

Assessment of Selected Radio Jingles in Promoting Peaceful Co-Existence Among Residents of Plateau State, Nigeria

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Abstract

This study assesses the effectiveness of select PRTVC radio jingles in promoting peaceful co-existence among residents of Plateau State, Nigeria. Guided by Social Judgement Theory, the research sought to (1) determine the role of radio jingles in fostering peace and (2) identify the content elements considered relevant by residents in encouraging peaceful co-existence. Employing a survey design, data were collected from 400 randomly selected respondents in Jos metropolis, with the sample size determined using the Taro Yamane technique. The reliability of the instruments was tested using Cronbach's Alpha, while Principal Component Analysis (PCA) and descriptive statistics were applied in the analysis. The findings indicate that while PRTVC radio jingles play a role in promoting peaceful co-existence, their effectiveness is limited by several challenges. The study concludes that for jingles to serve as impactful tools of peacebuilding, they must incorporate thematic, participatory, and unbiased content. It recommends stronger collaboration between PRTVC, the Plateau State Government, and other stakeholders to enhance peacebuilding initiatives, alongside improved content design for radio jingles to maximize audience engagement and effectiveness.

Keywords: Radio Jingles; Peaceful Co-Existence; Conflict Resolution; Audience Perception; Peacebuilding

INTRODUCTION

One of the challenging crises currently facing Nigeria include; Boko Haram insurgency, communal violence, kidnapping, pipeline vandalism, maritime insecurity, amongst others. Local communal conflicts, where different identity groups within a local community engage in violent conflicts, are also widespread. There is need therefore to engage in debates on the role of the media in peace building. Despite various attempts through the media, especially radio to mitigate conflicts in Nigeria, cases of conflicts, sentiments, discrimination and hatred still persist in Nigeria, particularly in the Northern parts of the country.

Of all the audiovisual media, radio is unique as a form of mass media because it has the potential to reach anyone, even the illiterate (Nwokedi, 2016). Radio news in the 1930s and 1940s brought the emotional impact of traumatic events home to the listening public in a way that gave the nation a sense of unity. This made it an essential element in peace building especially in crisis ridden societies. According to Matawal (2018), in the absence of other forms of media such as television and newspapers, radio has proven to be a powerful and vital means of entertainment and communication that guarantees community involvement in the communication process.

Further researches show that radio is renowned for providing communities with up-to-date local and international information in their own languages accompanied by various music genres that are compatible with diverse cultural inclinations (Manus, 1992). Furthermore, radio is scholarly proven to be the perfect medium for mass communication. Comparing radio to other mass media, the former consistently ranks as the most popular means of information dissemination, regardless of the continent. What makes radio particularly appealing is its interactivity, its capacity to provoke dialogue and solicit the participation of local populations.

Radio contributes, significantly or not, to either exacerbating tensions, or reinforcing a culture of dialogues and tolerance. Every radio station plays a role in the way its audience or society, perceives different groups and the conflicts which bring them into

opposition. Therefore, the personal and unique character of radio makes it one of the most appealing and universal mass media for participatory communication and development (Matawal, 2018).

In Nigeria, radio jingles in addition to radio talk shows and lectures, are popular formats for peace communication, most especially during or after violence. One of the many radio stations in Nigeria carrying out these roles includes Plateau Radio and Television Corporation, Jos. Plateau Radio and Television Corporation, Jos (PRTVC) is a Tripartite Station with Radio I (AM), Radio II (FM Stereo Power 90.5) and TV Station (transmitting on channel 29). This means PRTVC boasts of two radio stations transmitting to the inhabitants of Jos metropolis and its environs. The corporation's vision is, "To be the most people centered and professionalized broadcast outfit in Nigeria. Its mission statement is, "To be a formidable, innovative and creative broadcast outfit through the motivated and trained professionals" (PRTVC, 2021).

Some of the programmes aired on its radio stations according to its weekly programme schedules include; Noma Tushen Arziki, Harkan Rayuwa, From The Grassroots, So Wrong; So Wright, Chicken Panorama, Health Care, Dandalin Mata, The Team Search For Common Ground, Family Circle, In My Closet etc. Also, Sponsored Jingles and campaign messages that touch on peace building amongst the residents of the state such as; "Peace", "Let There Be Peace", "Zaman Lafiya" (Hausa) etc. though usually not scheduled, are aired on the radio stations at least ten times per day to sensitize listeners on the need for peaceful coexistence.

The ultimate goal of a jingle is to influence people's behavior so that they will vote for certain politicians or referenda, purchase specific goods, engage in safer driving, eating, and sexual activities, and donate money (Ileoba, 2011). Aside commercials benefitting from the use of jingles to pass their message across to their target audience, peace messages and campaigns are also carried out through jingles.

Statement of the Problem

Conflicts are societal problems that continue to plague the world over. However, Media as an influential social institution, Ileoba (2011), has found itself at the center of these conflicts and has in most cases been accused of orchestrating the conflicts, particularly political conflicts through partisan and sensationalized programs. In Nigeria, Media has been seen to play both destructive and constructive roles. This has either

triggered conflicts or promoted peaceful co-existence among communities. The same media has the ability to play a reconciliation and peace-building role. In peace-building, media filters issues that promote peace from those which do not. The media therefore provides a platform where communities can engage, debate and articulate local issues to help generate solutions to the problems that bring about conflicts.

The media also offers a voice for the voiceless by allowing communities to express their concerns and participate in generating solutions to their local problems. However despite much effort by media through jingles and other programming initiatives, tensions, mistrusts and animosity continue to persist in conflict-prone areas. This study therefore investigated the role of PRTVC radio jingles in promoting peaceful co-existence among residents of Plateau State to establish their effectiveness and the role they play in promoting peace among communities living in the state.

Objectives of the Study

The broad objective of this research is to investigate how effective use of selected radio jingles have been in promoting peaceful co-existence among residents of Plateau State, Nigeria. The specific objectives however include:

1. To identify the PRTVC radio jingles used in promoting peaceful co-existence among residents of Plateau State.
2. To determine how effective PRTVC selected radio jingles have been in promoting peaceful co- existence among residents of Plateau State.
3. To determine the role PRTVC selected radio jingles play in promoting peaceful co-existence among residents of Plateau State.

Review of Concepts

For a better understanding and to adequately justify the objective of the study, various concept concerning the problem under examination have been reviewed to give direction to the research

Concept of Peaceful Co-existence

This is a policy of peace where people respect one another and compete without conflicts despite having different opinions, ideas, beliefs, religions and culture. Azienge (2014) sees peaceful coexistence as a societal condition which ensures relative social

stability and order through the dispensation of justice, fairness and opportunities for accommodation by formal and informal institutions, practices and norms amongst individuals or group of people. It refers to one's ability to successfully manage conflicts below a threshold which does not threaten the freedom and the security of lives and properties. Consequently, peace is the other side of conflict/crisis; the essence of conflict management or resolution is always to bring peace.

Ibegbu (2011) sees peace as, "a condition or situation of time in which there is no war or conflict in the society; a state of living in harmony or friendship with one another without violence or disagreement", "a state of being in unity with other people's behaviour and tolerating one another's attitude or way of life without complaint". However, peace is not the absence of conflicts. There will always be conflicts where more than one person lives. It is not the conflicts but how they are managed that is important. Peace is about how conflicts are managed to ensure relative stability, law and order in order to enable human beings to successfully carry out their daily activities.

According to Galtung (2002), peaceful coexistence is the presence of positive, harmonious and cooperative relationships. Therefore, for any nation to make meaningful headway in peaceful coexistence, conflict prevention, peace promotion and conflict resolution, early warning information is needed. This is because free flow of relevant information in any society is very important as absence of it brings about conflict or communication.

Review of Related Literature

It is imperative to review related literature in order to provide strong literature background for the current study.

Media, Peaceful Co-existence, Conflict Prevention and Peace Building

The media often play a key role in today's conflict. Basically, their role can take two different and opposed forms. Either the media take an active part in the conflict and have responsibility for increased violence, or stay independent and out of the conflict, thereby contributing to the resolution of conflict and alleviation of violence. Which role the media take in a given conflict, and in the phases before and after, depends on a complex set of factors, including the relationship the media have to actors in the conflict and the

independence the media have to the power holders in society (IMS, 2006).

a. The Positive Role of the Media: When the media stay independent and out of a conflict, it can contribute to the resolution of the conflict and alleviate the violence. Among the choice of processes for peace building, peaceful coexistence and conflict prevention, effective communication can successfully influence and sustain development and peace building when there are adequate mechanisms put in place for integration and coordination of information and action. Relevant and effective communication is a vital tool for helping conflicting parties meet and deal with the issues that divide them. In so doing, the conflicting parties create or repair channels of communication and thus lay a foundation for bridging the gap that separates them.

Similarly, Akpede (2011) affirms that “journalists have enormous power in their hands” hence, “with the stroke of a pen they can bring a warring community or country together.” For instance, production of programmes that will draw people into the process of dealing with conflict by facilitating dialogue will help in the dispersal of rumour, misperception and fear. Media can also stress the advantages of peace building, promote individuals and groups involved in peace initiatives, and balance the view of the actors. Asemah (2011) notes that whenever there is crisis in any community, the media are quickly employed to preach oneness, unity and emphasize the need to leave in peace and harmony. In the same vein, Ndolo (2011) says that the media gain insight into circumstances of others, they identify with others and gain a sense of belonging, hence, is so useful in times of crisis.

b. The Negative Role of the Media: the media do not always play a positive role, when the media take an active part in the conflict; it has the responsibility for increased violence (IMS, 2006). History has shown that the media can incite people toward violence. For instance, Hitler used the media to create an entire worldview of hatred for Jews, homosexuals, and other minority groups. Rwanda’s radio RTLM urged listeners to pick up machetes and take to the streets to kill what they called “the cockroaches” (IMS, 2006).

Theoretical Framework

Social Judgement Theory (SJT) was used as the theoretical underpinning for the study. The theory was selected as a result of its relevance and applicability to the current study.

Social Judgment Theory (SJT):

Social Judgment Theory (SJT) Formulated by Muzafer Sherif, Carolyn Sherif, and Carl Hovland in the 1960s, suggested that understanding a person's attitude towards subjects can provide a clue in approaching persuasive effort. The theory proposed that when people receive a message, they accept or reject the message based on their existing knowledge, judgmental processes, and effects. Specifically, people compare messages with their pre-existing attitudes and make evaluations about the message based on their anchors on the topic or messages. Hence, attitude change is considered as a two-step process: First, people evaluate the position that the advocated message anchored; second, the attitude changes with the judgment.

SJT also suggests that an individual changes attitude to adapt to an advocated position if he/she falls into the latitude of acceptance after the judgment. Therefore, it is understandable that effective persuasive communication involves getting to know an individual's preferred position and the latitude of individual judgments. SJT has uncovered principles of human judgments and provided a theoretical framework for understanding attitude and behavior (Petty, Brinol& Priester, 2009).

METHODS

Research design is the proper planning and structuring of a research activity. It involves step and processes to achieving a desired outcome of a study of this magnitude. Therefore, the design adopted for this study is survey design method as it is a technique considered to be more efficient in handling large data and also measuring feelings, opinion or perception of respondents. Survey according to Matawal (2018) is the collection of data attained by asking individuals questions either in person, on paper, by phone or online.

The population of this study is sourced from Jos North and Jos South Local Government Areas of Plateau State. According to the National Bureau of Statistics projected population for Plateau State (2021), the projected population of these two (2) Local Government Areas are; 572,700 and 407,900 respectively, making a total of 980,600. Therefore, the population of this study is 980,600.

This study adopted Taro Yamane's formula (1964) as its sampling technique to determine sample size. Yamane's formula states that;

$$n = \frac{N}{1 + N * (e)^2}$$

Where n = the sample size

N = the size of the population

e = the error of five percentage points (0.05).

Given the population of the area of study as projected by the National Bureau of Statistics (2016) as follows:

- i. Jos North Local Government Area according to Nigeria population census is 572,700.
- ii. Jos South Local Government Area according to Nigeria population census is 407,900.

And applying the formula, the calculated value of the study's sample size is distributed in table below:

Sample Size Distribution

Area of Study	Target Population	Sample Size
Jos South Local Government Area	407,900.	199.97
Jos North Local Government Area	572,700.	199.98
Total	980,600	399.94

From the sample size distribution table shown above, the sample size for this study is approximately Four Hundred (400). The present study therefore adopted a sample size of 400 samples. This sample was used for the distribution of questionnaires for data collection since the sample is a fair representation of the population of study. Equal numbers of questionnaires were distributed.

RESULTS

The researcher administered 400 copies of the instrument to respondents; however, only 355 copies were completed and returned useable.

Table 1: Showing Whether Respondents Own a Radio Set.

Do you own a radio set?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	226	63.7	63.7	63.7
Valid	No	129	36.3	36.3	100.0
	Total	355	100.0	100.0	

Sources: SPSS output 2023

From table 1 above 226(63.7%) respondents say they own a radio set, while 129 (36.3%) say they do not own a radio set. This implies that majority 226 (63.7%) of respondents owe a radio set.

Table 2: Showing Whether Radio Is the Primary Source of Information for Respondent.

Is radio your primary source of information?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	228	64.2	64.2	64.2
Valid	No	127	35.8	35.8	100.0
	Total	355	100.0	100.0	

Sources: SPSS output 2023

From table above, 228 (64.2%) say radio is their primary source of information, while 127 (35.8%) say radio is not their primary source of information. This implies that majority 228 (64.2%) use radio as their primary source of information.

Table 3: Showing Whether Respondents Listen to Peace Jingles on PRTVC

Do you listen to Peace Jingles on PRTVC?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	220	62.0	62.0	62.0
Valid	No	135	38.0	38.0	100.0
	Total	355	100.0	100.0	

Sources: SPSS output 2023

Table 3 above indicates that, 220 (62.0%) respondents say they listen to Peace Jingles on PRTVC, while 135 (38.0) say they not listen to Peace Jingles on PRTVC. This implies majority of respondents 220 (62.0%) listen to Peace Jingles on PRTVC.The

findings from the demographic data suggested that the respondents were qualified to provide answers to the questions raised in the study, haven being listening to peace jingles on PRTVC.

Questionnaire item 4 sought to identify the PRTVC radio jingles used in promoting peaceful co-existence among residents of Plateau State. Data is presented in table 4 below:

Table 4: PRTVC radio jingles are used in promoting peaceful co-existence among residents of Plateau State.

PRTVC radio jingles used in promoting peaceful co-existence				
	Frequency	Percent	Valid Percent	Cumulative Percent
Peace	63	28.6	28.6	28.6
Zaman Lafiya	83	37.7	37.7	66.3
Voices of Peace	22	10	10	76.3
Let there be peace	29	13.2	13.2	89.5
Beautify Plateau	23	10.5	10.5	100.0
Total	220	100.0	100.0	

Sources: SPSS output 2023

Table 4 above indicates that, 63 (28.6%) identified, *Peace* as radio jingle used in promoting peaceful co-existence among residents of Plateau State; 83 (37.7%) identified *Zaman Lafiya* as radio jingle used in promoting peaceful co-existence among residents of Plateau State; 22 (10%) identified *Voices of Peace* as radio jingle used in promoting peaceful co-existence among residents of Plateau State; 29(13,2%) identified, *Let there be peace*; 23 (10.5%) identified *Beautify Plateau* as radio jingle used in promoting peaceful co-existence among residents of Plateau State. This implies that majority, 83 (37.7%) identified *Zaman Lafiya* as the most popular radio jingle used by PRTVC in promoting peaceful co-existence among residents of Plateau State;

Psychographic Data Presentation and Analysis

The psychographic data here presented is for the majority of respondents; 220 (62.0%) who actually listen to radio peace jingles on PRTVC. The data suggested that the respondents were qualified to provide answers to the questions raised in the study. This data is presented in tabular form to answer the research questions as follows;

Research question 1: **What are those PRTVC radio jingles used in promoting peaceful co-existence among residents of Plateau State?** This question is answered from data presented in table 4 as shown:

Table 5: Respondents on PRTVC radio jingles used in promoting peaceful co-existence among residents of Plateau State.

PRTVC radio jingles used in promoting peaceful co-existence				
	Frequency	Percent	Valid Percent	Cumulative Percent
Peace	63	28.6	28.6	28.6
Zaman Lafiya	83	37.7	37.7	66.3
Voices of Peace	22	10	10	76.3
Let there be peace	29	13.2	13.2	89.5
Beautify Plateau	23	10.5	10.5	100.0
Total	220	100.0	100.0	

Sources: SPSS output 2023

Table 5 data showed that, 63 (28.6%) identified, *Peace* as radio jingle used in promoting peaceful co-existence among residents of Plateau State; 83 (37.7%) identified *Zaman Lafiya* as radio jingle used in promoting peaceful co-existence among residents of Plateau State; 22 (10%) identified *Voices of Peace* as radio jingle used in promoting peaceful co-existence among residents of Plateau State; 29(13,2%) identified, *Let there be peace*; 23 (10.5%) identified *Beautify Plateau* as radio jingle used in promoting peaceful co-existence among residents of Plateau State. This implies that majority, 83 (37.7%) identified *Zaman Lafiya* as the most popular radio jingle used by PRTVC in promoting peaceful co-existence among residents of Plateau State.

Research Question 2: **How effective has PRTVC radio jingles been in promoting peaceful co- existence among residents of Plateau State, Nigeria?** To answer this research question, a null hypothesis; *PRTVC radio jingles are effective in promoting peaceful co- existence among residents of Plateau State, Nigeria* was formulated. Next the reliability of the eleven (11) questionnaire items that summed up to check the impact made by PRTVC radio jingles in promoting peaceful coexistence amongst residents of Plateau State, Nigeria was assessed to know whether they form a reliable scale. Cronbach's alpha was result indicated Cronbach Alpha (α) to reliable at .749 and case processing summary to be valid at 11 cases (N=355) (see Appendix II).

Table 6: Descriptive Statistics on the effectiveness of PRTVC radio jingles in promoting peaceful co- existence among residents of Plateau State, Nigeria.

Descriptive Statistics			
	Mean	Std. Deviation	N
1. PRTVC Radio Jingles fill the information void that most people experience in conflict zones.	3.20	1.233	220
2. PRTVC Radio Jingles help citizens to understand root causes of conflict.	3.20	1.278	220
3. PRTVC Radio Jingles teaches citizens about their rights and how to protect those rights.	2.67	1.293	220
4. PRTVC Radio Jingles help citizens make good decisions in response to things that are happening to them.	2.92	1.426	220
5. PRTVC Radio Jingles spark citizens to action so that they take on positive roles in their own communities.	2.93	1.428	220
6. PRTVC Radio Jingles create outlets for citizens voices, helping them communicate with each.	2.66	1.294	220
7. PRTVC Radio Jingles give listeners a stake in the outcome.	3.23	1.232	220
8. PRTVC Radio Jingles have built bridges between people and groups in the metropolis.	3.01	.818	220
9. PRTVC Radio Jingles have provided motivation for action to promote peaceful coexistence in Jos.	2.91	1.435	220
10. PRTVC Radio Jingles have increased knowledge of complex issues about conflicts.	3.23	1.277	220
11. PRTVC Radio Jingles have provided early warning of potential conflicts.	2.91	1.415	220

Sources: SPSS output 2023

From table 6 above, the Mean, Std. Deviation score, of each item of the questionnaire and the number of samples relating to the progress of PRTVC radio jingles in promoting peaceful coexistence amongst residents of Plateau State, Nigeria is shown. To test the formulated hypothesis, a data file was created and the data containing the scale data means (Table 10) was entered in SPSS, with the variable “Means” taking up one column. Next, the normality of the data distribution was checked as shown in table 11 below:

What role do PRTVC radio jingles play in promoting peaceful co-existence among residents of Residents of Plateau State, Nigeria?

To answer this research question, the researcher first assessed whether the fourteen (14) questionnaire items that summed up to check the role of PRTVC radio jingles score

formed a reliable scale. Cronbach's alpha was computed and the result indicated Cronbach Alpha (α) to be reliable at 0.849 and case processing summary to be valid at 14 cases (N=355) (see Appendix II)

Table 7: Showing the Rotated Component Matrix for the Role PRTVC Radio Jingles Play in Promoting Peaceful Co-Existence among Residents of Residents of Plateau State, Nigeria.

	Rotated Component Matrix For Role of PRTVC Radio Jingles		
	Component		
	1	2	3
1.PRTVC Radio Jingles build bridges between people and groups.	.966		
2.PRTVC Radio Jingles improve governance.	.777		
3.PRTVC Radio Jingles increase knowledge of complex issues.			.965
4.PRTVC Radio Jingles provides early warning of potential conflicts.		.990	
5.PRTVC Radio Jingles are an outlet to express emotions.		.994	
6.PRTVC Radio Jingles are a motivator for action to promote peace.			.964
7.PRTVC Radio Jingles are a form of communication between protagonists.	.989		
8.PRTVC Radio Jingles give protagonists and listeners an emotional outlet.			.707
9.PRTVC Radio Jingles are an opportunity to hear about solutions.		.993	
10.PRTVC Radio Jingles are an opportunity to correct misperceptions.	.954		
11.PRTVC Radio Jingles personalise an ideology or a myth.		.979	
12.PRTVC Radio Jingles are a new way to see the problem	.988		
13.PRTVC Radio Jingles are a translation of information to the protagonists.	.981		
14.PRTVC Radio Jingles can give voice to the most marginalised in society.	.987		

Sources: SPSS output 2023

The Rotated Component Matrix table above shows the loadings of the fourteen (14) variables on the three factors extracted. The higher the absolute value of the loading, the more the factor contributed to the variable. This implied that all factors extracted contributed highly (greater than **0.707**) to the role PRTVC radio jingles play in promoting peaceful co-existence among residents of Residents of Plateau State, Nigeria.

All the extracted factors loaded highly on to three components which were designated by the researcher as: communicator (component 1), informer (component 2) and campaigner (component 3). PRTVC radio jingles' role as a *communicator* was characterized by factors such as: (5) PRTVC Radio Jingles are an outlet to express

emotions, (11) PRTVC Radio Jingles personalise an ideology or a myth, (9) PRTVC Radio Jingles are an opportunity to hear about solutions and (4) PRTVC Radio Jingles provide early warning of potential conflicts.

PRTVC jingles' role as *informer* was characterized by such factors as: (3) PRTVC Radio Jingles increase knowledge of complex issues and (6) PRTVC Radio Jingles are a motivator for action to promote peace. Finally, PRTVC jingles' role as a *campaigner*, was characterized by factors such as; (7) PRTVC Radio Jingles are a form of communication between protagonists (12) PRTVC Radio Jingles increase knowledge of complex issues, (1) PRTVC Radio Jingles build bridges between people and groups and (10) PRTVC Radio Jingles provide early warning of potential conflicts.

Hence; *communicator*, *informer* and *campaigner* were identified by respondents as the major roles played by PRTVC radio jingles in promoting peaceful coexistence amongst residents of Plateau State, Nigeria.

DISCUSSION

This section discussed the findings of this study. The discussion of findings done is for both demographic data and psychographic data.

Discussion of Findings on Psychographic Data

This study sought: to identify the PRTVC radio jingles used in promoting peaceful coexistence among residents of Plateau State; to determine how effective PRTVC selected radio jingles have been in promoting peaceful co-existence among residents of Plateau State; to determine the role PRTVC selected radio jingles play in promoting peaceful coexistence among residents of Plateau State; to identify the contents of PRTVC selected radio jingles that the residents of Plateau State consider relevant in promoting peaceful coexistence amongst them and to determine the challenges experienced by the use of radio jingles for promoting peaceful coexistence amongst the people.

What are those PRTVC radio jingles used in promoting peaceful co-existence among residents of Plateau State?

The study identified some radio jingles such as; *Peace, Zaman Lafiya*, *Voices of Peace*, *Let there be peace* and *Beautiful Plateau*; used by PTRVC in promoting peaceful co-existence among residents of Plateau State. However, majority of respondents identified *Zaman*

Lafiya as the most popular radio jingle used by PRTVC in promoting peaceful co-existence among residents of Plateau State. This finding collaborated Marcus (2020) who's study, "Programmes used by the Radio to Create Awareness and Sustain the Fight Against VesicoVagina Fistula Disease among Females in North-west Nigeria". Recommended that, more drama series should be produced in Hausa language and aired by radio stations to create awareness about the disease and other public health problems in the study area.

The finding also agrees with the findings of I-Nigerian Renaissance Initiative Group whose radio jingles in Hausa language which aired on several radio stations such as; Liberty Radio in Kaduna, FRCN Pyramid Radio in Kano, Companion Radio in Katsina and Rima Radio in Sokoto amongst others were useful in promoting peaceful coexistence (Vanguard, 2013).

How effective PRTVC selected radio jingles have been in promoting peaceful co-existence among residents in Plateau State?

Respondents rejected the null hypothesis; "*PRTVC selected radio jingles have been very effective in promoting peaceful co- existence among residents of Plateau State*". This finding contradicts Waki report (2008), who asserted that, the same media in Kenya has played a significant role in restoring the country through peace building efforts. The findings however collaborated the trio of Bratic, Hamelink and Wolsfied who asserted that, majority of the literature on conflict prevention and peace building holds a dismal opinion on the role of media initiatives in the peace building processes (Bratic, 2006; Hamelink, 2002; &Wolfsfied, 2004).

Other scholars collaborated by the findings include;

- i. A 2014 review (Schoemaker&Stremlau) of the contribution of media in war to peace transitions and the role of new ICTs found insufficient evidence to prove that radio communication has any significant impact on conflicts.
- ii. Search for Common Ground Manual (2012) which stated that, "The process (peace building) involves a diverse set of actors in government and civil society and can involve short-term actions to prevent violence or can take place over many years".
- iii. Best (2005) who asserted that, the need for conflict resolution and peace building in the society is imperative and efforts to curb conflict and crisis-situation has often been unsuccessful; occasioned not only by the complex nature of humanity, but also by the nature of method.

The role PRTVC selected radio jingles play in promoting peaceful co- existence among residents of Plateau State.

Respondents identified: (i) The role of a communicator, ii) The role of an informer and iii) The role of a campaigner as the major roles played by PRTVC radio jingles in promoting peaceful coexistence amongst residents of Plateau State, Nigeria. This finding collaborated Ibegbu (2011) who said radio programmes play a big role in promoting peaceful co-existence among communities living in conflict.

It also collaborate the Organization for Economic Co-operation and Development (OECD) who in a 2001 report argued that media and information providers have a unique capacity to reach and influence populations in conflict-prone conditions and a crucial role to play in the promotion of dialogue in divided societies. Similarly, Akpede (2011) affirms that “journalists have enormous power in their hands. With the stroke of a pen they can bring a warring community or country together.” For instance, production of programmes that will draw people into the process of dealing with conflict by facilitating dialogue will help in the dispersal of rumour, misperception and fear.

CONCLUSION

From its empirical findings, this study conclusively states that; PRTVC radio jingles have a role to play in promoting peaceful coexistence amongst residents of Plateau State, Nigeria. However, the jingles have not been effective in playing this role due to the challenges experienced by the use of PRTVC radio jingles in promoting peaceful coexistence amongst the people in Residents of Plateau State, Nigeria.

Recommendations

Based on the conclusions reached from the research study, the researcher wishes to make five recommendations:

- i. Management of PRTVC should always identify the importance of radio jingles in promoting peaceful co-existence amongst residents hence make provision for relevant jingles to be aired on PRTVC.
- ii. PRTVC management must ensure that radio jingles do not only communicate to residents of Plateau State, Nigeria but also inform and campaign to build bridges between people and groups within the metropolis and give residents the opportunity to correct

misconceptions about conflicts experienced within the metropolis.

iii. Management of PRTVC should seek to partner the Government of Plateau state and other stakeholders for effective peace building.

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