of sound effects (Maiullo, 2018). Since radio dramas lack physical elements, they often feature innovative storytelling that relies heavily on audio to engage the audience. Additionally, radio dramas foster collaboration among multiple characters, enhancing the overall production (Saidalvi et al., 2022). The need for reforming societal behaviour in Nigeria has become increasingly urgent due to rising moral decay. However, many theatre directors and producers overlook the importance of radio drama, leading to its neglect in both educational and general contexts. This lack of attention diminishes public engagement with radio drama, which has the potential to serve as a powerful tool for social change.

Change is an inherent aspect of life, and it is essential for individuals to adapt to positive social transformations for a healthier existence. Radio drama can facilitate these changes effectively. Its significance as a corrective medium for social issues cannot be overstated, especially in a society like Nigeria, where moral degradation is escalating daily. Unfortunately, radio program directors and producers often fail to recognize the value of producing radio dramas. Research indicates that radio dramas can play a crucial role in reshaping societal norms and values. They have been successful in promoting government policies and engaging communities on critical issues such as health education, gender equality, and public awareness (Myers, 2020). For instance, initiatives like Tafigawalo aim to improve knowledge surrounding family planning and women's rights through engaging narratives broadcasted across multiple platforms.

To address the current neglect of radio drama, it is vital for media stakeholders to reintroduce this format into public broadcasting. In the early 80s Baba Sala radio drama was extremely popular and he was known for his comedic style, unlike now radio drama as been neglected. It includes creating content that resonates with diverse audiences and addresses pressing societal issues. By doing so, radio drama can become an effective synergy for fostering social change and encouraging positive behavioural adaptations within Nigerian society. Thus, radio drama has been neglected not

only in the educational theatre but also in the general society. This has made the public overlook the importance of radio drama.

Objectives of the study

The main aim of this study is to discuss the effectiveness of radio drama as a synergy for social change. The specific objectives are as to:

- i. determine if radio drama will have effects on political process.
- ii. examine if radio drama will influence positive behavioural change in the society.
- iii. find out if radio drama is effective to social change compared to other form of drama.
- iv. determine the roles of radio drama in highlighting social issues in the society.

LITERATURE REVIEW

Conceptual Clarifications

Radio Drama

Radio drama studies have made significant strides in establishing radio drama as a distinct art form. Tim Crook highlights that many academics, media theorists, and writers have not fully recognized how sound has fostered the emergence of a new storytelling genre. Consequently, most research adopts a "textual" approach, focusing on close readings of radio dramas to illustrate that they utilize a variety of media features beyond just language. ElkeHuwiler (2010) argues that radio plays create immersive story worlds unique to the auditory medium. While the value of these artistic studies is unquestionable, they often overlook the radio drama industry the material conditions surrounding the production, distribution, and reception of radio plays. This article posits that understanding radio drama as both an art form and an industry is essential. To gain a comprehensive understanding of radio plays as artistic works, it is necessary to complement textual analysis with an examination of production and distribution contexts.

The role of radio broadcasters is particularly significant in this discussion. By analyzing both the creative aspects and the industrial framework of radio drama, researchers can achieve a deeper insight into how these two dimensions influence each other. This dual focus allows for a richer appreciation of radio drama's artistic qualities while acknowledging the practical realities that shape its creation and dissemination.

Social Change

Social change refers to significant transformations in the structures, institutions, norms, values, or behaviours within a society over time. It can manifest in various ways, including shifts in cultural practices, changes in legislation, civil rights movements, technological advancements, and evolving social norms. Factors driving social change include economic developments, technological innovations, political movements, and shifts in collective attitudes. Often taken for

granted or misunderstood, social change is an inevitable part of societal evolution. While many view it as synonymous with progress or sociocultural evolution where society advances through gradual improvements social change can also signify more fundamental shifts in socio-economic structures. For example, historical transitions from feudalism to capitalism illustrate paradigmatic changes that can redefine societal organization.

Social Development is closely linked to social change and encompasses the development of social and emotional skills throughout a person's life, particularly during childhood and adolescence. Healthy social development fosters positive relationships with family, friends, and community members (Stine-Morrow &Parisi, 2010). Social change may also be associated with revolutions or movements aimed at achieving specific goals, such as women's suffrage or civil rights. The nature of social change is multifaceted; it can occur at varying rates and take many forms. In Nigeria, for instance, the rapid pace of change since the early twentieth century reflects a society in constant flux, where transformation is seen as the norm rather than the exception. However, not all social changes are progressive; some may lead to negative outcomes or slow progress.Overall, understanding social change involves recognizing its complexity and the various forces cultural, religious, economic, environmental, scientific, and technological—that drive it. Social movements often play a crucial role in instigating change by mobilizing collective action to address grievances and push for new norms and values.

Relationship between radio drama and social change

The establishment of radio as a mass medium aims to educate, entertain, inform, and serve as an agent of socialization. This focus is primarily on raising awareness about societal issues, monitoring the environment, and fostering connections within society to respond to various challenges while transmitting cultural heritage (McQuail, 2013). Additionally, radio provides personal rewards, relaxation, and stress relief, which help individuals cope with real-life problems and prevent societal breakdown (Folarin, 2012). The social impact of radio is significant, influencing attitudes and behaviors across various aspects of life (Okeke&Nwosu, 2021). Contemporary experiences highlight that radio has become a vital channel for political, economic, religious, intellectual, and cultural transformation. Despite its profound impact, radio often maintains a simplistic coverage approach (Moemeka, 2009). Its unique characteristics such as simplicity, broad reach to those who cannot read, immediacy (Mcleish, 2015), and broadcasts in local languages (Moemeka, 2009) make it a credible source of news and enlightenment in many parts of Africa (Okigbo, 2010). This accessibility allows radio to transcend literacy barriers effectively.

Moreover, radio possesses a personal touch that can drive urgent social change. Radio programs cater to diverse audiences with varying social, educational, economic, psychological, cultural, ethical, and religious backgrounds. This diversity enables presenters to create programs that resonate with different tastes (Chester et al., 2014). Therefore, producers must understand their

target audience deeply to create relatable content. Sociologists suggest that individuals from different social positions may share similar demographic traits and responses to messages. Factors such as gender, age, education level, income, ethics, background, and religion influence program development. Onyekwere (2015) notes that social realities such as class, religion, and culture are experienced differently by various groups based on their customs and beliefs. Radio drama plays a crucial role in representing these social realities while primarily focusing on entertainment. It educates society by sharing experiences and providing contexts for reflection and action.

Klapper (2012) asserts that radio drama highlights the social realities of community members by fostering education through shared experiences. Moemeka (2009) further emphasizes that radio drama encourages participation and expression of popular concerns while building confidence and identity among listeners. It stimulates discussions that promote critical understanding of societal issues and mobilizes audiences for action. Additionally, radio drama can enhance awareness among rural populations by incorporating local media elements like songs, dance, and proverbs (Ubong, 2009). Radio drama serves as a powerful medium for social change, conflict resolution, and discussions on human rights, democracy, and gender issues within society. Gipson (2013) notes that local community radios can use radio dramas to reflect the local identity and culture of their audiences, including marginalized and minority groups. This format not only entertains but also educates listeners.

The concept of edutainment, the combination of education and entertainment—aims to inspire attitude changes and promote advocated ideas while providing enjoyment. In Nigeria, mass media frequently features dramatic works in English, Nigerian Pidgin, and indigenous languages as key entertainment options. Successful social campaigns in Nigeria have utilized dramatic formats effectively, engaging audiences and fostering participation (Folarin, 2012). Research indicates that radio dramas are instrumental in promoting societal development. They effectively address social issues while encouraging audience engagement through relatable narratives. For example, studies show that radio dramas can challenge prevailing social norms and stimulate discussions on sensitive topics like gender equality and public health (Myers, 2020). This ability to foster dialogue is particularly valuable in contexts where direct conversations about such issues may be difficult or dangerous. Moreover, radio drama's accessibility makes it a vital tool for reaching diverse populations, including those who may be illiterate or geographically isolated. By presenting alternative realities and encouraging listeners to envision different futures, radio dramas can reshape social narratives.

Effectiveness of radio drama on political process

Radio is often referred to as the "blind man's medium," yet it possesses a remarkable ability to stimulate the mind. Invented by the Italian electrical engineer Guglielmo Marconi in 1895 (Folarin, 2012), radio has evolved into a nearly universal communication medium, linking continents, nations, states, regions, and communities instantaneously. It offers a connection to the world for

those who cannot read and maintains communication for those who are visually impaired. Okigbo (2010) highlights radio's appeal in Nigeria, noting that its popularity among rural dwellers stems from its affordability and ease of use: "Radio sets are portable and can be used by both the educated and the illiterate." Radio drama, as defined by Okigbo (2010), is a dramatised performance that is purely acoustic and broadcast on radio or distributed via audio media such as tapes or CDs. It relies on dialogue, music, and sound effects to help listeners visualize characters and narratives, making it a powerful auditory medium with psychological impact. By the 1940s, radio drama had become a leading form of international entertainment (Moemeka, 2009).

Onyekwere (2010) explains that the primary aims of radio programs include relaxation and entertainment. Local stations often use drama to promote societal norms and values, while also employing satire to address social issues and dispel misconceptions. The significance of radio drama as a corrective tool for social change cannot be overstated. In Nigeria, there is an urgent need to reform societal behaviors due to ongoing moral degradation. Despite this need, many radio program directors and producers have shifted away from producing radio dramas, leading to their neglect in both educational settings and society at large. This oversight has caused the public to underestimate the importance of radio drama. Therefore, this paper seeks to rekindle interest among audiences and producers in utilizing radio drama as a means of fostering societal change. As change is a constant in nature, adapting to favorable social transformations is essential for healthier living. Radio drama stands out as a potent tool for achieving these changes.

Radio drama has the potential to engage communities in meaningful conversations about social issues while providing entertainment. Its accessibility makes it particularly valuable in reaching diverse audiences, including those who may be marginalized or illiterate. By revitalizing interest in this medium, stakeholders can harness its power to promote positive societal changes effectively.

Influence of radio drama on social change

The traditional roles of media namely information dissemination, education, entertainment, and the transmission of cultural heritage have expanded in recent years to include functions such as raising individual consciousness, fostering empathy, and mobilizing communities towards specific national development goals. Radio programs are particularly effective in mobilizing individuals by first creating awareness and then providing additional information that encourages them to take action. Radio plays a crucial role in community development, impacting both rural and urban areas. By broadcasting issues related to development, radio exposes listeners to local happenings and fosters a sense of community. Velentzas (2014) describes radio information as a collection of ideas that enhances feelings of togetherness through message exchange that translates thoughts into actions. Radio programs educate audiences on current issues affecting them, including politics, business, current affairs, and agriculture, thereby promoting awareness and encouraging action among listeners. It is recognized as one of the most cost-effective means to build awareness and

support the adoption of sustainable agricultural practices among small-scale farmers (Nabusoba, 2014; Guenther and Swan, 2011). Additionally, radio is effective in creating general awareness and facilitating positive changes in listener attitudes. It serves as a vital resource for farmers seeking information on various agricultural activities to enhance their knowledge and skills (Chapota et al., 2014).

In a competitive media landscape, commercial radio stations have clear incentives to respond to the demands and interests of mass audiences. Community radio stations play an essential role in this context by providing a platform for local voices and facilitating dialogue between communities and government. They ensure that marginalized groups are included in programming while educating local audiences about critical issues such as health, education, and human rights (OlutopeAbiola, 2011).

Despite the potential of radio as a tool for community development, many rural areas still lack adequate radio services. Research indicates that while radio is widely used for information dissemination among rural populations (Okunna, 1992; Okigbo, 1990), there remains a gap in addressing the specific needs and interests of these communities. Establishing community radio stations can bridge this gap by bringing relevant information closer to local residents and empowering them to participate actively in their development. Radio is not only a medium for entertainment but also a powerful catalyst for social change and community development. By effectively addressing local issues and fostering participation among diverse audience groups, radio can significantly contribute to the empowerment of communities across Nigeria.

RESEARCH METHODOLOGY

The research design employed in this study is quantitative, utilizing both interviews and questionnaires to gather data. Quantitative research focuses on collecting and analyzing numerical data to understand social realities, attitudes, beliefs, and motivations. This method is particularly useful for exploring complex phenomena and understanding people's experiences and perspectives. The study aims to gain insight into the reasons behind certain behaviors by using structured data collection methods that provide detailed and context-rich information.

The population of the study comprises some youth, students, government and non-government workers in Ekiti State. A sample of 150 respondents was selected using a convenience sampling technique, which is a non-probability sampling method. Both male and female staff members were included to ensure diverse representation. The research instrument used was a self-structured questionnaire divided into two sections: Section A collected demographic information such as years of experience, gender, and age range, while Section B gathered responses related to the study variables using a Likert scale format. The validity of the instrument was ensured through expert review and supervisor approval, while reliability was tested using the split-half method and

analyzed with the Spearman-Brown formula at a 0.05 significance level. Data analysis was carried out using percentage distribution and bar charts to examine demographic data, while the respondents' responses were analyzed using mean deviation to interpret findings effectively.

RESULTS AND DISCUSSION

Table 1: Demographic Characteristics of the Respondents

S/N	Variables	Categorization	Frequency	Percentage (%)
1.	Age in years	25-30	25	16.7
		31-35	29	19.3
		36-40	49	32.7
		41-45	35	23.3
		46 and above	12	8.0
2.	Gender	Male	95	63.3
		Female	55	36.7
3.	Sector	Education	35	23.3
		Health	29	19.3
		Agriculture	27	18.0
		Public Service	45	30.0
		Others	14	9.4
4.	Religion	Christianity	87	58.0
		Islam	63	42.0

Source: Field Survey (2024)

The result presented in table 1 revealed that the distribution cut across the age range outlined for the study with respondents within age range 36-40 having higher representation than other age range. It also revealed that 95 respondents, which represents 63.3% of the total respondents are male while 55 respondents are female with 36.7% of the total respondents. This shows that male respondents have higher representation in the study than female. The table further revealed that the distribution cut across all sectors listed in the study, with public service having higher representation in the distribution with 45 respondents, representing 30% of the total respondents. Finally, the table revealed that respondents who are Christians have higher representation in the study than Islam with 87 respondents representing 58% of the total respondents.

Analysis of Research Objectives**Table 2: Percentage Analysis of Radio Drama Effects on Political Process**

S/N	ITEMS	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
1	Radio drama is an educative programme that influence individual choice	39 (26)	55 (36.7)	- (0)	40 (26.7)	16 (10.6)	2.78
2	Listening to radio drama help in shaping political process	36 (24)	60 (40)	- (0)	36 (24)	18 (12)	2.76
3	Radio drama is considered as a credible source of information and is taken as authentic, trustworthy and prestigious medium of communication during political process	30 (20)	55 (36.7)	- (0)	55 (36.7)	10 (6.6)	2.70
4	Radio drama can help to reach large audience at the same time involving individual and group of people in wake to political campaign	45 (30)	39 (26)	- (0)	40 (26.7)	26 (17.3)	2.70
5	Rural communities tends to prefer radio drama during political campaign than other forms of information on political parties	36 (24)	60 (40)	- (0)	30 (20)	24 (16)	2.72
6	Rural communities believe in radio drama justification of political parties	39 (26)	55 (36.7)	- (0)	40 (26.7)	16 (10.6)	2.78
7	Electoral commission used radio drama to sensitize the general public on issues related to electoral malpractice	35 (23.4)	50 (33.3)	- (0)	50 (33.3)	15 (10.0)	2.70
8	Electoral commission used radio drama to orientate the general public on the needs to come out and vote during political process	30 (20)	50 (33.3)	- (0)	36 (24)	34 (22.7)	2.50
	Grand mean						2.70

Source: Field Survey (2024)

Table 2 above show the percentage distribution of responses of the respondents of radio drama effects on political process. The table shows that the responses of the respondents agreed with all items under research objective 1, with grand mean of 2.70. Since the grand mean of 2.70 is greater than 2.50, therefore the responses of the respondents goes in favour of the research objective 1. This implies that radio drama will have positive effects on political process.

Table 3: Percentage Analysis of Radio Drama on Positive Behavioural Change in the Society

S/N	ITEMS	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
9	Radio drama helps in correcting ill behavior in the society	45 (30)	39 (26)	- (0)	40 (26.7)	26 (17.3)	2.70
10	Radio drama helps in correcting general public propoganda about the issues in the society	35 (23.4)	50 (33.3)	- (0)	50 (33.3)	15 (10.0)	2.70
11	Radio drama helps in educating the general public about the need positive behavior in the society	43 (28.7)	55 (36.7)	- (0)	32 (21.3)	20 (13.3)	2.80
12	Engaging in society disruption behavior can be corrected using radio drama	36 (24)	60 (40)	- (0)	36 (24)	18 (12)	2.76
13	The use of radio drama helps in reducing criminal activities in the society	30 (20)	55 (36.7)	- (0)	55 (36.7)	10 (6.6)	2.70
	Grand mean						2.73

Source: Field Survey (2024)

Table 3 above show the percentage distribution of responses of the respondents of radio drama influence on behavioural change in the society. The table shows that the responses of the respondents agreed with all items under research objective 2, with grand mean of 2.73. Since the grand mean of 2.73 is greater than 2.50, therefore the response of the respondents goes in favour of the research objective 2. This implies that radio drama has influence on behavioural change in the society.

Table 4: Percentage Analysis of Effectiveness of Radio Drama to Social Change Compared to Other Form of Drama

S/N	ITEMS	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
14	Radio drama gives better and accurate information about social change than modern drama	45 (30)	39 (26)	- (0)	40 (26.7)	26 (17.3)	2.70
15	The characters in radio drama presents typical society related issues than modern drama	36 (24)	60 (40)	- (0)	30 (20)	24 (16)	2.72
16	Rural communities prefer information from radio drama because of its accuracy and easy access on social issues than modern drama	39 (26)	55 (36.7)	- (0)	40 (26.7)	16 (10.6)	2.78
17	Radio drama presents relatively issues about social change	35 (23.4)	50 (33.3)	- (0)	50 (33.3)	15 (10.0)	2.70
18	Radio drama presents real life situation about social issue that can help correct society ill behavior	30 (20)	50 (33.3)	- (0)	36 (24)	34 (22.7)	2.50
	Grand mean						2.68

Source: Field Survey (2024)

Table 4 above show the percentage distribution of responses of the respondents on effectiveness of radio drama to social change compared to other form of drama. The table shows that the responses of the respondents agreed with all items under research objective 3, with grand mean of 2.68. Since the grand mean of 2.68 is greater than 2.50, therefore the responses of the respondents goes in favour of the research objective 3. This implies that radio drama have more effectiveness to social change than other form of drama.

Table 5: Percentage Analysis of Role of Radio Drama in Highlighting Social Issues in the Society

S/N	ITEMS	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
14	Radio drama helps in sensitizing the general public about social issues such as diseases outbreak	43 (28.7)	55 (36.7)	- (0)	32 (21.3)	20 (13.3)	2.80
15	The use of radio drama helps in orientating the public about prevention of social issues	39 (26)	55 (36.7)	- (0)	40 (26.7)	16 (10.6)	2.78
16	Radio drama presents social issues in a way to reduce frightening or fear amidst the general public	30 (20)	50 (33.3)	- (0)	36 (24)	34 (22.7)	2.50
	Grand mean						2.69

Source: Field Survey (2024)

Table 5 above show the percentage distribution of responses of the respondents on the roles of radio drama in highlighting social issues in the society. The table shows that the responses of the respondents agreed with all items under research objective 4, with grand mean of 2.69. Since the grand mean of 2.69 is greater than 2.50, therefore the response of the respondents goes in favour of the research objective 4. This implies that radio drama have positive roles in highlighting social issues in the society.

DISCUSSION

The result from the study supported the opinion of Okeke and Nwosu (2021) that radio has had a tremendous social impact, affecting attitudes and behaviour. This made radio one of the most appropriate means of communication in any society, beating literacy barriers (Moemeka,2009). Radio drama is essential in representing the social realities of a social group as its main objective is entertainment. It educates the society by sharing experience and creating a context for reflection and action. This assertion supported the findings of the study under investigation. The finding also goes in line with the opinion of Klapper (2012) who opines that radio drama play draws out the social realities of a group of individuals of a community by educating the society through sharing of experiences and creating a context for reflection and action. Radio drama is therefore suitable as a medium of social change, conflict resolution, discussion on human rights, democracy and gender issues as it affects a society.

In Nigeria, the need to reform societal behaviours has become of great necessity. The moral degradation in the Nigerian society is increasing on a daily basis. But in the broadcasting sphere today, most radio programme directors/producers do not see the need of producing a radio drama anymore. Traditional roles of the media which includes; information, education, entertainment, and the transmission of cultural heritage, have been expanded in recent years to include such functions as arousing the individual's consciousness, creating empathy within them and mobilizing them towards achieving specific national development. Radio programs have the capacity to mobilize individuals by first creating awareness, and through additional information, incite them to make the decision to act.

Furthermore, the findings supported the view of Velentzas (2014) who describes radio information as a pool of ideas that strengthen the feeling of togetherness through the exchange of messages which translate thoughts into actions. Radio programmes educate people on new issues affecting them especially in the areas of politics, business, current affairs, agriculture and others, which create awareness and action among listeners. Radio remains one of the most cost-effective means of building awareness, and supporting the adoption of new farming practices by small scale farmers for sustainable development in agriculture (Nabusoba, 2014; Guenther and Swan, 2011). It is appropriate for creating general awareness and bringing desirable changes in the attitude of listeners. Radio as a mass media is believed to have the ability to increase people's participation in the political arena. Mass media with their capabilities in the production, reproduction and distribution of knowledge and information may have a significant impact on public opinion and behavior (Heryanto, 2018). The radio may interpret the existing reality (knowledge) into accessible information to the people (Habermas, 1989).

The involvement of community participation can become social control for groups of power, both political power and economic power. Ideally, radio as a mass media avoids market (economic) interests, as well as the political regime (Effendy, 2014). Related to these conditions, Heryanto (2018) has provided arguments regarding the role of mass media such as radio to become a free public sphere from business interests (market-economy) and political pressure.

The role of radio as a public sphere drives community participation to play an active role in politics (Bello & Wilkinson, 2017). A study in Tanzania shows that community radio has a significant impact on political action for the community. Political knowledge packaged in interesting content through Tanzanian community radio raises political awareness for community/local communities to further participate in supervising decision-making from local-level officials. However, opinion leaders are needed by the community to be able to provide rational arguments so that it becomes a guide for the community to act (political action).

CONCLUSION AND RECOMMENDATIONS

Based on the findings derived for this study, it was concluded that radio drama pose a significant relevance to on political process. Radio drama can be very effective in political campaign and political propaganda. Radio drama has positive influence on behavioural change in the society. Since majority of the radio drama programme is focusing mainly on issues affecting the society, hence radio drama influence behavioural change in the society. Radio drama have more effectiveness to social change than other form of drama. The flexible interpretation of radio drama, makes it effective for social change than other form of drama. Apart from behavioural and social change relevance of radio drama, radio drama has positive roles in highlighting social issues in the society.

The study from its finding recommends that;

- i. Radio drama should be use to educate listeners on important social issues, such as education and civil rights
- ii. Radio drama has high potency in effective communication hence, it should be adopted where other means of communication fail
- iii. Radio drama should be utilized in health issues across communities
- iv. Radio drama should actively involve the community needs and aspirations.
- v. To effect community development and political change, radio drama should be used to orientate the general public.

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