

## **Evaluation of Radio Communicative Effectiveness on Flood Education and Control in Ibadan and Osogbo Towns of South-West, Nigeria**

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### **ABSTRACT**

**Background:** Floods in Nigeria have invoked more harm on citizens with so much regret. Nigerian cities such as Ibadan and Osogbo have experienced drastic development with no physical infrastructure like good road, drainages, wide canals and bridges to allow free-flow of erosion. Hence, these have made floods to be an uncontrollable monster that inflicts pains on many Nigerian cities.

**Objective:** This research assesses radio communicative effectiveness on flood education and control in Ibadan and Osogbo, Southwest, Nigeria.

**Materials and Method:** This study adopted descriptive survey and structured interview methods. Questionnaire and structure interview guide was utilized for the collection of data. Quota sampling was in the first instance adopted to decide the selection of 60 samples from each of the selected cities. Simple random sampling technique was also used to select 120 sample size for this research work. Out of 120 questionnaire distributed, 100 copies were returned valid for analysis. Descriptive statistics was employed for data analysis using statistical tools such as tables, values, frequencies and percentages. Structured interviews conducted on the selected professionals were corroborated with the survey findings.

**Results:** This study found out that the selected radio stations were consistent in their coverage and reportage of flood issues in the selected cities. It revealed that the respondents perceived that the information disseminated to educate the public on flood control by these radio stations is effective ranging from pre-disasters and post-disasters periods. It also established that the flood victims interviewed expressed painful experiences regarding the flood disasters across board. Finally, it showed that government interventions to salvage the flood situations in the selected cities are not encouraging and there is dire need for improvement.

**Conclusion:** This study concluded that the selected radio stations communication effectiveness on flood issues in the selected cities is high, consistent and impactful but there is still an urgent need for improvement.

**Unique contribution:** The unique contribution of this study is to establish radio as a strong medium for education, emancipation and development.

**Key Recommendation:** This study recommended that the Nigerian media should step-up actions on their agenda setting and surveillance role. Policy should be implemented by government on flood control education. Finally, grassroots based communication should be encouraged to enhance residents knowledge of flood control, protection systems and risk management.

**Keywords:** Assessment, Media communicative effectiveness, Floods education control, Ibadan and Osogbo, Southwest

## **INTRODUCTION**

Flood being one of the outcome of climate change is an environmental problem that has become an intercontinental disaster that rears its gory head across all nations. Government, non-governmental organizations, public, regions and nations are all feeling the pains and effects of this global monster. It has generated regional national and international discourse among researchers, environmental scholars, development communicators, regional planners and policy makers. The ugly events have in no small measure badly affected economics, homes, physical materials and lost of lives. Sayne (2011), contends that flood situations have not only taken a front seat in socio-economic, political and environmental gathering, it has also necessitated seminars, workshops and conferences.

Floods in Nigeria have done great havoc to victims without any benefits in sight. For instance, in the last 35 years, many Nigerian urban centers and villages have experienced terrible flood situations without appreciable infrastructural remedies in terms of good roads, drainages and open canals to avert flood. UNESCO (2012), establishes that the vulnerability of a place earth surface to flood is determined by the region exposure to natural event and anthropogenic operations domiciled within the domain which are capable of affecting the incessant free flow of water. Indeed flood is rated among the most devastating natural harms globally claiming lives, properties, including various investments. Floods have profound negative impact on population universally in terms of loss of lives and precious assets. Researches have ascertained the causes of flood which includes dumping of refuse over the years, filling up of ponds, blockages of drainage or water ways, dams with bare surfaces, high heavy downpours amongst others (Tomori, 2001, NWR, 2011 and NEMA, 2013).

In the recent time in Nigeria, flood has turned to be a source of serious concern due to heavy rainfall, overflow of river banks, ocean surge and various other human actions or inactions that are capable of enhancing the occurrences. The alarming level of flood destruction is threatening developmental efforts of nations. Agbaje (2013), contends that flood is a natural disaster that call for urgent solutions to curb its prevalence. In most Nigerian States, flood is a perennial disaster. In 2012, 30 out of the 36 states witnessed the occurrence of flood disaster over 363 souls were lost, displaced over 2million people while properties and businesses worth billions of naira were completely destroyed. By extension, over 2 billion people around the world from 1998 – 2017 have been affected by flood disaster warning systems (UNICEF, 2022). In 2016, Nigeria Hydrological Services Agency predicted that there would be annual incessant and flood in Ibadan, Lagos, Portharcourt, Sokoto, Makurdi, Maiduguri, Yola, Abeokuta, Osogbo, Anambra, Imo, Cross River among others (Aderogba, 2012). There is dire need for sensitization and awareness against flood that has become a strong and rabid threat to humanity. One strong way to mitigate the effects of flooding is to ensure that the identified vulnerable areas abide to adequate precautionary measures that are strong enough for effective preventions (Odoemelam, et al., 2013).

However, information is required on important indicators of flood risk, detailed knowledge about the magnitude of hazardous effects and the precautionary steps to be taken to avert the wrath of flood. According to Raufu (2003), Mass media are the modern means of giving information to a large number of people. Effective communication must be put in place to improve the response efforts of the vulnerability to reduce the destruction rate. Perko (2011), observes that media

organizations must communicate frequently to prevent panic, sensitizing the people with an essential response plans and ensuring government coordinated relief. The media are wide-reaching forces that have the nitty-gritty to communicate disaster arising from climate change, give objective reports during pre-disaster and post-disaster, shaping public opinion on general environmental protection and also help to push for more nuanced conversations between the public and the government (Woldemichael, 2020, Ogwezi and Umukoro 2020). Theoretically, there are few existing literature on this subject-matter, those that are available are geographically focused on other states that have higher flood vulnerability in Nigeria such as Lagos, Delta , Rivers, Borno, Adamawa, Niger and others. However, the recent turn of climate change on the southwest zone ecological pattern which resulted to high rainfall and increasing temperature led to incessant flooding experienced by this chosen areas of study. In other mentioned areas that are vulnerable, media such as television, billboard, social media and print media were comprehensively utilized while radio was tacitly used. Based on the foregoing, this study is assessing radio communicative effectiveness on flood education and control in Oyo State, Southwest, Nigeria.

### **Objectives**

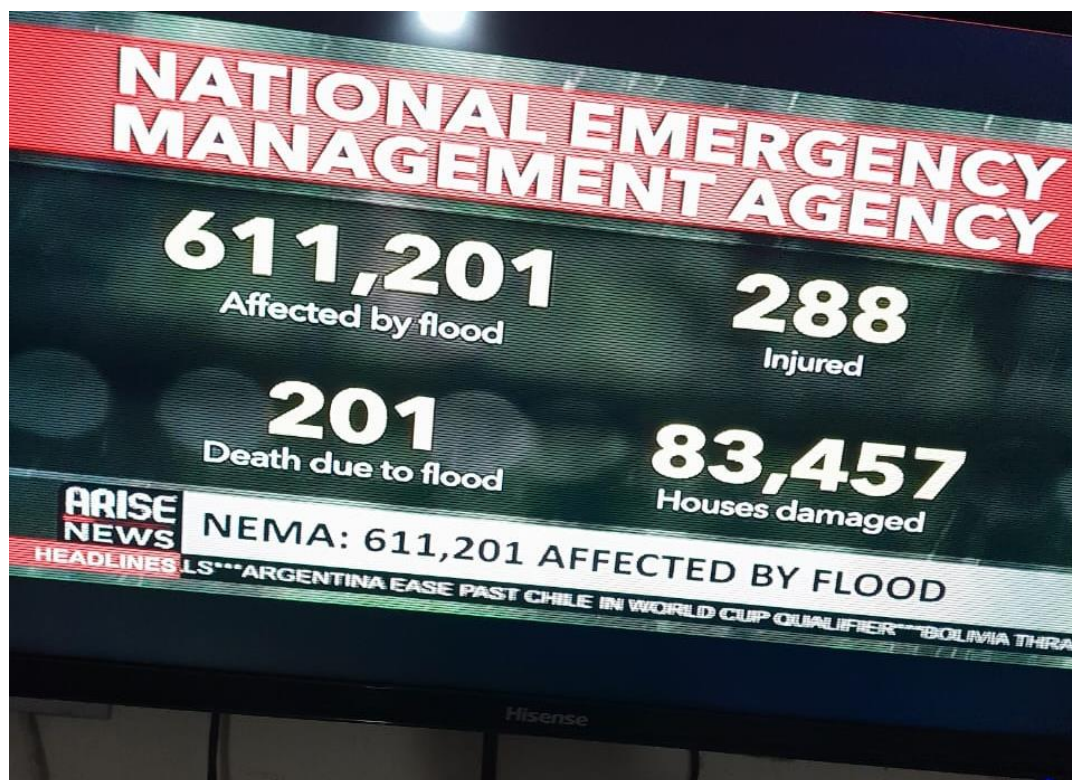
1. To investigate the selected radio stations frequency of reportage of flood issues in Ibadan and Osogbo .
2. To ascertain residents' perceptions of the selected radio stations communicative effectiveness on flood education and control.
3. To determine government pre-disaster and post-disaster flood intervention efforts in Ibadan and Osogbo.

## **LITERATURE REVIEW**

### **Floods in Nigeria**

The rapid growth of Nigerian urban areas is one of the major cause of flood in the country, – Nigeria has increasingly become urban society and the population rate tends to be on the increase on daily basis. Undoubtedly, the country urban expansion in terms of population shall continue to grow relatively in the coming years (World Bank, 2016). Historically, the 2011 flood occurrences affected major cities in the southwest zone of the country specifically Lagos and Ibadan. This was taken with kid gloves until 2012 when another serious flood came which ravage major cities in the north and south of the country. In fact, it is the most calamitous flood that the nation experienced in history. 33 out of 36 states were affected while 14 states out of the mentioned were seriously affected. According to the Federal Government of Nigeria (2013), 37 million people were badly impacted, 2.1 million displaced, 363 killed, 18,200 injured while 618,000 houses destroyed. Floods are not only perpetuate destruction of properties and loss of lives but damage important private and government infrastructure which in turn negatively affect the country political and socio-economic activities of the people, sometimes causes permanent displacement (United Nations office for the coordination of Humanitarian Affairs, 2012). Ogu (2009), calls for the need to sustain the management of floods in Nigerian popular urban areas considering the incessant destruction of urban infrastructure.

The first prediction of the 2012 flood came from Nigerian Meteorological Agency (NIMA) who warned Nigerians to prepare against heavy downpour which would last for three weeks in July of that year and that proactive measures should be taken to curb the scourge. Unfortunately preparations were not enough from the federal, states and even individual who were then vulnerable to the predictions. The situation since 2012 is becoming worse on yearly basis. Meanwhile, residents have not entirely recovered from proceeding yearly flooding. On the 5 September, 2024, National Emergency Management Agency (NEMA) released via “Arise Television Station” that 611,201 people were affected, 288 injured, 201 died while 83,457 houses were destroyed.



### **Flood history of Ibadan and Osogbo**

Ajayi et al (2012), avers that flooding has been a recurrent events in Ibadan with occurrences in 1948, 1955, 1961, 1963, 1978, 1980, 1985, 1987 and 1990 claiming over 35,000 lives and investments worth millions of naira were destroyed especially at Ogunpa and Kudeti streams (Egunroye and Ogbole, 2015). In August 2011 and July 2013, flooding in Ibadan reoccurred claimed lives, rendered thousand homeless and investments worth billions of naira were destroyed (Tomori, 2001). Egunroye and Ogbole (2015), established in their studies that there are four classes for the determination of flood vulnerability level in Ibadan city. These classes include slightly vulnerable, less vulnerable, moderately vulnerable and highly vulnerable. The scholars ascertained that the slightly vulnerable class occupied an area of 55.9%, less vulnerable area takes 9.1%, moderately vulnerable area occupied 10% while the highly vulnerable occupied 25% of the entire Ibadan metropolis. This study also indicated that Ibadan municipal was highly vulnerable for flood. Ibadan municipal occupies the total area of 127.46km with 128,182 houses captured from the



satellite image of Ibadan. This study further explained that about 17,168 houses fell into the areas that were highly vulnerable, 100,007 houses occupies moderately vulnerable areas while 11,007 houses occupies less vulnerable areas. The implications of this is that 31.4km<sup>2</sup> area of the municipal is highly vulnerable, 57.19km<sup>2</sup> is moderately vulnerable while 38.84km<sup>2</sup> is less vulnerable. (However, succeeding governments have done enormous works in curbing the annual scenario of flood in).

Askew (2007), states that flood causes about one third of all damage from natural disasters. In Osogbo, Osun State, inhabitants have been subjected to various hardship as a result of flooding. Nigerian Meteorological Agency (NIMET) described Osogbo and by extension Osun State as one of the most flood-prone areas. Areas such as Oke Onitea, Fiwasaye, Gbomi, Iludun, Rasco and Testing Ground in Osogbo were mentioned as highly vulnerable.

Akinroye and Abiola (2022), assert that the hazards incurred in the flood are usually more reported than the causes and precautionary measures that could be put in place to avert the dreadful disaster. However, succeeding governments have done enormous works in curbing the annual flood sad events. For instance, bridges were built, drainages constructed, geographical information systems based on extensive surveys with topographic maps and images were required as criteria for building. Such maps serve to note areas of vulnerability. In addition, risk management procedures were put in place to manage the operations of existing flood protection system for a rational approach to flood disaster mitigation for the minimization of its impact on people. Flood protection system needs unstoppable improvement that requires a reassessment of the existing risks and evaluation of the hazards depending on the change in land use (Egunroye and Ogbole, 2015).

### **Role of Radio in Education and Control of flood in Nigeria**

The discourse concerning radio reportage and coverage of flood issues have attracted media scholars and researchers attention. Studies have been conducted on this aspect in question (Nwabueze, 2007, Olatunji, 2006, Boykoff and Roberts, 2007). Radio plays key roles in public education of floods by seeking the understanding of people commitment as well as exposing them to its impact. Radio stations are saddled with the responsibility to give accurate and objective reports during pre-disaster, during disaster and post-disaster periods. These are with the intent to reduce the adverse effects of such disasters (Ogwezi, Umukoro and Emetemjor, 2022). Waisbord (2000), notes that, to mitigate flood disasters, many countries around the world are known to have enhanced their disaster management systems through media such as radio. The scholar further explained that radio has been identified as the socializing agents that usually serve the purpose of sensitizing the public concerning natural disasters such as floods. Since the rising spate of flood in Nigeria is on daily basis threatening, all channels of communication such as Television, radio, newspapers, billboards, internet and social service providers must be deployed to ensure that the Nigerian societies receive flood control education. Ajaero, et al., (2012) and Nwafor, et al., (2024) are unanimous that objective educational communication via radio can stimulate, initiate, sensitize and sustain development process when applied carefully.

New Information and Communication Order (NWICO) among other debates in the 1960s, created the term 'development communication or journalism' which was developed at the Press Foundation of Asia (PFA). The major focus for this creativity was to ensure that journalists and media practitioners give priorities to socio-economic development activities by given them

attention in their reportage, analysis, interpretation, investigation and evaluation of government development projects (Godswill, Adenike and Ayodeji, 2019). According to Ngozi and Samuel (2012), radio plays an important role in nation building and national integration by carefully setting agendas for the public consumption and deliberations. They remain a veritable weapon in the reportage of flood disasters which makes them an agent of change in the society. Another significant role of radio is to carry out surveillance and gate-keeping functions, they are to warn the public via dissemination of information on the intended dangers of flood and the essential control measures. Christensen, Nielson and Womb (2013), opine that a strong understanding, social influence and socially-shaped tendencies of radio is enough to educate societies about flood issues and controls. However, since the people need warnings ahead of the disaster, radio public education and wide spread dissemination of early warnings are capable of saving thousands of lives. Ugonna (2016), argues that the media can assist in pre-disaster education, be crucial to an effective warning process, provide information to victims or public generally at the wake of disasters, activate local disaster response and also assist in stimulating effective disaster relief.

These and many other reasons make it clear that radio plays a key role in educating the public about natural disasters such as flood, warning of harms, disseminating information about vulnerable areas alerting policy makers or officials, informing relief organisations and facilitating debates about disasters response or preparedness.

### **Theoretical Framework**

The dynamic nature of theories on media coverage allows a paradigm shift from the usual way that the media use to approach issues. For the purpose of this study, the Agenda-Setting and Media Framing theories were utilized as the theoretical foundation for this study. This is because the theories are most relevant as well as capturing the different facets of the phenomenon under study. The Agenda-Setting theory is epitomized in the popular quote by Bernard Cohen in 1963 which says that “the media may not be successful much of the time in telling people what to think but it is stunningly successful in telling its readers what to think about”. This means that people tend to get orientated on complex issues in the world. People tend to judge issues using their discretion but majorly depend on the media for direction. However, the beginning of agenda-setting theory can be traced to 1922, when Walter Lippmann shows his opinion on the key role that the mass media should play when it comes to influencing the setting a particular image on the public minds (Lippmann, 1922).

Coincidentally, Bernard Cohen remark is attributed to reframing Lippmann’s idea into what is referred to as “Agenda-Setting”. The assumption is that the media are more than the purveyor of information but opinion moulders. This theory establishes that the media audiences rely on the interpretative framework present to the public by the media. In essence, the media decides the nature and prominence of public events to their audience. Hence, the mass media determine the significant issues by setting the agenda through repeated reportage of so called issues (Littlejohn and Foss, 2008). This theory is relevant to this study because through consistent coverage of flood issues by the mass media in Osun State, Oyo State and by extension in Nigeria. Agenda will be set by the media in terms of control measures to be taken in preparation against flood disasters. This sensitization will go a long way in creating positive attitudes or behavioural change towards flood issues.

Framing Theory which according to McComb and Ghanem (2001) is also refers to as second order of agenda-setting theories. A frame is a kind of central organizing idea or story line that provides meaning to an unfolding set of events. The term also suggest what the controversy is about or the essence of the issue. While agenda-setting theory deals with the salience issues, framing is connected with the presentation of issues. Thus, the framing theory assumes that the media deals with sensitive issues through the use of objectivity and field meaning by convincing the target audience to think in a particular way through which information is presented to the public and how this information is processed. Frame sometimes if not well handled by professionals is capable of affecting the way a news idea is interpreted, processed, translated and communicated. This theory is significant to this study because it gives room for the mass media to present their news ideas on flood issues in a more objective manners. Media focuses on issues of public important like flood disaster as a way of informing and educating audience about the events and its consequences. Through careful frame building or setting, media use to influence public agenda and policies through reportage of events.

## **METHOD**

Two popular radio stations were selected for this study, these are Broadcasting Corporation of Oyo State (BCOS) and Osun State Broadcasting Corporation 104.5 FM (OSBC) situated in Ibadan and Osogbo respectively. This study adopted descriptive survey and in-depth interview methods. Questionnaire and interview guide were employed for collection of data. The population of each of the selected city was assessed based on their growth in three consecutive years:

### **Ibadan historical population data growth**

<b>Year</b>	<b>Population</b>	<b>Growth rate</b>
2024	4,004,000	3.33%
2023	3,875,000	3.17%
2022	3,750,000	2.93%

### **Osogbo historical population data growth**

<b>Year</b>	<b>Population</b>	<b>Growth rate</b>
2024	796,000	3.11%
2023	772,000	2.93%
2022	750,000	2.60%

The above population data growth was sourced from the census across the stated years. This study utilized the 2024 population of the selected cities - 4,004,000 (Ibadan) and 796,000(Osogbo)- totaling 4,800,000. Multi- stage sampling technique was used for the selection of samples. Quota sampling method was first used to decide the quota of 60 flood victims and residents selected from the flood vulnerable areas- Ogunpa, Kudeti area and Dugbe (Ibadan), Oke Onitea, Fiwasoye and Iludun areas (Osogbo)- as samples for this study. Quota sampling technique is a sample that is selected to represent all the elements within a given population. It is a sample drawn from a population matrix taking and allocating a predetermined sample size based on population matrix (Babbie, 2001). Simple random sampling technique was employed to select 120 sample size for this study. According to Johnson (2012), simple random sampling method gives every unit of a

population equal chance of being selected or included in a sample. Questionnaire was administered on the respondents based on one-on-one patterns. Out of the 120 questionnaire distributed, 100 copies were returned and valid for analysis. Descriptive statistics was adopted for data analysis with the statistical tools of tables, frequencies and percentages. Descriptive statistics is the mathematical way of describing and analysing data that have been collected. They are used to describe the basic features of the data in a study (Tejumaiye, 2003).

For the structured interview, professionals were carefully selected such as environmental officers, media scholars, policy makers, legal luminary, public analysts, safety officers, social commentators, flood victims, risk managers and psychologists. Structured questions were provided and data gathered through a tape recorder was transcribed and qualitatively analysed.

**Table 1: Level of the selected radio stations frequency of reportage of flood issues in Ibadan and Osogbo.**

Variable	Frequency	Percentage
Very High	63	63.0%
High	14	14.0%
Average	10	10.0%
Fair	8	8.0%
Very Low	2	2.0%
Low	3	3.0%
	100	100%

*Source: field survey, 2024*

Table 1 indicates that 63 respondents unanimously agreed that the media do report flood issues frequently and the reportage usually have significant effect on the sustainable development in flood education and control among the inhabitants of Ibadan and Osogbo. 14(14.0%) supported the idea that the reportage was high, 10(10.0%) and 8(8.0%) said it was fair and average while 2(2.0%) and 3(3.0%) considered the media reportage as low respectively. The implication of this is that the media remains the preferred communication channels for educating the public for flood control and risk management. Dudo, Dahlstrom and Brossard (2005), confirm that through the media contents such as news, photographs, documentaries, interviews, editorial, opinions, advertisements and columns, media uses its power to shape public opinion and mobilize people for common good. In addition, through frame building, media influence public agenda and give direction for policies implementation through objective reportage of issues. Woldemichael (2020), agrees that the media are wide-reaching forces that can communicate daily happening around the world to people. They have influence in shaping public opinion on floods and other natural disasters.



**Table 2: People Perceptions of the selected radio stations' Communicative Effectiveness on Flood Education and Control**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Media frequent flow of information concerning flood issues	22	22.0%
Instantaneous dissemination of information allows awareness of flood disaster prior to occurrence	28	28.0%
Media provides information on community-based flood disaster risk management approaches	20	20.0%
Creating awareness on flood protection systems and reassessment of existing risks	17	17.0%
Transmission of government relief intervention programmes	13	13.0%
	100	100%

*Source: field survey, 2024*

This section of Table 2 highlights people's perception of the communication effectiveness of the media on flood education and control. 22 respondents with 22.0% said the media frequently flow information concerning flood issues, 28(28.0%) submitted that the media embarked on instantaneous dissemination of information which allows awareness of flood disaster prior to occurrence. 20(20.0%) agreed that media were providing information on community based flood disaster risk management approaches, 17(17.0%) confirmed that the media always create awareness on flood protection systems and reassessment of existing risks while 13(13.0%) concurred that the media use to transmit government relief intervention programmes.

**Table 3: Assessment of Flood Disaster Victims' Experiences in Ibadan and Osogbo**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Lost of lives and properties	48	48.0%
Destruction of Investments	30	30.0%
Delay in government relief interventions	15	15.0%
Unforeseen setbacks	7	7.0%
	100	100%

*Source: field survey, 2024*

The above results in Table 3 clearly shown that people lost their lives and properties during flood disasters 48(48.0%), 30(30.0%), indicated that the destruction of investments usually imminent, 15(15.0%) raised the issue of government delay in relief intervention while 7(7.0%), lamented the unforeseen setbacks in their future pursuits. Adelekan and Asiyanbi (2016), confirm that floods have been identified as the most common of all natural hazards and are responsible for more than half of all the fatalities and a third of total economic losses from natural disasters.

**Table 4: Evaluation of Government Pre-Disaster and Post-Disaster Flood Interventions**

Variable	Frequency	Percentage
Dissemination of flood related information via state Ministry of Information	21	21.0%
Implementation of policies against any occurrence of natural disasters	15	15.0%
Relocation of residents to free-flood zones	22	22.0%
Provisions of financial and materials relief	23	23.0%
Building of bridges, culverts and wide drainage across board	10	10.0%
Enactment of legal framework against violators of flood-related laws	9	9.0%
	100	100%

*Source: field survey, 2024*

As indicated in Table 4, 21(21.0%) unanimously agreed that governments of the two selected states – Oyo and Osun – use to disseminate flood-related information via their state Ministry of Information, 15(15.0%) said the governments implemented policies against natural disasters, 22(22.0%) said that government did relocate residents of flood vulnerable areas to free-flood zones, 23(23.0%) established the fact that these governments provided financial and materials relief to flood victims, 10(10.0%) claimed that government built bridges, culverts and wide drainages across their different states, 9(9.0%) stated that governments through their State Ministries of Justice came up with Legal Framework against trespasses on flood prone areas.

## **DISCUSSION**

Regarding the level of the selected radio stations frequency of reportage and coverage of flood issues in Ibadan and Osogbo, this study established that the level was very high, consistent, educative and communicative. The implication of this is that radio remains the preferred communication channels for educating the public for flood control and risk management. Dudo, Dahlstrom and Brossard (2005), confirm that through the media contents such as news, photographs, documentaries, interviews, editorial, opinions, advertisements and columns, media uses its power to shape public opinion and mobilize people for common good. In addition, through frame building, media influence public agenda and give direction for policies implementation through objective reportage of issues. Woldemichael (2020), agrees that the media are wide-reaching forces that can communicate daily happening around the world to people. They have influence in shaping public opinion on floods and other natural disasters.

Concerning the respondents' perceptions of the selected radio stations' communicative effectiveness on flood education and control, the respondents unanimously agreed that the selected radio stations do engaged in instantaneous flow of flood information, educate the public on flood control and risk management, creation of awareness on flood protection systems and spreading information on states and federal government relief intervention programmes. Afolabi (2010), submits that when there is threat of disaster, the media likely assumes two different yet related roles by reporting the event itself and sensitizing the public to act in certain ways. Ideally, the media coordinates the affairs of disaster management partners such as government, officials, relief organizations and the public by issuing warnings and ensuring unabridged flow of communication. Oshodi (2013), describes channels of communication as the methods by which outreach messages

are attributed to the audience especially during crisis or natural disasters such as floods. Rubin et al (2011), contend that in the case of disaster, information, early warning systems, local community engagement is crucial in reducing fatality as a result of disaster. Thus, to achieve disaster sustainable management, communicating at the right time to the vulnerable areas will reduce the occurrence and serves as starting point for local system development.

Evidence of the assessment of flood disaster victims' experiences in Ibadan and Osogbo shows that lives were lost while properties and investments destroyed. Also, according to the outcome of the findings, the victims expressed delay in government relieve interventions and this created unforeseen setback. Adelekan and Asiyabi (2016), confirm that floods have been identified as the most common of all natural hazards and are responsible for more than half of all the fatalities and a third of total economic losses from natural disasters. Loucks (2015), argues that research shows that flooding is the third most damaging natural hazard globally in terms of the number of people exposed to it, economic implications and fatalities. Economic losses caused by floods are always million of dollars each year, with the worst in recent history being the 2011 floods that accounted for a total loss of SUS70 billion worldwide. Evidence shows that between 1900 and 2015, there were more than 4,500 incidences of floods, accounting for about 90 million homeless people and 7 million deaths (Zhao et al, 2022).

Relating to the evaluation of government pre-disaster and post-disaster flood interventions, respondents established that governments of the two selected states do disseminate flood related information through their State Ministry of Information. Also, government embarked on the implementation of policies against the occurrence of natural disasters. Moreover, residents were relocated to free-flood areas with the provision of financial and materials relief. In addition, the respondents stated that government embarked on the building of bridges, drainages and culverts. Finally, legal framework was put in place to prosecute the violators of the law. Olowoporoku (2016), argues that the narratives of government, local communities and businesses align with the premise that flooding can and should be prevented whilst that of multilateral and business actors should champion strategies on the basis that flooding should be reduced to a minimum level. Olalekan and Lamond (2018), point out that better discussion among actors aiding understanding of contemporary thinking and local realities will aid policy-making and policy implementation in the Nigerian context. An important step will be in the collaborative design of an urgently needed Nigerian policy on flooding which currently does not exist.

## **CONCLUSION**

This study concluded as evidence from the data analysis and structured interviews conducted, shows that the media dissemination of information concerning flood education and control in Ibadan and Osogbo is effective and consistent enough to reduce the high trends of flooding in the focused areas. The findings also established that people perceptions of communicative effectiveness on flood education and control is encouraging ranging from the pre-disasters to the post-disasters periods. Above all, the analysis indicated that the flood victims and residents have sordid experiences at Ibadan and Osogbo ranging from lost of family members, properties, investments, unforeseen setbacks and delay in government interventions. It is finally concluded that the communicative effectiveness of the selected radio stations' coverage and reportage of environmental education on flood control for sustainable development and risks management is impactful and encouraging. In line with the findings of this study, the following recommendations

are made: Nigerian media should improve on their agenda-setting and surveillance role. Grassroots – based communication process using communication forms such as town hall meeting, and interpersonal workshops and seminar should be utilized in creating awareness. 3. Policy should be made and implemented by government on grassroots education, sensitisation and prevention processes regarding flood occurrences.

### **Ethical clearance**

Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes, and their participation was voluntary.

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### **Conflict of interest**

There is no conflict of interest

### **Authors' Contributions.**

Titiloye Oyeyinka Ojo conceived the study, including the design, collation of data, analysing and interpretation of the data. The author read and certified the research work okay for publication.

### **Availability of data and materials.**

The datasets on which conclusions were made for this study are available on reasonable request.

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