

## Hit FM Radio Jingles on Corona-Virus and its Edutainment Values to Listeners in Calabar Municipality

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**Abstract:** The research examined the educational and entertainment values of HitFm's radio jingles on Corona virus to listeners in Calabar Municipality. The result revealed that there is a significant influence of Hit Fm's radio jingles on Corona virus as edutainment to listeners in Calabar municipality. The findings of the study also revealed that jingles help in promoting people's knowledge towards Corona virus in Calabar municipality. The findings equally revealed that there is a significant relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar municipality. Under the theoretical framework, Cultivational Theory was adopted and was suitable for the study. The method used was the survey method and the instrument used was questionnaires. The study also proved that radio jingles help people to have a positive attitude towards Corona virus in Calabar municipality. It was therefore concluded that Hit Fm's radio jingles significantly have effect on Corona virus as edutainment to listeners in Calabar municipality of Cross River State. It was recommended that those responsible for handling health issues in other states of the federation should adequately embrace radio jingles to disseminate messages in view of its advantages over other media of communication.

**Keywords:** Interrogation, Radio jingles, Corona Virus, Edutainment

### Introduction

The most widely available mass medium in many African countries is radio. The radio is less expensive to own and maintain with little or no dependence on electricity power supplies, it continues to be the most popular choice among audiences who are literate, semi-literate, and non-literate. Additionally, studies have

shown that Nigerians listen to radio from variety of devices such as; handsets, laptops, mobile radio sets etc. (Oyesomi & Salawu, 2019).

Due to radio, its capacity to overcome language barriers and reach people in the hinterlands, radio is viewed as a unique medium for special communication such as health communication in Nigeria's multi-cultural and multi-lingual society, bringing various health issues to the knowledge of the "common" man. Furthermore, given their larger reach and effectiveness, public health communication initiatives through radio programmes are especially cost-effective. Radio jingles are therefore used in health risk communication to increase people's knowledge of health hazards and persuade them to adopt positive attitudes and behaviours that emphasize prevention and effective management of infectious diseases (Ben-Enukora et al., 2020). The public is educated on the risk factors that promote the spread of infectious diseases as well as the necessary precautions that reduce the chances of infection through the use of catchy musical and memorable messages in the form of songs, monologues, dialogical interactions, or a combination of both. It goes without saying that the use of proper language is essential to the efficacy of any radio jingles. Therefore, the effectiveness of radio jingles depends on the usage of "popular" texts that help the target audiences understand and remember the message.

Particularly in areas with a high percentage of illiteracy, radio messages created in indigenous languages of the people can provide outstanding results in comparison to the English versions. When figurative language, such as idiomatic expressions, alliterations, proverbs, metaphors, and humorous statements, are used to give the messages being conveyed to the audience, therefore, it is obvious that risk communication deals with the public with diverse groups, there is a disturbing worries on how such communication could be more effective during any disease outbreak like covid-19 (Oyesomi & Salawu, 2019). Public health and risk communication interventions via radio campaigns are particularly cost-effective considering of its wider reach and impact. Therefore, radio jingles are utilized in health risk communication to improve knowledge of people who may be at risk of a particular health hazard and persuade them to adopt favourable attitude and behaviours that underline prevention and effective management of infection diseases. For example, language and lexical content may make it difficult for the general population to understand health-related topics. People frequently display poor comprehension of English when discussing health risks because certain medical terms, both common and specialized, are frequently misunderstood (Amery, 2017). This corroborates the finding that the use of a local term for the Covid-19 Corona virus in Nigeria instead of the medical term had a hugely positive impact on public awareness. Nwanchor, Okoro & Nnodim (2021 p. 204) agree that, "The social media messages had been very useful in adhering to Covid-19 protocols of social distancing, as many events, meetings and gathering have been carried out through zoom meetings". Therefore, explaining disease causes, risk factors, and prevention using indigenous language nomenclatures

promotes good knowledge and behavior change. The melodious musical and memorable messages in form of songs and or monologue and dialogical interactions or a mixture of both are employed to educate, inform and entertain the publics on the risk factors that stimulate infectious diseases spread as well as the necessary precautions that limit the chances of infections. It will be out of place to say that the effectiveness of all radio jingles are made possible with the help of appropriate language. Thus, the efficacy of radio jingles depends on the use of 'popular' languages and expressions that support message comprehension and recall among targeted audience.

Communication problems significantly affects health outcomes, especially in rural areas where there are more linguistic and cultural differences (Opoku, 2013). The importance of expressing health hazards in the language of social contact among the population in order to improve good comprehension cannot be overstated, especially given the communication gaps among Nigerians and the significant number of inhabitants who are unable to speak in English. As it fosters intimacy with the audience and a better understanding of the circumstances leading to a deeper interpretation of meaning, media messages in indigenous languages promote better understanding and increase audience satisfaction (Oyero, 2007; Oyero et al., 2018; Adeyeye et al., 2020).

A health issue is the corona virus (Covid-19), which has been presented in radio jingles to raise awareness on its prevention. Those actions taken by people [prevention and avoidance] are fundamental to tier perception of the hazard (Coppola, 2011). To gain the desired change in health behaviour as in the case of covid-19, adequate targeting of risk perception with interventions is essential. Therefore, radio jingles become suitable and good enough in creating awareness and sensitizing the people on the causes needed to overcome health hazards and challenges hence its strategic position (Olajide, 2021).

The effectiveness of radio jingles from the perspective of advertising has been the subject of numerous studies. The effectiveness of jingles is dependent on customers' income, and the music of jingles has a significant impact on product retention and recall in addition to the consensus regarding the potentials of radio jingles in promoting brand awareness through products' positioning and recall, according to some authors (Iveta, 2012; Jain & Jain, 2016). From a different perspective, authors who examined the effectiveness of radio jingles in promoting environmental sanitation in Ondo and Kwara states respectively found that listeners fully understood the messages packaged in indigenous languages more than in any other language (Ojebude, 2005). Previous studies examine the use of radio jingles from the perspective of advertising. Hence, the present study is aim at investigating the impact of Hit Fm's radio jingles on Corona virus as edutainment to listeners in Calabar municipality.

### Statement of the Problem

Hit Fm is a versatile radio station in Cross River state and well followed by cross Riverians. During the covid-19 pandemic, the radio station was clearly active in promoting safe health and information and education on the virus. The station presented messages as advertisement, interviews, drama, documentary, news etc.

Nonetheless, the Ojebude (2005) had mentioned that, due to inadequate infrastructure, most individuals did not follow the advised behaviour to avoid contracting the virus despite the many messages about covid-19 outbreak and international development research center (IDRC, 2018) argued in the less dependence on radio jingles for awareness globally and nationally.

But with the situation in cross river state during the pandemic where there was no lock down, no high recorded number of infections, reported limited death rate and even demystification of the pandemic, was it possible that, radio jingles had some educational and entertainment values? This study, following on contents from Hit Fm radio, seeks to interrogate whether the adherence or non-adherence to covid-19 protocols in Cross River State has any relationship with the edutainment values functions of the jingles.

### Objectives of the Study

The Specific objectives of the study include:

- i. To identify the edutainment values in the radio jingles on covid-19 aired and broadcast on Hit Fm
- ii. To ascertain if edutainment values of covid-19 radio jingles on Hit Fm is significantly related to the level of compliance or non compliance.
- iii. To examine the relevance of edutainment values in radio jingles in shaping reality of her audience.

### Research Questions

The following questions were derived from the objectives of the study so as to give the study a direction;

- i. How impactful are the edutainment values on listeners of calabar municipality in the radio jingles on covid-19 aired and broadcast on Hit Fm?
- ii. To what extent does the edutainment values of covid-19 radio jingles on Hit Fm is significantly related to the level of compliance or non compliance of the people in calabar municipality?
- iii. What is the relevance of edutainment values in radio jingles in shaping reality of her audience?

## Theoretical Framework

### Cultivation Theory

Gerbner, Gross, Morgan, and Signorielli (1984) have developed cultivation theory, which analyzes the contributions made by radio in an effort to understand the conceptions listeners have concerning social reality. This stems from Gerbner's position that the industrial revolution of technology creates symbolic environments that reflect the institutions – the function and structure of the decision-making process, organizational forms, and power relations that disseminate particular messages (Gerbner, 1973). Gerbner further posits that the mass production of messages and the rapid distribution thereof likewise contribute to the collective consciousness (shared meaning) that is formed and imposed on social relationships (Gerbner, 1998). Shared meaning refers to a unanimously-held conception individuals have about reality that is based on the amount of television a person views (Turner, 2007). Thus, a person who listens 6 or more hours of radio is considered a high listener, and as a result, frames their outlook on reality around the messages conveyed to them by radio, whereas a low listener is someone who does not let radio messages influence their outlook on reality (Morgan & Shanahan, 2010).

Thus, the paradigm of cultivation theory is centered on the premise that individuals who spend a majority of their time consuming broadcast content are at a greater risk of perceiving reality through a lens of fictional programming that conveys common and recurrent messages (Gerbner, 1999). Hence, the most familiar understanding of cultivation theory posits knowledge acquired about a particular topic that shapes reality for listeners is derived from consuming messages in large doses (Morgan & Shanahan, 2010). It is these frequent messages that serve as the infrastructure for symbolic environments that aligns with cultivation theory that is the expressive voice for culture and society (Morgan & Shanahan, 2010). Thus, it is the sharing of the institutional and social dynamics that construct symbolic environments through message dissemination, which is the outcome of the cultivation process (Morgan & Shanahan, 2010). It is important to state that despite Gerbner's claims on broadcast contents shaping reality of the consumers, he was not specific on the nature of the content nor particular about edutainment – a concept that came up years after his theoretical postulation. It is on this note that we seek to validate edutainment contents as one of the content that can shape reality. The theory is relevant to the study in that it explains how persistent exposure to radio messages by residents of Calabar Metropolis on how to observe Covid-19 protocols has helped them cultivate positive attitudes to Covid-19.

## Review of Related Literature

### Corona virus (covid19)

Coronaviruses belong to the Coronaviridae family in the Nidovirales order. Corona represents crown-like spikes on the outer surface of the virus; thus, it was named as a coronavirus. Coronaviruses are minute in size (65-125nm in diameter) and contain a single-stranded RNA as a nucleic material, size ranging from 26 to 32kbs in length (Shereen et al., 2020). The subgroups of coronaviruses family are alpha ( $\alpha$ ), beta ( $\beta$ ), gamma ( $\gamma$ ) and delta ( $\delta$ ) coronavirus. The severe acute respiratory syndrome coronavirus (covid19) (SARS-CoV), H5N1 influenza A, H1N1 2009 and Middle East respiratory syndrome coronavirus (MERS-CoV) cause acute lung injury (ALI) and acute respiratory distress syndrome (ARDS) which leads to pulmonary failure and result in fatality (World Health Organization). These viruses were thought to infect only animals until the world witnessed a severe acute respiratory syndrome (SARS) outbreak caused by SARS-CoV, 2002 in Guangdong, China ([www.wikipedia-org-2002](http://www.wikipedia-org-2002)) Only a decade later, another pathogenic coronavirus, known as Middle East respiratory syndrome coronavirus (MERSCoV) caused an endemic in Middle Eastern countries (Wang et al., 2013). Towards the end of 2019, Wuhan, an emerging business hub of China experienced an outbreak of a novel coronavirus (covid19) that killed more than eighteen hundred and infected over seventy thousand individuals within the first fifty days of the epidemic (WHO). This virus was reported to be a member of the  $\beta$  group of coronaviruses. The novel virus was named as Wuhan coronavirus or 2019 novel coronavirus (2019-nCov) by the Chinese researchers. The International Committee on Taxonomy of Viruses (ICTV) named the virus as SARSCoV-2 and the disease as COVID-19 (World Health Organization, 2020). In the history, SARS-CoV - 2003 infected 8098 individuals with mortality rate of 9%, across 26 countries in the world, on the other hand, novel corona virus (covid19) has infected over 100 million individuals and has killed over three million individuals, till date of this writing (WHO). It shows that the transmission rate of covid19-2 is higher than SARS-CoV and the reason could be genetic recombination event at S protein in the RBD region of SARS-CoV-2 which may have enhanced its transmission ability. Due to the technicality of the virus, and the level of acceptance, it is curious to know people will appreciate information on the issue as well as their reactions.

### The Concept of Radio

According to Stone (2014), radio stations can be linked in radio networks to broadcast a common radio format, either in broadcast syndication or simulcast or both. Radio also can be done via cable radio, local radio networks, satellite radio, and internet radio via streaming media on the Internet. According to Sambe (2008) radio is the fastest medium through which news is delivered. For instance, when an event of tremendous national or global significance occurs, such as presidential assassination, or a great natural disaster, news of it is delivered faster through the radio than other

media. Samba (2008) posits that many mass communication scholars have carried out studies on the effectiveness of radio and its contributions to education of the audience. Virtually all researchers indicate that radio plays a key role in information, entertainment, news, weather information, cultural transmission and religious propagation.

Ugwuche (1991) says radio emphasizes certain kinds of programming (wide scale programming). Today, hardly any station tries to offer something for everyone, but everyone can find something on the radio to like. There is a format for everyone. Radio broadcasts can provide real-time information, broadcast 24 hours a day to provide the most recent updates to listeners. Stations have the ability to reach across borders and become a source of information where reliable news is scarce. When access to the internet is blocked and phone lines are cut, people can still search the airwaves for trustworthy sources. Even electricity is not a necessity for battery operated and hand-cranked radios. Onabanjo (2002) observes that, in Africa, possibly the most useful mass medium, next to simplified forms of print and poster is radio. Radio is portable, accessible, relatively economical (though not easy to produce) and almost universally available. Large percentage of all strata of the society accesses radio as a matter of course on a regular basis for information, entertainment, news, weather information, cultural programming and jingle religious services.

### **The concept of Radio jingles**

Jingles are short songs or catchy musical refrains that are produced to promote a product in a tv commercial or radio sport. The purpose of a jingle is to capture a listener's attention and create a lasting positive impression about a product or service. They are designed to be as memorable as possible, to serve as effective marketing devices. A good jingle should be unique fun, and most importantly memorable jingles that incorporate your company name, phone number, website address or other important aspect of your business can help consumers to recognize and remember your company.

Defining a distinctive sound is critical in building brand identity for a radio programme. This goes beyond simply selecting what genres of music you will play or what tones your talk show will take. Radio jingles bring cohesion to your show and provide the finishing touch in audio branding. The recognition that radio jingles foster can help build a loyal audience for any show and by setting a certain tone, give audience a preview of what to expect. (www.freakinstudio.com) In other words, radio jingles are a short and crisp audio formatted advertising media option that creates a lasting impact on listeners. It promotes the brand by indicating its key points by using advertising with its attendance benefits and features, jingles are based on the purpose and objectives of the campaign according to www.themediaant.com.

Again, just like actors, jingles come in all packages. Some jingles are recorded by vocal specialists and orchestrated on a sound stage to be played over the filmed commercial

image. Other jingles are performed on set by actors with a less studied or polished vocal styles (In house jingle production, Archived 24 May,2013).

Therefore, radio jingles commercials, and advertisement are hung or depend on jingles in most cases for the promotion of products and services.

### **The concept of Edutainment**

Edutainment is a portmanteau combining the words 'Education and Entertainment'. It is delivering information and knowledge by means of entertainment for making it enjoyable. Edutainment integrates education elements with various forms of delivering messages to the audience. This neologistic term was first used by 'Walt Disney' during educational short films and series like Tommy Tucker's Tooth, True-like adventures etc. Therefore, experts and instructors have creatively used edutainment via various methods of intergrated education (leverageedu.com2021). According to the Cambridge Dictionary edutainment is the process of entertaining people at the same time as you are teaching them something and the products, such as radio programmes etc.

In the context of this work, prevention and Health communication (N.Kikku and B.E Erisko,2012) posited that ,a trend in international preventive work that has interest for ethical analysis is 'edutainment' ,combining health information with entertainment .

Thus a strategy for altering behaviour through hidden or nearly hidden messages in pure entertainment settings such as radio published materials and popular music is to transfer health information that is interrogated into an entertainment context.

Especially in the prevalence efforts around covid19, radio jingles usage has been put into finding new ways of getting information to the general public or specific target groups .However, radio jingles have been used both for communication and for different kinds of dramatization and storytelling etc.

### **Radio jingles and Edutainment values**

While the popularity of jingles might have peaked in the 1950s, the radio jingles is still an invaluable marketing tool. Advertisers have not relend on this wise tool by a long short.

Whether it is the tune or the lyrics that grab audiences, may depend on jingle but a truly successful jingle is often comprised of both in perfect balance. The elements that most often gets a jingle stuck in the public collective head revolves around a catchy melody (Mark zimmer,2018) A research study by the IPA Databank (per sensum) found that musical advertising campaigns are 27% more likely to report large business effects they grab and increase attention, stimulate positive moods, and enhance key brand messages.

Therefore, jingles are highly cost effective simply because they are shot, to-the-point and effective. They require little air-time-about 30 seconds and when done well, leave a lasting impression on listeners. (Mark Zimmer,2018). Radio jingles have been used



for decades to connect with target audiences and boost advertising results. Effective for both large and small brands. To develop a radio jingle, you must include a core message that resonates with your target audience.

It is pertinent to know that radio jingles provides value to brands in a number of ways such as: timeless, instantly recognizable, and cost effective while also inspiring memory recall (Mark Zimmer,2019).

However, during the covid19 scourge, radio jingles played a pivotal role in spreading awareness and how to take preventive measures by making the people to be aware of the dangers of covid19 as an infectious disease using edutainment strategy by captivating the attention of the audience in Calabar Municipality (Pragyansini kar,2019).

### **An Overview of Hit Fm Calabar**

Hit FM 95.9 Fm is the first private broadcast outfit in Calabar, Cross River State. The station target audience covers ages between 15-45 years. The station is conceptualized to deliver “the best sound in the World”. Their target is to become Africa’s premier lifestyle radio station while their vision is to create top quality lifestyle auditory entertainment that covers the key areas that people connect with both within and outside the state.

Among others, music, listener, conversations, sports audience reward, promotions and third party context shows are what they explore. Again, one of their aims is to be the premier provider of listeners entertainment on radio partnerships, utilizing the power of much beloved OAPS and signature shows. Hit Fm also focuses on music and talk, hence their play-off, “Best talk” Hit Fm became the first to float a band at the very popular Calabar Carnival, and in December 2016, and were able to set a new world record of the longest club party in the world. In 2016, Hit fm was rated as the 8<sup>th</sup> best radio station in the country by radiomagazine.ng. During the corona virus pandemic, the station was at the forefront in championing adherence, education, information through programmes such as; health radio jingles, drama, storytelling etc and they could be classified as edutainment.

One of the radio jingle on health issue used to sensitized Cross Riverians during Covid-19 outbreak was on pidgin language where the people were educated on how to wash their hands, used nose mark etc, which also contained some edutainment values. The second radio jingle also used during the pandemic was on core English Language which the people were equally advised on the intake of vaccination as one of the preventive measures which equally has some edutainment values etc.

### **Mass Media Campaigns and Health Awareness**

Mass media campaigns can be used to provide information on current and effective vaccination, drug therapy and social distancing measures (Collinson, Khan & Heffernan, 2015). Public health education campaigns that include informative

literature (i.e., pamphlets), posters, newspaper articles and advertisements, radio and television messages, and social media outlets (i.e., Twitter, Facebook) are used daily to inform the public on current pandemic. Nwanchor, Okoro and Nnodim (2021 p.204) note that, “the media whether social or conventional became a ready tool to educating, informed the masses about the disease and some designed and redesigned protocol measures to prevent it”. Mass media outlets can aid in dissemination of this information. Studies of mass media campaigns and healthy behaviour have reported that mass media campaigns can elicit positive behaviour change and even prevent negative behavior change in individuals (Hornik, 2002). It is therefore concluded that mass media campaigns should be used to inform the public so that behaviour change can result (Jung, Lin and Viswanath, 2013). It is believed that the media coverage of SARS and 2009 H1N1 epidemics had an effect on the total spread of these pathogens (Funk, Knight and Jansen, 2014). More recently, MERSCoV, Ebola, and H7N9 and the COVID-19 have been the subject of many media reports. There is an abundance of literature summarizing the effectiveness of using traditional media such as radio for public health interventions and communications. Example, Ekpang, Okoi and Unimna (2020) opines that for the purpose of awareness creation about COVID-19, the mass media, especially the radio must be harnessed, as it had the potentials of keeping the people abreast with happenings. In general, reviews have found that radio campaigns in public health can be effective (Glik, 2007) with some exceptions noting inconsistent findings. Many studies are of the view that radio is more effective when supplemented by some form of environmental or community support (Rimer, 2005).

In our society that relies on effective and efficient communication, radio plays a major role in informing multiple aspects of individuals' lives, including their access to health information. Traditionally, public health organizations have used radio medium and social marketing frameworks to disseminate important health messages to the public. In the past few decades, electronic media particularly radio have stepped to the forefront of communication, and public health. According to Avery and Lariscy (2010) as cited in Bruce (2011), in health information gathering, radio provides an outlet for the broadcast of health information to consumers, while allowing consumers to respond and contribute to advice that was traditionally only issued by providers with the help of social media. More so, Nwanchor, Okon and Nnodim (2021, pp.204-205) maintain that, “there is need to take information on social medias with a pinch of salt, while some information on the social media is ennobling, most are debasing, mischievous and outright falsehood”.

## Methodology

The research method used for this study is the survey method and questionnaire was employed as tool for data collection. The population of this study is the entire people living in Calabar municipality which is projected at 179,392 according

to the 2006 census. The sample size will be calculated using the Taro Yamani scientific formula which is given as:

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

Where:

N is the Population

1 is the constant

e is the degree of error expected

n is the sample size

$$n = \frac{348,990}{1 + 348,990(0.05)^2}$$

$$\frac{348,990}{1 + 348,990(0.0025)}$$

$$\frac{348,990}{1 + 872.48}$$

$$\frac{348,990}{872.48}$$

$$n = 399.99, 400 \text{ approximately}$$

Therefore, the sample size for the study was statistically determined to be four hundred (400).

To draw the sample for this study, several stages and techniques were employed. Firstly, Calabar was divided into major settlement clusters of Ikot Ishie; Ikot Nsa; Atim; Kasuk; Duke Town; Henshaw Town; Cobham Town; Obutong; and Ikot Onim. Osuala (2007) notes that cluster involves dividing the population into separate strata on a sample technique assumed to be closely associated with the variables under study. Secondly, purposive sampling was used in selecting streets in the major settlement areas. Two streets were selected from each settlement areas identified above. The third stage was the selection of households. Here, purposive sampling technique was also used to select compounds from each of the selected streets. A total of eight (8) houses were selected on each street, bringing the total number of houses selected to one hundred and ninety-two (192) households. Two respondents were randomly selected in each house bringing the total number of respondents to three hundred and eighty four (384); this selection was based on those who listen to radio messages without interpretation. Additionally, '6' respondents were selected to make up the numbers.

**Data Presentation**

Data collected were analyzed using descriptive statistics - simple percentages and tables of summary in order to ease comprehension. Out of the 400 questionnaire administered, 380 were retrieved and found usable. Below is the presentation of the data in tables.

**Data Analysis and Results of Research Objectives**

**Table 1 What was the level of agreement on the Significance of Hit Fm’s Radio Jingles on Covid-19 as Edutainment to Listeners in Calabar Municipality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	180	50.0	50.0	50.0
	Agreed	83	24.3	24.3	74.3
	Undecided	42	10.7	10.7	85.0
	Disagreed	45	8.3	8.3	93.3
	Strongly Disagreed	30	6.7	6.7	100.0
	Total	380	100.0	100.0	

Source: field survey, June, 2023

Table 1 shows the responses of respondents that there is a significant impact of Hit Fm’s radio jingles on Corona virus as edutainment to listeners in Calabar municipality. 180 respondents representing 50.0 percent strongly agree that there is a significant impact of Hit Fm’s radio jingles on Corona virus as edutainment to listeners in Calabar municipality. 83 respondents representing 24.3 percent agree that there is a significant impact of Hit Fm’s radio jingles on Corona virus as edutainment to listeners in Calabar municipality. 42 respondents representing 10.7percent were undecided. 45 respondents representing 8.3percent disagree that there is a significant impact of Hit Fm’s radio jingles on Corona virus as edutainment to listeners in Calabar municipality while the remaining 30 of the respondents representing 6.7percent strongly disagrees that there is a significant impact of Hit Fm’s radio jingles on Corona virus as edutainment to listeners in Calabar municipality.

**Table 2 Is there any Significant Relationship Between Hit Fm's Radio Jingles and reduction of Covid19 as Edutainment to Listeners in Calabar Municipality?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	108	32.7	32.7	32.7
	Agreed	142	34.0	34.0	66.7
	Undecided	63	17.7	17.7	84.3
	Disagreed	43	11.0	11.0	95.3
	Strongly Disagreed	24	4.7	4.7	100.0
	Total	380	100.0	100.0	

Source: field survey, June, 2023

Table 2 shows the responses of respondents that there is a significant relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar municipality. 98 respondents representing 32.7 percent strongly agree that there is a significant relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar municipality. 142 respondents representing 34.0 percent agree that there is a significant relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar municipality. 63 respondents representing 17.7percent were undecided. 43 respondents representing 11.0 percent disagrees that there is a significant relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar municipality while the remaining 24 of the respondents representing 4.7 percent strongly disagrees that there is a significant relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar municipality.

**Table 3 Is there any Agreement on Promoting Knowledge on Covid-19 using radio jingles in Calabar Municipality?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	160	33.3	33.3	33.3
	Agreed	103	31.0	31.0	64.3
	Undecided	52	16.0	16.0	80.3
	Disagreed	40	13.7	13.7	94.0
	Strongly Disagreed	25	6.0	6.0	100.0
	Total	380	100.0	100.0	

Source: field survey, June, 2023

Table 3 shows from respondents that radio jingles help in promoting people's knowledge towards Corona virus in Calabar municipality. 160 respondents, representing 33.3 percent strongly agree that radio jingles help in promoting people's knowledge towards Corona virus in Calabar municipality. 103 respondents

representing 31.0 percent agree that radio jingles help in promoting people's knowledge of people towards Corona virus in Calabar municipality. 52 respondents representing 16percent were undecided. 40 respondents representing 13.7 percent disagree that radio jingles help in promoting people's knowledge of people towards Corona virus in Calabar municipality while the remaining 25 of the respondents representing 6 percent strongly disagrees that radio jingles help in promoting people's knowledge of people towards Corona virus in Calabar municipality.

**Table 4 Does HiT FM Radio has Influence on people towards Covid-19 in Calabar Municipality?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	180	34.0	34.0	34.0
	Agreed	83	45.0	45.0	79.0
	Undecided	42	10.0	10.0	89.0
	Disagreed	45	7.0	7.0	96.0
	Strongly Disagreed	30	4.0	4.0	100.0
	Total	380	100.0	100.0	

Source: field survey, June, 2023

Table 4 shows from respondents that radio jingles help people to have a positive attitude towards Corona virus in Calabar municipality. 180 respondents representing 34.0 percent strongly agree that radio jingles help people to have a positive attitude towards Corona virus in Calabar municipality. 83 respondents representing 45.0 percent agree radio jingles help people to have a positive attitude towards Corona virus in Calabar municipality. 42 respondents representing 10.0 percent were undecided. 45 respondents representing 7.0 percent disagrees that radio jingles help people to have a positive attitude towards Corona virus in Calabar municipality while the remaining 30 of the respondents representing 4.0 percent strongly disagree that radio jingles help people to have a positive attitude towards Corona virus in Calabar municipality.

### Discussion of Findings

This study assessed the impact of hit FM's radio jingles on corona virus as edutainment to listeners in Calabar municipality. Specifically, the study seeks to identify how radio jingles is helpful on the corona virus (covid19) as edutainment to listeners in Calabar municipality, determine the effect of radio jingles on promoting people's knowledge towards Corona virus(covid19) in Calabar municipality, ascertain the effect of radio jingles on the attitude of people towards Corona virus in Calabar municipality and determine the relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar

municipality. Findings in the study also established that there is a significant impact of hit FM's radio jingles on corona virus as edutainment to listeners in Calabar municipality. The study also reveals that jingles help in promoting people's knowledge towards Corona virus in Calabar municipality. It further reveals that there is a significant relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar municipality. The study also revealed that radio jingles help people to have a positive attitude towards Corona virus(covid19) in Calabar municipality by adopting some of the prevention approach like; washing of hands regularly with soap and under running water, wearing of face mask and maintaining social and physical distancing and a host of others which were alien to them, but continuously listening to radio messages, the residents adopted the habits. They reacted positively by observing all NCDC protocols which invariably has kept the rate of infection low in the state as compared to other states. Corroborated by the then state Governor, Ben Ayade who clearly gave a live broadcast that, there was no single casualty in cross river state regarding covid19, as such, cross Riverians were free to continue going about their normal businesses. To buttress on that further, neither churches nor market places were shut down by the government, in affirmation to his broadcast. Again, findings revealed that during the period under review, the cross river state government insisted that, it has no covid19 case, saying that it has nothing to gain by hiding cases of infections in the state. This statement was made while briefing journalists and members of the state covid19 Response Team in Calabar. Moreso, the study unveiled that, as one of the measures to prevent the spread of the disease, the state was one of the first to lockdown its boundaries with other neighbouring states and even went beyond that to produced facemarks, shield and other personal protective Equipments(PPE).(www.premiumtimes.com,2020). This is supported by Bruce (2011) study which found that radio provides an outlet for the broadcast of health information to consumers, while allowing consumers to respond and contribute to advice that was traditionally only issued by providers with the help of social media. Radio attends to the needs of modern health consumers, who are highly engaged and desire to be more involved in their health than ever before, while providing the means for reach that was previously unimaginable, thanks to interactive radio. The study also found out that radio jingles help in promoting people's knowledge towards Corona virus in Calabar municipality and as such, they cultivated positive attitudes towards preventing the spread of the virus.

The implication of this result is that the radio messages were actually making impact by giving the correct information about COVID-19 and as a result residents of Calabar metropolis became knowledgeable about the virus and were greatly influenced by the messages broadcast on radio. This became a big deal as one of the weapons to stop the spread of the disease among residents of Calabar

metropolis. The above findings are supported by Collinson, Khan and Heffernan's (2015) study which found that mass media campaigns can be used to provide information on current and effective vaccination, drug therapy and social distancing measures. Public health education campaigns that include informative literature (i.e., pamphlets), posters, newspaper articles and advertisements, radio and television messages as well as social media outlets (i.e., twitter, facebook) are used daily to inform the public and enable them gain knowledge on current health issues. Hornik's (2002) study also found that mass media outlets can aid in dissemination of health information. The study found out that mass media campaigns can elicit positive knowledge and bring about behaviour change as well as prevent negative attitudes in individuals. It further found out that reactions of residents of Calabar metropolis to radio messages on Covid-19 show that they totally believe in the messages which led them to have a positive attitude to the COVID-19 pandemic in terms of behavior change.

### **Conclusion**

This research examined the influence of Hit Fm's radio jingles on Corona virus as edutainment to listeners in Calabar municipality. Relevant conceptual, theoretical and framework literature were reviewed. The result revealed that there is a significant impact of Hit Fm's radio jingles on Corona virus as edutainment to listeners in Calabar municipality. The finding of the study also reveals that jingles help in promoting people's knowledge towards Corona virus in Calabar municipality. The findings of the study also revealed that there is a significant relationship between Hit Fm's radio jingles and Corona virus as edutainment to listeners in Calabar municipality. The study equally revealed that radio jingles help people to have a positive attitude towards Corona virus in Calabar municipality. It was therefore concluded that Hit Fm's radio jingles significantly have effect on Corona virus as edutainment to listeners in Calabar municipality of Cross River State.

### **Recommendations**

In line with the findings of this study and conclusion therefore, the following recommendations are made:

- i. Radio health messages about COVID-19 as used by radio stations in Calabar should be replicated by other stations in other states. Other states and FCT should take a cue from Cross River State.
- ii. Those responsible for handling health issues in other states of the federation should adequately embrace radio jingles as one of the veritable radio programmes in the dissemination of messages especially on health situations.



- iii. In order to enhance COVID-19 education through radio, there is need to use local languages often to accommodate those who are less educated in English Language.

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