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AGRICULTURAL MESSAGE INFLUENCE ON FOOD PRODUCTION PARTICIPATION IN NIGERIA.

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ABSTRACT: *Food security demands that citizens participate actively in food production. How to persuade people to participate in food production programmes is the task for agricultural messages. The "Imo Food Basket Programme" in Nigeria was used to determine why messages were ineffective in persuading long-lasting participation in food production. A sample of 325 was drawn purposively from the population of the five zonal farm clusters in the state. The triangulation method used both observation and survey to obtain data, while the Likert scale and simple percentage were used to analyze them. It was found that a message which does not satisfy its audience expectation cannot persuade intended action. It was also found that the agricultural message set the food production agenda but was ineffective in determining how recipients responded to it. Finally, it was observed that some other motives stimulated participation in food production, other-than the presented message. It becomes advisable that agricultural messages must specify accruable benefits in food production participation if it expects to achieve the desired objective. Interest can only be substantiated where disposition controls action.*

KEYWORDS*:* Agricultural Message, Influence, Food Production, Participation.

INTRODUCTION

The essence of communication is to influence attitudes and opinions of message receivers, in order to align their expected behaviour to the predetermined message objective. It means that a source uses message to influence its consumer behaviour towards the purpose for which the communication exercise was initiated. It is the extent to which audience response matches the intended objective that determines if the message has succeeded or failed in its mission accomplishment. This concern is universal in every communication situation, requiring human action. Inspite of the efforts made to mobilize Nigerians, particularly the youths, to participate in food production, it was observed in the Nigerian situation that media messages seemed ineffective in persuading or influencing active participation in the food production programmes. This study, therefore, decided to ascertain why the message of participation in food production failed to achieve the desired long-term agrarian culture, associated with effective food security. For instance, no sooner than the undergraduates assembled for agricultural orientation in their respective institutions in Nigeria were paid their attendance allowance, than the Operation Feed the Nation (OFN) programme in 1979 collapsed. There is no major farm project known to this study that claims its origin from the programme, as at date.

Again, the food production component of the Directorate for Food, Roads and Rural Infrastructure (DFRRI) programme in Nigeria, failed to make a sustainable impact after its demise, since no visible new farms have claimed their initiation from that project, ten years after the agricultural information campaign. Also, the same experience of inability to replicate

prototype farms by programme participants in the "School-to-Land" agricultural programme of the Rivers state government in Nigeria, since after the 80's, therefore, agitated this communication research interest in agricultural information.

This study believes that if food production messages, from an identified source, fail to achieve a long-lasting participatory result, after its inception, then a problem exists which needs to be identified and solved, in order to address global food security issues. Oskamp (1977) informs us that message interacts with persons to achieve acceptance, retention and action. Sears and Whitney (1973) believe that message reception, like attention and comprehension, determine disposition to act in the preconceived direction of the message's purpose. It means that when the dependent variable is understood in a communication scenario then communication efficacy can be assured. It is the desire to understand how the agricultural message influenced participation in food production that stimulated this agricultural information research in 2001. It is the reoccurrence of similar agricultural situations globally that makes the study significant, even in current times, when diversification of national economics is widely advocated, outside oil revenue as mono economy. The politics of food security also makes this study relevant to society.

Statement of Problem

How to design persuasive message content, in order to stimulate participatory disposition to achieve the intended message objective, is a problem in human communication. The choice of words and the construction of sentences used in jingles, commercials, advertisements and public service announcements are expected to be enticing enough as to attract audience attention, sustain the aroused interest in the message content and elicit the desired attitude towards the canvassed issue. It is where message content fails to produce the desired objective that communication can be said to have failed or ineffective.

It becomes pertinent to determine if presented agricultural messages stimulate participation in food production programmes, as to facilitate sustainable interest in food production. It is when the reason for communication ineffectiveness is identified that a solution can be found in tackling long-lasting apathy towards sustainable food production programmes globally, within world communities.

Study Objective

Two major objectives were set as goals to be achieved in this study as follows:

1. To determine if agricultural message motivates receivers' participatory interest in responding to food production programmes.
2. To understand if a relationship exists between message content and receiver's level of disposition towards the message objective to be accomplished.

The set objectives were designed to help in directing attention to what was sought to be achieved in the study (Obodoeze, 1998). It enabled the research to determine how the stated problem of message objective accomplishment in agricultural communication could be solved.

Research Question

There is need to establish the basis for any intellectual guess, as to how the stated problem can be addressed (Goode and Hatt, 1964). The two research questions posed hereunder were designed to enable an answer to be found in solving the stated problem in the study. The questions posed were as follows:

1. Is participatory interest in food production motivated by presented agricultural message on the media, as received by the audience?

2. Does any relationship exist between presented message content and its receiver's level of disposition towards the message objective to be accomplished?

Research Hypothesis

Only the null hypothesis were formulated to test the data collected for determining what motivates participatory interest in message objective accomplishment. It was believed that where the null hypothesis was rejected, then its alternative would become acceptable for the purpose of this study. Two null hypotheses were, therefore, formulated as follows:

H_0: Presented agricultural message on the mass media, does not motivate participatory interest in food production programmes.

H_0: There is no significant relationship between presented message content and receiver's disposition level towards message objective accomplishment.

LITERATURE/THEORETICAL UNDERPINNING

Participation defines disposition towards message objective accomplishment (Fishbien and Ajzeen, 1975). Agricultural message represents food production information, aimed at persuading receivers' participation in the presented programme (Bem, 1965). The contact which a message makes with the receiver describes how the obtained information influences in the generation of observed behaviour or even manifested attitudinal change (McGuire, 1974). This study on effect of persuasive communication, therefore, reviews the following issues.

THEORETICAL FRAMEWORK

The social learning theory, as postulated by Bandura (1977), is apt for this study. It enabled the study to understand how persons exposed to agricultural messages, through the mass media, learn to participate in food production, within their environment. It facilitates an insight into how the presented persuasive message attracts the attention of media consumers, enables them to retain obtained knowledge, encourages them to replicate acquired experience and motivates the message content receivers to participate in food production. It is the characteristics of agriculture that attracts attention to food production. The ability to remember obtained knowledge, (retention), the capacity to replicate experience (motor reproduction), and the stimulation for participation in food production (motivation), determine the success or failure of the agricultural message.

The theory, therefore, leads one to believe that if people are exposed to agricultural messages, through observation (either as presented media messages or farm demonstrations) or even through direct experience, like in farming, such persons were more likely to exhibit a particular attitude towards participation in food production. It is an understanding of the reward or punishment obtainable from participation in food production that defines success or failure of the agricultural message. It means that the two sides of the argument should be provided in a persuasive manner, in order to influence message consumers' attitude and behavioural change.

The agricultural message, therefore, sets a media agenda (McCombs and Shaw, 1972), whose effectiveness is measurable through participation in the food production programme.

CONCEPTUAL DISCUSSION

Social campaigns are persuasive in nature. They show how "a conscious attempt by one individual to change the behaviour of another individual or group of individuals through the transmission of some message" (Bettinghaus, 1967:13) is made. Messages presented to people are designed to interact with the persons (Fiske, 2000), so as to influence their attitude towards an issue (Oskamp, 1977), in order to produce attitude change (Rhine and Polownaik, 1971), as expected by the message source (Bryant and Zillmann, 1994). This is the adopted approach in the communication strategies adopted by the food production programme, under scrutiny. It means that communication effectiveness or otherwise, becomes a judgment as to whether the presented message has been able to produce the desired behaviour or not. It is the level of participation in food production, as expected by the message source that would determine if the programme as a communication product, failed or succeeded.

Information is the arrowhead which makes communication potent in mission accomplishment. Roberts (1974:350) describes it as "any content that helps one structure or organize those aspects of the environment which are relevant to a situation in which one must act". Schramm (1974) believes that information is "any content which reduces uncertainty or the number of possible alternatives". It means that a social campaign message, like that for food production, within the Nigerian environment, should be capable of achieving results, which the purpose of communication desires. It means that information must not only be designed to persuade response but must also be capable of dealing with the participatory disposition of the receiver, as a psychological process in attitudinal change (Bettinghaus 1968: 21).

If provided information relies on persuasive arguments, as the strategy for winning support, then the presentation remains on the intellectual plane, where any other in-coming information competes with it, in order to wrestle the receiver from an original conviction. In that situation, the receiver becomes thorn between varying perspectives, hence, producing a debilitating influence, sometimes manifested as indecision or apathy. Prevarication in this situation affects communication efficiency, since the indecision of the message receiver becomes contentious and inimical to communication success. It implies that "the spirit of the people (message receiver) must be elevated…" (Schramm, 1977:14) if participation as expected is to be assured. It is the impact on the receiver's "spirit" that determines communication success or failure.

The delimitation of communication phenomenon was considered essential since it is the effect which the provided information has on the receiver within a specific environment like Imo State in Nigeria that accounts for any observed response, in the direction of the message intent. This clarification assumes that the receiver has a basic knowledge of what the canvassed agricultural issue is. It also assumes that the shared common codes between the sender and receiver minimizes entropy to the level where efficiency evaluation becomes a function of the individual's psychographics, such as likes or dislikes.

The semiotic aspect of communication is the thrust of this study. It investigated how content interacts with the receiver in order to achieve the desired goal, as communication success or failure. In this context, communication is viewed as "the production and exchange" of meaning; (Fiske, 2000:2); the sharing of meaning (Schramm, 1974) and the picture created in our heads

(Lipman, 1922). It connotes the generation of meaning to a received message, in line with the expectations of the source. Here, it is not misunderstanding that is the issue, since both the sender and the receiver belong to the same "attention aggregate". It means, therefore, that "something" must be responsible for either success or failure of communication in that presented scenario.

Also, the semantic difference arising from language use, resulting in entropy, does not occur where the frame of reference is similarly shared by both the message sender and receiver (Owuamalam, 2000:2). It implies that the message content of the communication, as information (Schramm, 1977), is what determines whether a message will fail or succeed in achieving the desired goal. The attention of this study, therefore, is directed to "latent rather to the manifest content of communication," (McQuail, 2000:364). It is what the receiver does with provided information that determines if the purpose of communication has been achieved or not.

METHODOLOGY

The study adopted two research methods in dealing with the investigation, as to why agricultural messages were ineffective in persuading participation in food production programmes. Observation was used as the qualitative approach, to ascertain how persons behaved towards the respective food programmes, as a participant observer (Nwana, 1993). The opportunity offered as a participant in the OFN project made it possible to interact with other participants and officials, who delivered lectures and farm demonstration for the week-long programme. Facts emanating from the field experience were obtained and documented. Again, the researcher used the overt observation method (Goode and Hatt, 1964), to assess co-operative societies formed for the purpose of benefiting from the DFRRI programmes and what became of them 14 years after, in 2002.

The "Imo Food Basket" programme enabled this study to use the survey research method as the quantitative approach, to ascertain the opinion of persons in Imo State exposed to the agricultural messages in the mass media. The essence was to understand what motivated participation as to determine how ineffective agricultural message can become positively addressed.

The obtained results from the triangulation method (Hussey and Hussey, 1997), used in this study was thenafter, discussed. It means that methodological triangulation, "where both quantitative and qualitative methods of data collection" (Easterby-Smith, Thorpe and Lowe, 1991) was used in this study.

Sample and Sampling Technique

The population of those who participated in farming in Imo State as at 1999 was provided by the State Ministry of Agriculture and Natural Resources as 1,261,348, persons, distributed within the five farm clusters in the state, known as agricultural zones. It was from the population that a sample of 325 persons was purposively drawn for this study. The used sample was considered apt for this study, based on the advice of Wimmer and Dominick (2000:93) that a sample size of "50=very poor; 100=poor; 200=fair; 300=good; 500=very good and 1,000=excellent". It means that the sample size of 325 is between good and very good, hence ideal for this study.

Validity and Reliability of Measuring Instrument

Coolican (1992:35) believes that "an effect or test is valid if it demonstrates or measures what the researcher thinks or claims it does." The posed questions in the five-item questionnaire were subjected to structural comprehension test to ascertain if the generated meaning reflects what was sought to be measured from the respondents. Again, the pilot study approach was used to certify that the similarity in results between the pre-test and post-test values reflected a measure of what the questionnaire was set to measure. It was such certification that made the measuring instrument valid and reliable for this study.

Tools for Data Collection

Note-taking was used in recording observations. Also, the structured questionnaire was used to obtain data from respondents in the survey research method. The questions were posed as statements and responses categorized into five levels of rating, to reflect the veracity of interest in the food production messages. The study allocated 65 copies equally to each of the five agricultural zones, purposively, since there was no authentic population of farmers in each farm zone in the state, as at that time. The availability sampling technique was used in administering the measuring instrument to respondents in each local government, in the respective farming zone in the state. The essence was to ensure that obtained result would be generalizable within the study area. Five questions in statement form were posed as follows:

1. Presented agricultural message on the mass media did not provide you with satisfactory information for participation in the food production programme. (a) Strongly Agree ☐ (b) Agree ☐ (c) Not sure ☐ (d) Disagree ☐ (e) Strongly Disagree ☐

2. The message moved you to participate in the food production programme.
(a) Strongly Agree ☐ (b) Agree ☐ (c) Not sure ☐ (d) Disagree ☐
(e) Strongly Disagree ☐

3. The message content did not match your expectation as to stimulate participation interest in the programme. (a) Very True ☐ (b) True ☐ (c) Not Sure ☐ (d) False ☐ (e) Very False ☐

4. Something other than the presented message made you to consider participating in the programme, as advertised. (a) Very True ☐ (b) True ☐ (c) Can't Say ☐
(d) False ☐ (e) Very False ☐

5. What then moved you to participate in the programme? (a) Strong desire for survival ☐ (b) To enjoy the national cake ☐ (c) Can't really say ☐
(e) To keep busy as a farmer ☐ (b) To be part of the programme ☐

The response code values ranged from 5 to 1 in a descending order for items whose questions were posed as positive statements, like in 2 and 4, while the reverse was the case in items 1 and 3. This strategy provided an equal number of positive and negative statements in the questionnaire used for this study. The fifth question was analyzed, using the simple percentage approach, so as to understand how personal experience of the respondent determined individual disposition to the content of presented agricultural messages concerning participation in food production. The said mathematical approach enabled the study to present results in comparative terms for easier appreciation.

The decision point (DP) for accepting or rejecting the formulated hypotheses was determined, using a coding template that accommodated the five levels of responses as follows:

$$DP = \frac{SA + A + NS + D + SD}{NR} \quad \text{or} \quad \frac{VT + T + CS + F + VF}{NR}$$

Where, SA = Strongly Agree = 5 and VT = Very True = 5;
A= Agree =4 and True =4; NS= Not sure =3 and Can't say = 3
D= disagree= 2 and False =2; Strongly disagree =1 and Very false= 1.

The decision point value used in this study, therefore, was calculated as follows:

$$DP = \frac{5 + 4 + 3 + 2 + 1}{5} \quad \text{or} \quad \frac{1 + 2 + 3 + 4 + 5}{5} = \frac{\mathbf{15}}{\mathbf{5}} = \mathbf{3}$$

It means that 3 served as the decision point for this study, irrespective of the order of accent or descent in the response range. Calculated mean value less than the decision point value accepted the null hypothesis, while any value, more than the decision point rejected the null hypothesis and accepted its alternative hypothesis.

Data Presentation and Analysis

The summation rating scale or the Likert scale (Asika, 2000) was used in analysing data because the range of interest in the disposition of message receivers would enable the study determine why agricultural message presented to persons in Nigeria seemed ineffective in sustaining a long-lasting participation in food production. Also, simple percentage was used in the determination of each response value for effective comparisons. Responses to the questions were presented and analysed as follows:

Item 1 was used to address information quality for participation decision in the food production programme, as follows:

Table 1:

Item 1	**Response**						**Total**	**Mean Value** $\bar{X}$
Presented agricultural message on the mass media did not provide you with satisfactory information for participation in the programme.	Code	**SA=1**	**A=2**	**NS=3**	**D=4**	**SD=5**	**15**	$\frac{1,065}{315} = 3.38$ $\therefore \bar{X}=3.38>3.0$
	Frequency	21	50	97	82	65	315	
	Code value result	21	100	291	328	325	1.065	
	Percentage	6.67	15.87	30.79	26.03	20.64	100.00	

Quality of provided agricultural information

The result above shows that whereas 46.67% disagreed with the statement, only 22.45% or less than one-quarter of the respondents agreed with it, while 30.79% were undecided. It means that more persons, at a difference of 24.13% or nearly one-quarter of the respondents, disagreed with the statement. It means that the agricultural message provided the receiver with satisfactory information for participation in the food production programme.

Again, the determined mean value, X, was found to be more than the decision point value. It showed that X =3.38 > 3.0, by a difference of 0.38 thus confirming the positive response difference from respondents, based on the use of simple percentage. The result rejected the null hypothesis one (H_{01}) hence accepted its alternative.

Also, item 2 in the questionnaire was used in ascertaining if the message content moved the receiver, as to induce participation interest in the agricultural programme. The obtained data were analysed as follows:

Table 2:

Item 2	**Response**						**Total**	**Mean Value $\overline{X}$**
The message moved you to participate in the food production programme.	Code	**SA=5**	**A=4**	**UD**	**D**	**SD**	**15**	$\frac{963}{315}$ =3.06 ∴ $\overline{X}$=3.06>3.0
	Frequency	45	72	101	70	27	315	
	Code value result	225	228	303	140	27	963	
	Percentage	14.29	22.86	32.06	22.22	8.57	100	

Message content stimulation on receiver's interest to participate

The obtained result shows that a total of 37.15% agreed that the message moved them to participate in the programme, while nearly one-third or 32.06% were indifferent as to the message's influence on them, and 30.79% were not moved. It shows that there is a marginal difference of 6.36%, in excess of those who disagreed. It implied that more persons were stimulated by the agricultural message to participate in the programme.

Similarly, it was found that the calculated means value, X, was higher than the decision point value, hence X =3.06 > 3.0. It means that a marginal positive difference of 0.06 also exist, to confirm that the presented message stimulated its receiver to participate in the programme. Again, the result rejected null hypothesis one and accepted it alternative. It was also found that the greater number of respondents, at 32.06%, belonged to the undecided group. It means that the provided message was unable to stimulate the interest of the respondents substantially, to participate in the programme. The marginal value of positive responses over the negative, confirms the finding which was further compounded by the undecided.

The discovery that a large number of persons were indifferent to the message led to finding out if the presented information content met the expectations of the message receiver. Item 3 in the questionnaire was used for that determination. The data obtained were analysed as follows:

Table 3:

Item 3	Response						Total	Mean Value $\overline{X}$
The message content did not match your expectation as to motivate participation interest in the programme.	Code	**VT=1**	**T=2**	**NS=3**	**F=4**	**VF=5**	**15**	$\frac{921}{315}$ =2.92 ∴ $\overline{X}$=2.92 < 3.0
	Frequency	38	78	96	76	27	315	
	Code value result	38	156	288	304	135	921	
	Percentage	12.06	24.76	30.48	24.13	8.57	100.00	

Receivers' expectation satisfaction by the presented message contents.
The result in table 3 above shows that whereas 36.82% of the respondents were in agreement that the message content did not match their expectation, as to motivate participation interest in the programme, 30.48% held no specific opinion, while about one-third or 32.70% disagreed. It means that fewer number of respondents by a marginal difference of 4.12% agreed that the message content did not match the respondents' expectation.

Also, the calculated mean value was found to be less than the expected decision point, hence, $\overline{X}$ = 2.92<3.0. It means that a negative marginal value of -0.08 existed, to confirm that less number of the respondents did not agree with the statement. The result confirmed that there was no relationship between presented message content and receiver's disposition level towards message objective accomplishment as in null hypothesis two.

Item 4 in the questionnaire was used to determine if something was responsible for enticing participation interest in the food production programme as advertised. The obtained data were analysed as follows:

Table 4:

Item 4	Response						Total	Mean Value $\overline{X}$
Something other than the presented message, made you to consider participation in the advertised programme.	Code	**VT=5**	**T=4**	**CS=3**	**D=2**	**SD=1**	**15**	$\frac{1,056}{315}$ =3.35 ∴ $\overline{X}$=3.35> 3.0
	Frequency	53	98	81	65	18	315	
	Code value result	275	392	243	130	16	1,056	
	Percentage	16.83	31.11	25.77	20.63	5.72	100.00	

Motivation to participate in the agricultural programme.
The result above shows that whereas 47.94% agreed that something other than the agricultural message made them to participate in the programme as advertised, one-quarter or 25.71% was indifferent, while slightly above one-quarter or 26.35% claimed that nothing made them participate as advertised. It means that nearly half of the respondents had a strong desire to participate as advertised.

The obtained result also shows that the calculated mean value of 3.35 was higher than the decision point of 3.0. It means that the X = 3.35>3.0, which confirmed that something made more people to participate in the programme than as advertised. This finding, therefore, accepted the null hypothesis two.

It became imperative to determine what made the respondents to hold different views about their participation interest in the food production programme. Item 5 in questionnaire was therefore, used to determine why the message receivers were moved to participate in the advertised programme. The obtained data were presented and analysed as follows:

Table 5:

Response	Frequency	Percentage	Degree
Strong desire for survival	105	33.33	119.99
To enjoy the national cake	86	27.30	98.28
Can't really say	37	11.75	42.30
To keep busy as a farmer	70	22.22	79.99
To be part of the food production action	17	5.40	19.44
Total	**215**	**100.00**	**360.00**

Reason for participating in the food production programme.
The result shows that one-third of the respondents or 33.33% were disposed to participate in the food production programme, in order to ensure self survival; 27.30% desired to enjoy national cake as reward accruing from participating in the programme; 11.75% could not really say what moved their disposition towards the programme message content; 22.22% wanted to keep busy by participating in the programme, while 5.40% only wanted to be part of the food production programme experience. The obtained results were graphically presented, using the pie-chart method. The essence was to provide basis for comparisons, based on the obtained results as follows.

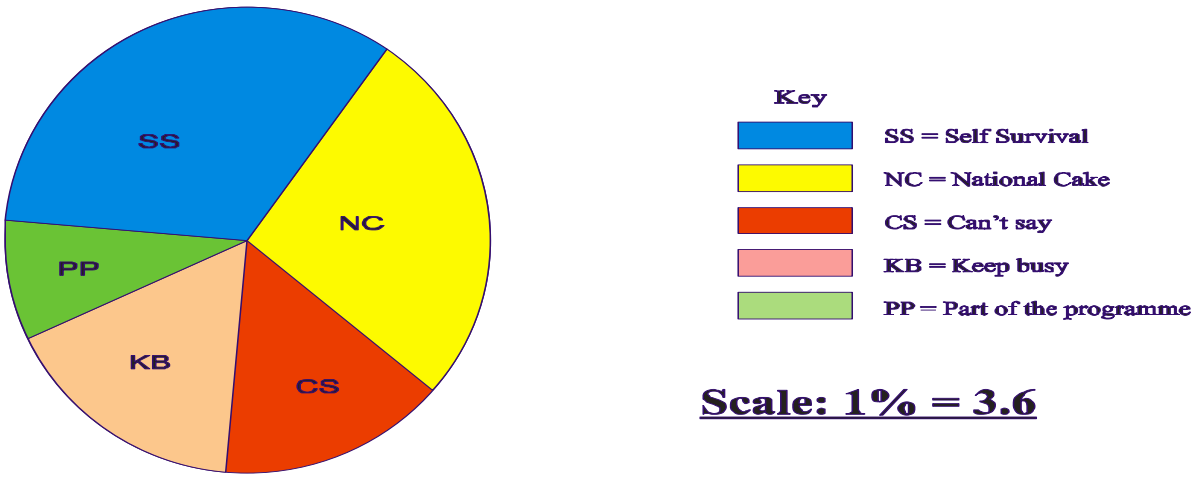

Fig 1: Disposition to programme participation

The sector representing self survival was the largest at 119.99^0, while that for those who wanted to be part of the food production programme was represented by the least sector at 19.44^0. Other dispositions were also represented by different sectors, as shown in the pie-chart above. It is the presented comparisons that shows how personal interest influenced impact in the realisation of the agricultural message objective.

Data Obtained from Observation
The following major observations were made and noted as follows:

1. Persons who believed that reward, like participation allowance would be given were willing to participate in the food production programme as presented by the content of the agricultural information.

2. Self survival moved persons to attend to the advertised programme in order to produce part of their food requirements or sell their produce, in order to meet their needs.

3. Participation in the programme is not to a large extent, motivated by the agricultural information messages. Persons had different reasons for wanting to participate in the food production programme, based on their individual needs to be satisfied.

RESULT/FINDINGS

The following results were obtained:

1. The agricultural message provided receivers with satisfactory information for participation in the food production programme. It was found that as much as 46.67% supported this view, unlike the 24.13% who disagreed with that opinion. Again, the result from testing research hypothesis one confirmed the above result, since X = 3.38 > 3.0.

2. The presented message stimulated receivers to participate in the food production programme. More than one-third of the respondents or 37.15%, as compared to the 30.79% who held a contrary opinion confirmed the opinion. The result from testing research hypothesis one also confirmed that the presented message moved its receivers to participate in the programme, since X = 3.06 > 3.0.

3. The presented agricultural message did not match respondents' expectations as to persuade participation interest in the food production programme. More than one-third of the respondents or 36.82% as compared to the 32.70% supported this opinion. Also, the calculated mean value of 2.92 in relation to the decision point value of 3.0, showed that X = 2.92 < 3.0. It implies that the result from testing research hypothesis two confirmed that the respondents were not disposed to participate in the food production programme, based on the provided agricultural message.

4. Also, the result from answering research question two shows that there is no relationship between the presented message and its receivers' level of disposition towards the message objective to be accomplished. Infact, 47.94% agreed that something else, other than the agricultural message, made them to participate in the food production programme as against the 25.71% or the 26.35% who disagreed. The test conducted for null hypothesis two rejected the null hypothesis since X = 3.35>3.0, thus confirming the result from answering research question two.

5. Different reasons were responsible for persuading message recipients to participate in the agricultural programme. The result obtained shows that one-third of the respondents

or 33.33% desired self survival; 27.30% wanted to get a share of the national cake, while 22.22% wanted to keep busy as farmers. It was also found that whereas 11.75% could not say exactly why they were disposed to participate in the programme, and only 5.40% wanted to be part of the food production action.

DISCUSSION OF FINDINGS

The major finding of this study is that a presented message which does not match audience expectation cannot persuade action as desired by message source. The agricultural message sets the food production agenda but could not determine how the recipients reacted to it (McCombs and Shaw, 1964). It means that how the message receiver responds to the message of food production participation would depend on the perception of the individual message consumer. It is Maslow's (1979) hierarchy of needs that explained why as much as one-third of the respondents were moved by self survival to participate in the food production programme. It also explains by extension, why the desire to get a share of the national cake, like highly subsidized fertilizer and other farm imputs from government, ranked second as an aggregate of individual opinions that determined if the message succeeded or failed.

Also, the social learning theory explained that message consumers exposed to a specific information, like agricultural information on food production participation, were likely to be persuaded to participate if they understand the benefit or disadvantage of participating in the programme. However, the study found that message contents must be related to receiver's expectations if they are to be persuaded to act in the specific manner, as intended by the message source.

It is the ability of the message receiver to be disposed to the desire of the message intent that determines message success or failure. In this study, it was found that the message receiver was not satisfied with the content of agricultural information, hence could not be persuaded to participate in the food production programme. The import was that some other factors determined the disposition of the message receiver to participate in the food production programme. There was therefore, no relationship between the presented agricultural message and receiver's level of disposition to participate in the food production programme.

IMPLICATION TO RESEARCH AND PRACTICE

Nature abhores vacuum. It is the inability to emphasize the benefits of participating in the food production programme that may have been responsible for the message receiver not to be disposed towards the message objective. People need to know why they should comply to any required situation. It means that audience interest must be identified and addressed, in relation to message expectations for a canvassed objective, like participation in food production, to be achieved. It implies that message must be made relevant to satisfy receivers' needs and expectations, for the presented information to accomplish the desired objective. Research, therefore, needs to be conducted, so as to determine how message objective can be made relevant to the receivers' interest and need satisfaction, in order to achieve the desired message success.

CONCLUSION

Emezie (1979:44) agrees that for a social campaign, such as the agricultural communication to be effective as a strategy for community or rural development, the message "must find effective ways of stimulating, helping and teaching people to adopt new methods and to learn new skills… and as change takes hold, to ensure that the feeling or spirit of community is not destroyed". What then is the "spirit" if not disposition required by the message receiver to translate **sensitization** to **mobilization** and then to **participation**. It is, therefore, the assessed level of disposition, arising from exposure to media message on a canvassed issue that determines communication effectiveness or otherwise.

Howbeit, the concept of interest arousal after the attention of the receiver would have been secured, is a factor in message retention, giving rise to comprehension and yielding. This is expected its long-lasting participation in food production is to be achieved. This should not be confused with the psche or emotion or spirit of the message receiver. **Interest can only be substantiated where disposition controls action**. It is how the receiver evaluates the provided message on a cost-benefit analysis scale that determines how elevated the "spirit" can be cajoled towards the message objective. The understanding makes this study relevant and timeless in the society.

It means that messages with less value to the audience needs to be satisfied are either ignored or not retained. Those that fail to explain accruable benefits to the receiver seem vague and not well supported. Those that are inconsistent with the individual's goal for attending to the message are not accepted. The experience results in a situation where communication takes place but without substantial accomplishment of the desired result, like in this study. It is, therefore, the interaction of provided information with the receiver's emotion that facilitates positive or negative attitude to social campaign messages, like that of the investigated agricultural message.

FUTURE RESEARCH

A future research is needed to determine how a campaign message, like agricultural information should be presented to meet the expectation of the intended target audience, so that the aroused interest can be persuaded to translate to mission accomplishment for the message. It is when a presented message becomes capable of achieving the desired objective that it can be said to be effective, like in mass participation of persons in food production programmes, in world communities. Replicative studies are also encouraged to illuminate an understanding how agricultural message influence food production participation other nation-states of the world and particularly, how findings relate to global food security.

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