

DEVELOPMENT COMMUNICATION AND INFRASTRUCTURAL DEVELOPMENT IN ADAMAWA STATE: AN ASSESSMENT OF GOVERNOR AHMADU UMARU FINTIRI'S ADMINISTRATION

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Abstract

This study examined the impact of Governor Ahmadu Umaru Fintiri's development communication strategies on the achievement of infrastructure in Adamawa State, Nigeria. The study was guided by three objectives: to identify the specific development communication strategies employed by the Adamawa State Government in promoting infrastructural development, assess the effectiveness of these strategies in mobilising citizens and fostering infrastructural development, and identify the challenges hindering the use of communication strategies in advancing infrastructural development in the state. The study adopted the survey research design. The population comprised residents of Yola North, Numan, and Ganye Local Government Areas of Adamawa State, with a population of 711,200 (National Population Commission, 2022). Using Cochran's formula, a sample size of 382 respondents was selected through proportionate sampling techniques. A structured questionnaire served as the instrument for data collection, while data were analysed using frequency counts, percentages, and mean scores. Out of the 382 copies of questionnaire distributed, 357 valid copies were retrieved and analysed. The findings revealed that the Adamawa State Government employs

development communication strategies such as information dissemination, public sensitisation campaigns, citizen engagement, feedback mechanisms, and community mobilisation in promoting infrastructural development. The study concludes that Governor Ahmadu Umaru Fintiri's development communication strategies have contributed positively to the achievement of infrastructural development in Adamawa State, although greater efforts are required to improve inclusiveness and public engagement. The study recommends increased citizen participation, improved feedback mechanisms, expanded communication platforms, and stronger collaboration with community stakeholders to enhance the effectiveness of development communication in infrastructural development.

Keywords: Citizen Participation, Development Communication, Infrastructure Development, Public Engagement, Sustainable Development

Introduction

The adoption of the Sustainable Development Goals (SDGs) in 2015 provided a renewed global commitment to addressing structural development challenges in Nigeria. Among these goals, Sustainable Development Goal 9, which focuses on industry, innovation, and infrastructure, is central to Nigeria's development aspirations. Infrastructure forms the backbone of economic growth, enabling movement, trade, industrialisation, and access to essential services. Innovation, on the other hand, drives efficiency, competitiveness, and adaptability in a rapidly changing global economy (Oladipo, 2020). However, achieving SDG 9 requires more than physical construction of roads, bridges, and industrial facilities. It also requires strategic communication that explains the purpose of projects, builds public trust, encourages innovation adoption, and ensures citizen participation. Without this, infrastructure risks becoming underutilised, politicised, or disconnected from local needs (Obonyo & Karani, 2022).

In Nigeria, progress towards infrastructure development has been uneven, with stark regional disparities. The North-East geopolitical zone, in particular, has faced prolonged insecurity, displacement, and economic disruption that have severely weakened infrastructural capacity. Adamawa State stands as a clear example of this reality (Okorie, 2023). Years of

insurgency damaged road networks, public buildings, and economic infrastructure, limiting connectivity between communities and restricting industrial activities. For many residents, infrastructure decay became normalised, while government interventions were often viewed with scepticism (Torkaa, 2024). In such a context, rebuilding infrastructure is not merely a technical exercise; it is also a communicative and social process that requires reassurance, transparency, and sustained engagement with affected communities (Abubakar, 2021).

Since assuming office in 2019, Governor Ahmadu Umaru Fintiri has prioritised infrastructure renewal and innovation-oriented governance as key pillars of his administration. His government embarked on extensive road construction and rehabilitation projects, construction of flyovers, upgrading of drainage systems, and improvement of public facilities across Adamawa State (Okoro & Igwe, 2023). These initiatives are designed to improve mobility, stimulate economic activity, and restore confidence in public institutions. They also align closely with the objectives of SDG 9, particularly in building resilient infrastructure that supports long-term development (Musa, 2022). However, infrastructure alone does not automatically translate into development. Its success depends on how well citizens understand the projects, perceive their relevance, and participate in sustaining them. This is where development communication becomes indispensable.

In many developing contexts, communication is often reduced to political publicity instead of being treated as a strategic development tool (Asemah-Ibrahim, Nwaoboli & Asemah, 2022a, 2022b). In Nigeria, this tendency has limited the impact of many infrastructure initiatives, as citizens remain disconnected from the rationale and long-term vision behind government projects. Adamawa State therefore provides an important case for examining how development communication, when deliberately integrated into governance, can enhance the achievement of infrastructure

and innovation goals (Okonkwo & Ibrahim, 2020). Against this background, this study examines the impact of Governor Ahmadu Umaru Fintiri's development communication strategies on the achievement of infrastructure in Adamawa State, Nigeria.

Statement of the Problem

Despite the significant investments in infrastructural development undertaken by the administration of Governor Ahmadu Umaru Fintiri in Adamawa State, including road construction, flyovers, drainage systems, and other public facilities, there remains uncertainty regarding the extent to which these achievements have been supported by effective development communication strategies. Development scholars have consistently argued that the success of development initiatives depends not only on the provision of physical infrastructure but also on the effectiveness of communication in creating awareness, mobilising citizens, and fostering public participation (Asemah, 2020; Eyeh, Ikem, Molokwu, Eze, Egbe, Ebu & Nwose, 2023, Ajibulu & Nwaoboli, 2023). Although the Adamawa State Government employs various communication approaches such as radio broadcasts, community engagements, town hall meetings, traditional ruler consultations, and digital media platforms to disseminate information about its infrastructure projects, it is unclear whether these strategies have effectively enhanced public understanding, strengthened trust in government, and encouraged community ownership of development initiatives.

Asamoah and Frimpong (2023) note that stakeholder engagement is essential for sustainable development outcomes, while Gimba (2021) emphasises that citizen trust and participation are critical determinants of development success. Furthermore, communication barriers, inadequate public engagement, and credibility challenges have been identified as factors capable of limiting the effectiveness of development programmes in many developing societies (Fagbadebo, 2020; Guzuma & Odogbo, 2023). Despite

the growing body of literature on development communication, there is limited empirical evidence on how Governor Ahmadu Umaru Fintiri's development communication strategies have influenced the achievement of infrastructural development in Adamawa State. This gap in knowledge creates the need for a systematic investigation into the extent to which these communication strategies have contributed to infrastructure development, citizen mobilisation, and the realisation of broader development objectives in the state.

Objectives of the Study

The objectives of the study are to:

1. Identify the development communication strategies employed by the Adamawa State government in promoting infrastructural development.
2. Assess the effectiveness of these communication strategies in mobilising citizens and fostering infrastructural development.
3. Identify the challenges hindering the use of communication strategies in advancing infrastructural development in Adamawa State.

Research Questions

The research questions for this study were:

1. What are the development communication strategies employed by the Adamawa State government in promoting infrastructural development?
2. How effective are these communication strategies in mobilising citizens and fostering infrastructural development?
3. What are the challenges hindering the use of communication strategies in advancing infrastructural development in Adamawa State?

Review of Related Literature

Development Communication

Lawal (2022) describes development communication as a participatory dialogue that creates opportunities for communities to express their needs and contribute to decision-making. This view shifts the focus from top-down information delivery to bottom-up interaction. It highlights participation as a central feature. For communication to be effective in development, it must give voice to the marginalised and include them in conversations about issues that affect their lives. This approach fosters trust and enhances the legitimacy of development initiatives. Participation also helps to tailor programmes to local realities, as communities themselves provide insights into the challenges they face. Consequently, development communication is not just about transmitting information but about fostering inclusive conversations that strengthen ownership and accountability. Lawal's definition stresses that meaningful change emerges when people are actively involved rather than passively informed.

Similarly, Okorie (2023) defines development communication as the systematic application of media and interpersonal communication to achieve behavioural and social transformation. This perspective emphasises transformation as the ultimate goal. Development cannot be achieved if individuals and communities maintain harmful practices or resist innovations. Communication becomes the tool for changing mindsets, values and actions. This includes encouraging communities to adopt healthier lifestyles, embrace new farming methods, or participate in civic life. Behavioural change communication, therefore, lies at the core of development communication, ensuring that information translates into tangible impact. Okorie's focus on transformation underscores the point that communication does not merely transmit facts; it actively reshapes attitudes and behaviours to align with broader development agendas.

Infrastructural Development

Infrastructural development is widely regarded as the backbone of sustainable economic growth and social transformation. Johnson (2021) defines infrastructural development as a deliberate process through which governments and relevant stakeholders create, expand, and maintain physical facilities such as roads, bridges, public buildings, electricity networks, and water supply systems to enhance societal welfare. This perspective underlines that infrastructure is not merely about constructing physical structures but about laying the foundations for broader socio-economic activities. Roads and transport networks, for instance, enable the movement of goods and people, linking rural areas to markets and urban centres, while electricity and water systems support education, healthcare, and industrial development. Johnson (2021) emphasises that infrastructural development is inherently integrative, serving as the platform upon which other development initiatives, such as education, health, and economic empowerment, can succeed. In essence, infrastructure is a critical enabler that underpins productivity, connectivity, and overall quality of life, making it a non-negotiable component of national progress.

Usman (2025) conceptualises infrastructural development as an interconnected, multi-sectoral process that requires coordination across government agencies, private stakeholders, and civil society, supported by strategic communication. Infrastructure projects are rarely isolated; they interact with other sectors such as transportation, urban planning, energy, health, and environmental management. Usman (2025) highlights that without coordinated planning, infrastructure risks duplication, inefficiency, or underutilisation. Effective communication is equally vital, as it informs citizens about project objectives, expected benefits, timelines, and proper utilisation. Public engagement fosters ownership, ensures compliance, and allows communities to provide feedback that enhances maintenance and sustainability. Usman's approach underscores that infrastructural development extends beyond physical construction; it involves dialogue,

coordination, and continuous engagement to translate investments into meaningful social and economic outcomes. This perspective positions infrastructure as both a practical and social endeavour, dependent on human interaction and institutional collaboration for its full impact.

Importance of Communication in Achieving Infrastructural Development

According to Achilike and Nwaoboli (2024), the importance of communication in achieving infrastructural development cannot be underestimated because infrastructure projects depend heavily on public awareness, participation, and transparency for successful implementation. Abbas (2018) argues that development policies and programmes often remain ineffective when communication is neglected. In the context of infrastructural development, government plans for roads, hospitals, schools, electricity, water supply, and other facilities may be technically sound, but if they are not effectively communicated to citizens, stakeholders may not understand their objectives, locations, timelines, or anticipated benefits. Clear and consistent communication ensures that infrastructural policies are properly articulated and disseminated through appropriate channels so that communities are adequately informed. It also reduces misinformation, speculation, and resistance that sometimes arise when projects are misunderstood. When citizens are aware of what infrastructure is being built and how it affects them, they are more likely to support and cooperate with project implementation. Communication therefore serves as a bridge between government intentions and public understanding, strengthening transparency, accountability, and trust in infrastructural governance.

Similarly, Eze, Okonkwo, Nnamdi, Eze-Aruah, Ukaogo & Clack (2021) maintain that communication plays a central role in fostering behavioural coordination and public cooperation, which are essential components of infrastructural development. Many infrastructure projects require direct interaction with host communities, especially during land

acquisition, site clearance, environmental impact assessments, and construction phases. Without effective communication, these processes may generate tension, protests, or conflict between government authorities and local residents. Development communication strategies such as community meetings, stakeholder consultations, public hearings, media briefings, and feedback mechanisms help clarify project objectives and address concerns before they escalate. Through dialogue and engagement, government officials can explain compensation arrangements, project benefits, and implementation schedules, thereby reducing suspicion and resistance. Communication also encourages community ownership of infrastructure projects because citizens feel included in decision-making processes. As a result, projects are implemented more smoothly, delays are minimised, and cooperation between government and communities is strengthened. Thus, communication functions as a practical tool for managing relationships and ensuring effective project execution.

Torkaa (2024) observes that communication is equally vital in mobilising partnerships that drive infrastructural development. Infrastructure delivery is rarely achieved by government alone; it often involves collaboration among public institutions, private sector investors, contractors, development partners, and community stakeholders. Effective communication creates a platform for coordination among these actors by promoting dialogue, clarifying roles and responsibilities, and aligning expectations. Through regular information sharing and consultative meetings, stakeholders are able to contribute resources, technical expertise, and financial support in a structured manner. Communication also enhances contract transparency and accountability by ensuring that project specifications, budgets, and timelines are clearly communicated to relevant parties. When communication channels are active and inclusive, partnerships become more functional and productive, reducing misunderstandings and conflicts that could delay projects. In this regard,

communication strengthens collective action and ensures that infrastructural development benefits from shared commitment and cooperation across different sectors of society.

Role of Media in Achieving Infrastructural Development

The media plays a crucial role in the planning, execution and monitoring of infrastructural development. Its influence can either accelerate infrastructure growth or hinder it depending on how responsibly it is used. Throughout history, media platforms have shaped public perception of government projects, sometimes generating support and at other times fuelling opposition when information is misrepresented. When used positively, however, the media promotes transparency, accountability and public participation in infrastructure delivery (Idowu & Odeyemi, 2021). This dual capacity makes the media an important instrument in ensuring that infrastructure projects such as roads, hospitals, schools, water systems and energy facilities are successfully implemented and sustained for public benefit.

The media functions as an information disseminator in infrastructural development by providing timely updates on government projects and policies. It informs citizens about proposed projects, contract awards, project locations, funding arrangements and completion timelines. According to Anyanwu, Imi & Anyanwu (2024), the media simplifies complex policy and development information for public understanding. In the context of infrastructure, technical details about budgets or engineering plans may be difficult for ordinary citizens to interpret. Through clear reporting, explanatory programmes and public service announcements, the media translates these details into accessible language. When communities are well informed about ongoing or planned infrastructure, they are better positioned to monitor progress and participate meaningfully in discussions that affect their environment.

The media also serves as a watchdog over infrastructural projects. It investigates project execution, reports delays, exposes corruption and highlights cases of abandoned or poorly constructed infrastructure. This oversight function strengthens transparency and ensures that public funds allocated for development are properly utilised. Asemah (2022a) emphasises that when the media actively protects the public interest, it enhances accountability within governance structures. In infrastructure development, investigative journalism can reveal contract inflation, substandard construction or misuse of funds, thereby prompting corrective action from authorities. Through holding government agencies and contractors accountable, the media contributes to improved project quality and timely delivery.

Another important function of the media in infrastructural development is agenda setting. The media determines which development issues receive public attention and how they are framed in public discourse. Through prioritising stories on road construction, electricity expansion, urban renewal, water supply and public facility rehabilitation, the media keeps infrastructure at the centre of political and social discussions (Asemah & Edegoh, 2012). This agenda-setting role influences policymakers to respond to public concerns regarding infrastructure gaps. When infrastructure challenges are consistently highlighted, government institutions are pressured to allocate resources and take action. In this way, media coverage shapes development priorities and encourages sustained commitment to infrastructure improvement.

Empirical Review

Research on development communication, governance, and sustainable development has been extensive across Nigeria and other parts of Africa. Scholars have employed diverse theories, methodologies, and instruments to explore how communication strategies shape development outcomes. The following section presents a review of selected studies. Each

is examined in detail to identify its contribution, findings, and how it connects to the present study titled Impact of Governor Ahmadu Umaru Fintiri's Development Communication Strategies on the Achievement of Sustainable Development Goals (SDGs) in Adamawa State, Nigeria.

Investigating youth digital activism in Lagos State, Oladipo (2020) assessed how online platforms shaped young people's engagement with SDGs. The objective was to determine the effectiveness of social media campaigns on civic awareness. The Uses and Gratifications Theory provided the framework, and a survey design using online questionnaires was employed. Findings showed that platforms such as Twitter and Facebook increased knowledge of SDGs and inspired activism, though misinformation undermined impact. The conclusion emphasised the transformative role of digital communication, and the recommendation was to institutionalise official youth-focused portals. This is relevant to the Adamawa study as both examine communication in SDG achievement, but differs since Oladipo's focus was youth-driven while the Adamawa study is leadership-driven.

Examining community theatre as a communication tool in Kaduna State, Musa (2022) set out to understand how drama could aid agricultural transformation. The objective was to assess theatre's role in farmer education. Participatory Development Communication Theory provided the framework, and action research was adopted, with farmers actively involved in creating drama productions. Findings indicated that theatre facilitated farmer-to-farmer learning and enhanced adoption of irrigation and crop diversification. The conclusion was that community theatre builds trust and cultural relevance, and the recommendation was to fund arts-based communication. This connects with the Adamawa research by showing how localised strategies advance SDGs, though Musa's work centred only on agriculture, while the present study examines multiple sectors.

Analysing civic education through radio in Kano State, Bello (2021) explored how interactive broadcasting strengthened governance. The

objective was to examine radio's role in promoting citizen knowledge. Democratic Participant Media Theory underpinned the study, with surveys and content analysis applied. Findings revealed that call-in shows enhanced citizen awareness of taxation and elections, while exclusion of rural dialects limited impact. The conclusion stressed radio's democratic role, and the recommendation called for wider use of rural community stations. This relates to the Adamawa study as both emphasise communication for governance and institutional development, but Bello focused on civic radio while the Adamawa study evaluates government-led SDG messaging across domains.

Moreso, Uche (2023) examined women-led development communication in Benue State. The objective was to investigate how women's groups used communication to improve community health. Empowerment Theory guided the study, and a qualitative design was used, drawing on focus group discussions and health worker interviews. Findings showed that campaigns on nutrition and immunisation improved health outcomes, though limited funding restricted impact. The conclusion was that women-led communication ensures ownership and sustainability, while the recommendation was to scale up support for grassroots women groups. This resonates with the Adamawa study since both highlight communication for health and development, but differs as Uche's study focused solely on women's groups, while the Adamawa research evaluates government-led strategies across multiple SDGs.

Yusuf (2021) set out to examine how development communication contributes to national transformation in northern Nigeria. The objective of the study was to investigate how government institutions use communication to mobilise rural populations for social and economic change. The research was grounded in Modernisation Theory, which argues that communication is a driver of development when adapted to local contexts. A qualitative design was adopted, using in-depth interviews and

focus group discussions as the main instruments of data collection. The findings showed that local radio stations, grassroots campaigns, and indigenous language broadcasts were effective in mobilising communities for programmes in education, health, and agriculture. The conclusion emphasised that communication serves as more than a tool of information but as a catalyst for change, while the recommendations highlighted the need for more inclusive and locally adapted strategies. This study is relevant to the current research because it demonstrates the centrality of communication in promoting development, though unlike Yusuf who studied the northern region broadly, the present research concentrates on Adamawa State under Governor Fintiri and links the strategies specifically to the SDGs.

Theoretical Framework

Development Communication Theory

The development communication theory was propounded by early communication scholars such as Daniel Lerner in 1958 and Wilbur Schramm in 1964 (Omoera, Nwaoboli & Emwinromwankhoe, 2024; Asemah, Nwammuo & Nkwam-Uwaoma, 2017). They argued that media could serve as the “bridge to modernity” by educating populations, promoting literacy, and fostering participation in governance. Over the years, this paradigm evolved to accommodate more participatory approaches as critics noted that top-down, media-centred models often failed to produce sustainable results (Mefalopulos, 2020). Instead of viewing communication as a one-way transfer of information, development communication came to be understood as a dialogue-driven process that encourages communities to actively engage in identifying their needs and co-creating solutions.

Contemporary scholars continue to stress that development communication should not be reduced to mere information dissemination but must be a strategic process that strengthens accountability and inclusivity in governance (Manyozo, 2021; Obonyo & Karani, 2022). For instance, the theory highlights that governments can mobilise citizens by framing policies

around their felt needs and involving them in decision-making. This makes communication not only persuasive but also empowering. In Nigeria, communication in development projects has shifted from a purely persuasive tool to a participatory one, particularly within the context of the Sustainable Development Goals (SDGs), where citizen buy-in is crucial for success (Okoro & Igwe, 2023).

The strength of development communication theory lies in its recognition that sustainable development is not achievable without meaningful interaction between leaders and citizens. It emphasises dialogue, mobilisation, and empowerment, aligning well with the SDG ethos of inclusivity. However, its weakness is its tendency to assume that communication alone can overcome entrenched socio-economic barriers such as corruption, poverty, and insecurity, which often impede development outcomes (Adepoju & Adekunle, 2024). In the context of this study, the theory provides an analytical lens for assessing how Fintiri's administration employs communication to link global SDG priorities with local realities in Adamawa State. It explains whether government strategies succeed in mobilising participation, influencing behavioural change, and promoting structural reforms that align with the SDG framework.

Methodology

Methodology The study adopts a survey research design. This design is suitable because it allows the researcher to collect data from a large number of respondents and analyse their opinions on development communication and infrastructural development in Adamawa State. According to Asemah & Nwaoboli (2024), survey design is useful for studying attitudes and perceptions within a population. The population of the study consists of residents from three Local Government Areas (LGAs) in Adamawa State, namely Yola North, Numan, and Ganye. These LGAs were selected to represent urban, semi-urban, and rural settings. The total population of the study is estimated at 711,200 people based on projections

from the National Population Commission (2022). The sample size for the study was determined using Cochran's (1963) formula for large populations:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- n_0 = required sample size
- Z = standard normal deviation at 95% confidence level = 1.96
- P = estimated proportion of the population possessing the attribute = 0.5
- $q = 1 - p = 0.5$
- e = acceptable margin of error = 0.05

Substituting the values into the formula:

$$n_0 = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2}$$

Therefore, the sample size for the study was 384 respondents. The main research instrument used for data collection was the structured questionnaire. The instrument was validated through expert review, while reliability was confirmed using a pilot test conducted in Girei LGA with similar characteristics to the study area. Data collection was carried out through face-to-face administration with the help of trained research assistants to ensure clarity and high response rate. A total of 384 copies of questionnaire were distributed; however, 27 copies were lost during the process, leaving the valid responses for analysis. Data were analysed using descriptive statistics such as frequency counts, percentages, and mean scores to assess respondents' views on development communication and infrastructural development in Adamawa State. The mean acceptance threshold was 3.0.

Data Presentation

Table 1: Development Communication Strategies Employed by the Adamawa State Government in Promoting Infrastructural Development

Statements	SA (5)	A (4)	UD (3)	D (2)	SD (1)	Total	Mean	Decision
The government regularly provides information and updates about infrastructure projects to citizens.	138 (38.7%)	118 (33.1%)	50 (14.0%)	34 (9.5%)	17 (4.8%)	357	3.9	Accepted
The government engages citizens in discussions before or during the implementation of infrastructure projects.	130 (36.4%)	116 (32.5%)	55 (15.4%)	37 (10.4%)	19 (5.3%)	357	3.8	Accepted
The government uses public sensitisation campaigns to create awareness about infrastructure development programmes.	135 (37.8%)	115 (32.2%)	53 (14.8%)	35 (9.8%)	19 (5.3%)	357	3.9	Accepted
The government encourages feedback from citizens regarding infrastructure projects in their communities.	124 (34.7%)	120 (33.6%)	58 (16.2%)	36 (10.1%)	19 (5.3%)	357	3.8	Accepted
Community mobilisation is used by the government to gain support for infrastructure projects.	132 (37.0%)	118 (33.1%)	50 (14.0%)	38 (10.6%)	19 (5.3%)	357	3.8	Accepted

Source: Field Survey, 2026

Table 1 shows that the Adamawa State Government employs several development communication strategies in promoting infrastructural development. The findings indicate that information dissemination, public sensitisation campaigns, citizen engagement, feedback mechanisms, and community mobilisation are widely recognised by residents as strategies used by the government. Information dissemination and public sensitisation campaigns recorded the highest mean scores (3.9), suggesting that these are the most prominent strategies. The results imply that Governor Ahmadu Umaru Fintiri's administration adopts participatory and awareness-based communication approaches to facilitate public understanding and support for infrastructural development projects across the state.

Table 2: Effectiveness of Development Communication Strategies in Mobilising Citizens and Fostering Infrastructural Development

Statements	SA (5)	A (4)	UD (3)	D (2)	SD (1)	Total	Mean	Decision
Government communication strategies encourage citizens to support infrastructure projects.	136 (38.1%)	114 (31.9%)	54 (15.1%)	35 (9.8%)	18 (5.0%)	357	3.9	Accepted
Communication about infrastructure projects increases public participation in community development activities.	129 (36.1%)	118 (33.1%)	56 (15.7%)	36 (10.1%)	18 (5.0%)	357	3.8	Accepted
The communication strategies used by the government improve public understanding of infrastructure projects.	142 (39.8%)	110 (30.8%)	50 (14.0%)	35 (9.8%)	20 (5.6%)	357	3.9	Accepted
Effective communication contributes to the successful implementation of infrastructure projects in Adamawa State.	134 (37.5%)	117 (32.8%)	53 (14.8%)	34 (9.5%)	19 (5.3%)	357	3.9	Accepted

Source: Field Survey, 2026

Table 2 indicates that the development communication strategies employed by the Adamawa State Government are perceived as effective in mobilising citizens and supporting infrastructural development. Respondents generally agreed that government communication enhances public understanding of projects, encourages participation, and promotes community support for development initiatives. The high mean scores recorded across all items demonstrate that communication plays a significant role in fostering cooperation between the government and citizens, thereby contributing to the successful execution of infrastructure projects.

Table 3: Challenges Hindering the Use of Communication Strategies in Advancing Infrastructural Development in Adamawa State

Statements	SA (5)	A (4)	UD (3)	D (2)	SD (1)	Total	Mean	Decision
Inadequate access to communication channels limits citizens' awareness of infrastructure projects.	132 (37.0%)	116 (32.5%)	54 (15.1%)	35 (9.8%)	20 (5.6%)	357	3.8	Accepted
Poor internet connectivity affects the effectiveness of digital communication strategies.	140 (39.2%)	112 (31.4%)	50 (14.0%)	33 (9.2%)	22 (6.2%)	357	3.9	Accepted
Low literacy levels reduce the effectiveness of government communication efforts.	125 (35.0%)	118 (33.1%)	58 (16.2%)	36 (10.1%)	20 (5.6%)	357	3.8	Accepted
Some residents do not trust information provided by government communication channels.	118 (33.1%)	120 (33.6%)	60 (16.8%)	39 (10.9%)	20 (5.6%)	357	3.7	Accepted

Source: Field Survey, 2026

Table 3 reveals several challenges affecting the effectiveness of development communication strategies in promoting infrastructural development in Adamawa State. Poor internet connectivity emerged as the most significant challenge, particularly in rural communities where access to digital platforms remains limited. Respondents also identified inadequate access to communication channels, low literacy levels, and public distrust of government information as barriers to effective communication.

Discussion of Findings

The first finding of this study indicated that Governor Ahmadu Umaru Fintiri's administration employs several development communication strategies in promoting infrastructural development in Adamawa State. Respondents largely agreed that information dissemination, public sensitisation campaigns, citizen engagement, community mobilisation, and feedback mechanisms constitute the major communication approaches adopted by the government. The prominence of these strategies suggests that infrastructural development is not pursued solely through policy implementation and project execution but is complemented by deliberate efforts to inform and involve citizens in the development process. The finding implies that the government recognises communication as an essential component of development rather than merely a supplementary activity. This finding lends support to the argument of Eyeh, Ikem, Molokwu, Eze, Egbe, Ebu and Nwose (2023), who maintain that participatory communication strategies are fundamental to development because they create opportunities for citizens to become active stakeholders rather than passive recipients of development initiatives. The finding also corroborates the position of Asamoah and Frimpong (2023), who argue that sustainable development outcomes are more likely to be achieved when governments actively engage stakeholders and encourage public participation throughout the development process.

The second finding further revealed that the communication

strategies employed by the Adamawa State Government are largely effective in mobilising citizens and fostering infrastructural development. Respondents generally agreed that government communication enhances their understanding of infrastructure projects, encourages community participation, and increases public support for development initiatives. This suggests that communication has played a significant role in reducing uncertainty about government projects and creating a favourable environment for their implementation. The implication is that citizens are more willing to support development programmes when they possess adequate knowledge about the objectives, benefits, and expected outcomes of such projects. This finding validates the assumptions of development communication theory, which emphasises that communication facilitates behavioural change, social mobilisation, and collective action towards development goals. The finding is consistent with Asemah (2020), who contends that development communication serves as a vital link between government policies and citizens by promoting awareness, understanding, and participation in development programmes. Similarly, Guzuma and Odogbo (2023) argue that effective policy communication and continuous dialogue strengthen public confidence in development initiatives and enhance citizens' willingness to support government programmes. The finding also aligns with Gimba (2021), whose study established that trust in government institutions increases when citizens are adequately informed and engaged in governance processes.

The third finding showed that there is a strong relationship between communication and citizen mobilisation. The high level of agreement recorded on items relating to public participation suggests that communication strategies have gone beyond mere information dissemination to influence attitudes and encourage involvement in development activities. This demonstrates that effective communication can transform citizens from observers into partners in the development process.

Such a result reinforces the position of Asemah and Omosotomhe (2022), who argue that interpersonal and participatory communication approaches are more effective in achieving development objectives because they encourage dialogue, mutual understanding, and shared responsibility. The finding further supports the views of Aríjeníwà, Pepple and Asemah (2023), who maintain that communication systems rooted in community interaction and local realities tend to generate stronger public engagement and acceptance.

Despite the positive assessment of the government's communication efforts, the study identified several challenges that hinder the effectiveness of development communication strategies in advancing infrastructural development in Adamawa State. Respondents identified poor internet connectivity, inadequate access to communication channels, low literacy levels, and public distrust of government information as significant barriers. These challenges indicate that the effectiveness of communication strategies is constrained by both structural and socio-cultural factors. While the government may disseminate information through multiple platforms, the intended impact may not be fully realised if sections of the population are unable to access or understand such messages. The finding suggests that communication effectiveness depends not only on the existence of communication strategies but also on the ability of target audiences to access, comprehend, and trust the information provided. This finding supports the argument of Fagbadebo (2020), who observes that institutional weaknesses, political influences, and communication barriers often undermine development communication efforts in many developing societies. The finding also agrees with Idowu and Odeyemi (2021), who emphasise that development communication can only achieve its objectives when communication channels are credible, accessible, and responsive to the needs of diverse audiences.

Furthermore, the challenge of public distrust highlighted by

respondents deserves particular attention because trust constitutes a critical foundation for effective development communication. Even where information is readily available, citizens may remain sceptical of government messages if they perceive communication efforts as lacking transparency or credibility. This implies that the success of development communication strategies is influenced not only by message dissemination but also by the extent to which citizens perceive government communication as truthful, consistent, and accountable. This finding reinforces the position of Gimba (2021), who argues that citizen engagement and development outcomes are strongly influenced by the level of trust that exists between government institutions and the public. It also supports the perspective of Asemah and Ekhareafo (2022), who contend that strategic communication achieves greater effectiveness when organisations establish credibility, maintain transparency, and sustain meaningful relationships with their stakeholders.

Conclusion

This study concludes that Governor Ahmadu Umaru Fintiri's development communication strategies have made a positive contribution to the achievement of infrastructural development in Adamawa State. The findings demonstrate that the government has adopted various communication strategies, including information dissemination, public sensitisation, citizen engagement, feedback mechanisms, and community mobilisation, to promote infrastructure projects. These strategies have been effective in increasing public awareness, encouraging citizen participation, and fostering support for infrastructural development. However, challenges such as poor internet connectivity, limited access to communication channels, low literacy levels, and public distrust continue to affect the effectiveness of development communication efforts. Therefore, while development communication has contributed significantly to infrastructural achievements in the state, greater efforts are required to enhance

inclusiveness, accessibility, and citizen engagement.

Recommendations

Based on the findings, the study recommends that:

1. The Adamawa State Government should strengthen participatory communication strategies by creating more opportunities for citizen engagement, consultation, and feedback during the planning and implementation of infrastructure projects.
2. Government agencies should expand the use of both traditional and digital communication platforms to ensure that information on infrastructure projects reaches residents in both urban and rural communities.
3. The government should collaborate with community leaders, civil society organisations, and other stakeholders to enhance grassroots mobilisation and increase public participation in infrastructural development programmes.

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