

Effectiveness of Communication Development and Development Communication in Development Administration: An Appraisal of Civilian Governments of Anambra State, Nigeria (1999 to 2025)

Nnenna Grace Okezie

ABSTRACT

This paper seems evaluates the performance of civil rule in Anambra State after the military handed over to civilians in 1999. Civilians have ruled for twenty-six years (1999-2025) in Anambra State. This study assesses the extent to which communication development and development communication have been deployed as effective tools for development administration in Anambra State during this period. The 1999 transition from military to civil democratic rule, at both federal and state levels, is a defining moment in Nigeria's history. The deaths of General Sani Abacha and Chief Moshood Abiola made it possible for the June 12 crisis to be resolved and for democracy to be revived in the country. At the federal level, a President was democratically elected while while elected governors took charge at the states, including Anambra State. The question is: how well have present and past governments of Anambra State used communication development and development communication as effective tools for development administration in the state from 1999 to 2025? The main objective of this paper is to answer this question.

Keywords: Anambra State, civil rule, communication development, development communication, development administration

INTRODUCTION

In the olden days, people communicated through various forms of traditional modes of communication. Besides the physical requirements for food and shelter, man has another fundamental need: the need to communicate with his fellow human beings. Given the gregarious nature of man, this need for

communication is a pressing and continuous one. In our contemporary civilization, communication is a necessity for survival; it is needed to convey development goals, carry out those goals, and mobilize the support of the citizenry throughout the entire process of development. The governors of Anambra State achieved these and other communication needs by making use of the mass media when carrying out their administrative roles in the state.

As information communication technology advances, there is a need to facilitate community development through the effective use of ICT to facilitate development communication. The mass media has a key role to play here as it occupies a strategic position in every society. The mass media inform the populace about events within and outside the society where they operate; journalists are on the fore front to relay information to the general public. Communication development is a comprehensive process that engages the mass media to use deliberate communication strategies to initiate and support lasting social transformation programmes that lead to improved quality of life for the average citizen.

According to Okoro (1999), “Rapid developments in the sphere of mass communication are enormously redefining the Lasswellian Paradigm (Who says What to Whom in Which channel with what effect) in a manner and dimension never thought of Harold Lasswell”. Okoro further explains:

These developments are, no doubt, gargantuan both in communication development and development communication. Even a cursory look into communication history lends credence to this assertion. The developments in the history of mass communication, ever since, have been at a fast clip. When Canadian scholar Marshall McLuhan came up with the ‘global village’ concept, the communication world and academic world witnessed a cacophony of argumentations. At that time, the idea of the world shrinking into a global village sounded very impossible. McLuhan had argued that the new electronic interdependence had created the world in the form of a global village. True to McLuhan’s vision, we are living in a global information society where various countries of the world have become more interdependent in the face of the rapid application of the new information communication technologies (ICTs) (Okoro, 1999:95).

Definition of Key Terms

a. Communication Development

Communication development refers to the purposeful and strategic use of communication processes, tools and technologies to foster social change and advance developmental goals. In essence, it is both an academic field and an

approach that applies the art and science of human communication to help transform societies, for example, by reducing poverty, enhancing socio-economic growth, and promoting social equality. Communication development involves more than just transmitting information; it includes education, behaviour change, social mobilization, and participatory dialogue aimed at empowering individuals and communities. It draws on interdisciplinary research in the fields of communication theory, social psychology, and development studies aimed designing interventions that are sensitive to local cultural and contextual realities. Communication development is the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes possible greater social equality and the larger fulfilment of human potential (Quebral, 2001). Similarly, organisations like World Bank view development communication as integrating strategic communication into projects so that the goal is not only to disseminate information but also to achieve measurable behaviour change and sustainable development.

b. Development Communication (Devcom)

Development communication is the use of communication strategies, tools, and media to promote social development, behavioural change, and economic progress particular in developing communities. It is used in areas like health, education, agriculture, governance, and environment substantially to drive positive societal change.

c. Development Administration

Development Administration refers to the branch of public administration that focuses on planning, implementing and managing policies, programmes and projects aimed at socio-economic development, particularly in developing countries. It is concerned with improving governance, enhancing institutional capacity and promoting economic growth, social justice and modernization.

Scope of Study

The study covers the civilian administrations in Anambra State, from 1999 to 2025. This paper will examine the use of communication development and development communication in the development administration of Anambra State under different democratic administrations, from 1999 to 2025.

Theoretical Framework.

In the context of development administration, the most relevant mass

communication theories that explain communication development and development communication are highlighted below:

Modernization Theory: This theory was propounded by Walt Whitman Rostow (1960) through his book, *The Strategies of Economic Growth: A Non-Communist Manifesto*. However, other scholars like Daniel Lerner (1958) and Seymour Martin (1959) also contributed significantly to its development. This theory argues that the mass media can spread information, change attitudes, and influence social behaviour to promote economic and social development. For example, government can use radio and television to educate rural populations about health, agriculture and literacy.

Diffusion and Innovation Theory: This theory was propounded by Everett Rogers in 1962. It explains how new ideas, technologies and practices spread within a society. In development communication, efforts are made to use mass media to introduce innovations like new farming techniques or health programmes. For example, prompting the use of mobile banking in rural areas to improve financial inclusion. Artisans can pay their tax through USSD mobile apps.

Participatory Communication Theory: This theory was propounded by a Brazilian educator and philosopher, Paulo Freire (1970). The concept was further expanded by theorists like John Fiske and Henry Jenkins in the context of digital and social media in 2000. This theory emphasized dialogue, empowerment and active participation in communication process, especially in education and social change.

Key Aspects of Development Communication for Development Administration

1. **Participatory Approach:** Through communication development communities are engaged in decision-making rather than solutions being imposed on them.
2. **Behavioral Change Communication (BCC):** This aims at influencing positive changes in attitude and practices, such as prompting vaccination, counselling those living with HIV, advocating for change in ritual practices like Female Genital Mutilation and so on.
3. **Information Dissemination:** The government uses media like radio, television, social media and print media to educate the public concerning issues like farming, planting trees, littering of environment with non-bio degradable materials.
4. **Advocacy Communication:** The government supports policy change and

reforms; for example, by advocating for gender equality, and condemning wife battering, child abuse and trafficking, kidnaping and insecurity.

5. Inter-personal Communication: The government uses face-to-face interactions, workshops and community dialogue for grassroots development. Farmers can be given incentives. Free fertilizers, coconut and palm seedlings can be shared to the community through interpersonal communication. These strategies lead to development administration.

Governors of Anambra State since the State's Creation

Anambra State was created on 3rd February, 1976, when the then East Central State was divided into Anambra and Imo States.

List of Anambra State Governors (1976-2025)

S/N	Name	Title	Took office	Left Office	Party	Notes
1	John Atom Kpera	Governor	March 1976	July 1978	Military	
2	Col. Datti Sadi Abubakar	Governor	Holy 1978	October 1979	Military	
3	Jim Nwobodo	Governor	October 1979	October 1983	NPP	
4	Christian Onoh	Governor	October 1983	December 1983	NPN	
5	Allison Madueke	Governor	January 1984	August 1985	Military	
6	Samson Omeruah	Governor	August 1985	December 1987	Military	
7	RobertAkonobi	Governor	August 1987	January 1990	Military	
8	Herbert Eze	Governor	August 1990	January 1992	Military	
9	Joseph Abulu	Administra tor	27 th August 1991	January 1992	Military	
10	Chukwuemeka Ezeife	Governor	2 nd January, 1992	17 th November, 1993	SDP	
11	Dapo Aliyu	Acting Administra tor	November 1993	December 1993	Police	
12	Mika Attah	Administra tor	9 th December, 1993	21 st August, 1996	Military	
13	Rufai Garba	Administra tor	21 st August, 1996	6 th August, 1998	Military	
14	Emmanuel Ukaegbu	Administra tor	6 th August 1996	6 th August 1998	Military	
15	Chinwoke Mbadinuju	Governor	29 th May, 1999	29 th May 2003	PDP	
16	Chris Ngige	Governor	29 th May, 2003	17 th March 2006	PDP	
17	Peter Obi	Governor	17 th March 2006	2 rd November, 2006	APGA	
18	Virginia Etiaba	Governor	3 rd November, 2006	9 th February, 2007	APGA	Appointe d when the previous

						governor, Mr. Peter Obi was impeached by the state legislature. She transferred her power back to Mr. Peter Obi three months later when the appeal Court nullified the impeachment.
19	Emmanuel Nnamdi Uba	Governor	27 th May, 2007	14 th June, 2007	PDP	He was removed by the Supreme Court after 14 days in office.
20	Peter Obi	Governor	9 th February, 2007	17 th March, 2014	APGA	Two tenures
21	Willie Obiano	Governor	17 th March, 2014	17 th March, 2022	APGA	Two tenures
22	Charles Chukwuma Soludo	Governor	17 th March 2022	incumbent	APGA	

REVIEW OF CIVILIAN ADMINISTRATIONS IN ANAMBRA STATE (1999-2025)

Governor Chinwoke Mbadinuju's Administration (29th May, 1999 to 29th May, 2003)

Governor Chinwoke Mbadinuju served as the governor of Anambra State, Nigeria, from May 29, 1999 to May 29, 2003. His administration was marked by significant challenges, including political instability, economic struggles, and security issues. The effects are analyzed below:

There were serious political challenges and instability during Mbadinuju's administration. He faced serious political instability, largely due to conflicts with influential political godfathers, particularly Sir Emeka Offor. These power struggles affected governance, as he struggled to assert control over the state's affairs. The rift with Sir Emeka Offor, who was instrumental in his election, led to financial issues with the federal government and internal party crises within the People's Democratic Party (PDP).

In the education sector, there was crisis and teachers' strike. One of the most notable failures of Mbadinuju's government was the crisis in the education sector. Teachers in Anambra State went on prolonged strikes due to unpaid salaries which led to the near collapse of public education. Many schools were closed for months, and students were left without access to quality education.

There was security breakdown and crime surge in Anambra State. During his tenure, Anambra State witnessed a rise in violent crime including armed robbery, kidnappings, and political assassinations. The most infamous incident was the activities of the dreaded vigilante group, the Bakassi Boys, which was initially created to tackle crime but later became a source of extrajudicial killings and human rights abuses.

The State was faced with economic and infrastructure challenges. Mbadinuju's government struggled with economic development due to lack of financial stability and development communication in his administration. Basic infrastructures, such as healthcare facilities and roads, deteriorated. Many state workers, including civil servants, experienced long delays in salary payments, leading to widespread discontentment.

He failed in his second-term bid due to the controversies surrounding his tenure, including his fallout with key political backers. Mbadinuju was denied the PDP ticket for a second term. He later ran under Alliance for Democracy (AD) but lost to Chris Ngige in the 2003 elections. His administration failed to provide answers to the real questions bothering the people as his administration did not make use of communication development.

There is no development administration during the time of Mbadinuju. His administration is largely remembered for political infighting, economic stagnation, and insecurity. While he attempted to introduce policies such as free education at the primary and secondary levels, lack of funding and implementation made these efforts ineffective. His tenure is often cited as one of the most turbulent periods in Anambra State's political history.

Analysis of Dr. Chris Nwabueze Ngige's Administration in Anambra

State (March 29, 2003 to March 17, 2006)

Chris Ngige served as the governor of Anambra State from March 29, 2003 to March 17, 2006. His tenure was marked by significant achievements in infrastructural development; there were also political crises and legal battles that ultimately led to his removal from office. In his attempt to bring development communication to the grassroots, he faced political battles and legal issues.

Chris Ngige was declared the winner of the 2003 Anambra State gubernatorial election under the People's Democratic Party (PDP). However, his victory was later overturned by the courts in 2006 after it was established that the election was rigged in his favour. His administration was heavily influenced by a power struggle with his political sponsor, Chris Uba, a powerful PDP financier who expected to control the government. The infamous July 10, 2003, abduction of Ngige by a faction of the police, allegedly orchestrated by Chris Uba, led to a major political crisis. This event exposed the deep-rooted godfatherism in Anambra politics.

There was infrastructural development in the state during Ngige's tenure. Despite political instability, Ngige focused on governance, particularly road construction and rehabilitation, which significantly improved Anambra's infrastructure. Ngige employed communication development in his administration. There was massive road construction in the state. His administration constructed and rehabilitated several roads across the state, including those in Awka, Onitsha, Nnobi and Nnewi. There were improved transportation networks. His road projects facilitated economic growth by improving connectivity and reducing travel time within the state.

Regarding civil service workers' welfare, Ngige's administration made efforts to clear backlog of unpaid salaries and pensions of civil servants, which boosted morale within the public sector. He resisted attempts to misappropriate state funds, which made him popular among civil servants and the general public. In education and health sector, Ngige's government made improvements in education infrastructure, although major reforms in the sector were limited due to the brief nature of his tenure. Healthcare services improved with efforts to equip hospitals and enhance primary healthcare delivery.

However, Ngige faced political turmoil and legal battles. Ngige's tenure was marked by conflicts with the PDP national leadership and Chris Uba, which sought to control state resources. His administration survived multiple impeachment attempts by a faction of the Anambra State House of Assembly. In March 2006, the Court of Appeal ruled that his 2003 election

was fraudulent and declared Mr. Peter Obi of the All Progressive Grand Alliance (APGA) as the rightful winner, leading to Ngige's removal from office. Although Ngige's administration employed communication development, it was a mixture of political instability and commendable governance. Despite facing intense political sabotage, he focused on development administration through development communication. His tenure led foundation for other administrations, particularly in road infrastructure. However, his removal through the court highlighted the persistent issue of electoral malpractice in Nigeria's democratic system. Ngige's administration attempted to provide answers to the research questions and to the real challenges faced by the people.

Peter Obi's Administration in Anambra State (March 17, 2006 to March 14, 2014)

Peter Obi's tenure was marked by interruptions due to legal battles. His administration was known for its focus on good governance, financial prudence and infrastructural development. His period of governorship was the time when development communication was used as a tool for development administration.

Peter Obi's Political Struggles and Tenure Interruptions

Peter Obi was sworn in as the governor after winning the 2003 election under the All Progressive Grand Alliance (APGA). However, his victory was delayed by court battles until 2006. In November 2, 2006, he was impeached by the State House of Assembly. In February 9, 2007, he was reinstated by the courts. In May 29, 2007, Peter Obi was removed again after a controversial election. Andy Uba was installed. On July 14, 2007, Peter Obi was reinstated by the Supreme Court, which ruled that his tenure should run until 2010. In February 6, 2010, Peter Obi was re-elected for a second tenure.

Peter Obi's Achievements and Reform through Development Communication

There were massive achievements and reforms such as financial prudence and transparency. He left over 75 billion naira in cash and investments for the Anambra State government. Peter Obi reduced wasteful spending and implemented cost-cutting measures. In his education sector reforms, Peter Obi returned mission schools to churches and provided grants to them. He massively invested in schools, leading to Anambra State ranking among the top states in WAEC and NECO examinations.

In infrastructural development, through development communication, Peter

Obi rebuilt roads and expanded networks to improve transportation. He focused on rural road construction to boost economic activities. There was improvement in the health sector also. Peter Obi revamped hospitals and built new healthcare facilities. He partnered with global organisations like Bill and Melinda Foundation on immunization programmes. In security enhancements, Peter Obi strengthened law enforcement with better equipment and funding. There was reduction in crime rates in Anambra State during his administration.

Development Communication as a tool for Development Administration improved Peter Obi's legacy. Peter Obi is widely regarded as one of Anambra's best performing governors; he is credited with laying a solid foundation for the state's development, including the development of the grassroots. His governance style, characterized by frugality and efficiency, became a benchmark for leadership in Nigeria.

Willie Obiano's Administration (March 17, 20014 to March 17, 2022)

Willie Obiano served as the Governor of Anambra State from March 17, 20014 to March 17, 2022. His administration focused on security, infrastructure, agriculture, trade and education. There was security improvement during Obiano's tenure in the state. One of the biggest achievements was significantly improving security in Anambra State. He launched 'Operation Kpochapu', a security initiative that helped to reduce crime, particularly armed robbery and kidnaping. His administration stopped motorcyclists from operating in the major towns in the states in a bid to curb insecurity. Under his administration, Anambra State became one of the safest states in Nigeria.

In infrastructural development, Obiano's government initiated and completed various road and bridge projects, improving connectivity within the state. The Anambra International Cargo and Passenger Airport, located at Umueri, was one of his major infrastructural achievements. He also improved urban planning and modernization in Awka, Onitsha and Nnewi. There was also agricultural growth in Anambra State. Obiano prioritized agriculture by supporting local farmers with funds and improved seedlings. Anambra Rice became a major brand during his administration, making the state a key rice producer in Nigeria. His administration worked on improving trade and commerce, especially in Onitsha, Nnewi and Awka. He promoted industrialization, encouraging local businesses and foreign investments. Obiano's Administration invested in education by upgrading school infrastructure and increasing teachers' salaries. He also improved healthcare by renovating hospitals and providing medical facilities.

Challenges and Controversies during Obiano's Administration

Obiano's administration faced criticism for issues related to alleged mismanagement of funds; some infrastructure projects, like roads, were not completed as promised. After leaving office, he was briefly arrested by the Economic and Financial Crime Commission (EFCC) over allegations of corruption and misappropriation of funds. Despite the controversies, Obiano's tenure was marked by significant improvements in security, infrastructure and agriculture. His leadership helped Anambra maintain its status as one of most progressive states in Nigeria.

Prof. Charles Chukwuma Soludo's Administration

Prof. Charles Chukwuma Soludo was sworn in as the fifth Governor of Anambra State on Mach 17, 2022. In January 2022, ahead of his inauguration, Soludo appointed Chukwuemeka Fred Agbata as the Managing Director of Anambra State ICT Agency. Under Agbata's leadership, the agency has focused on expanding broadband access, digitalizing government sectors, including the legislative arm of the state. His tenure, so far, has been marked by efforts to enhance the state's technological infrastructure and improve governance through digitization.

How the Civilian Governors in Anambra State Utilized Development Communication in their Administrations from 1999 to 2025

From 1999 to 2025, Anambra State had several civilian governors who incorporated development communication strategies into their administrations. Development communication involves using communication tools and participatory methods to facilitate social development. Chinwoke Mbadinuju (1999-2003) failed to incorporate development communication in his administration. His administration faced significant challenges, including issues with civil service and education sectors, which may have impacted the implementation of key communication strategies.

Chris Ngige (2003-2006): Ngige's tenure was marked by efforts to improve infrastructure and public services. However, there is no record of development communication practices during his tenure.

Peter Obi (2006-2014): Obi introduced the Anambra Integrated Development Strategy (ANIDS) in 2006, aiming for simultaneous multi-sectoral development aligned with the Millennium Development Goals. ANIDS emphasized community involvement and utilized various communication strategies to engage citizens in the development process.

Willie Obiano (2014-2022): Obiano's administration continued the use of

development communication through initiatives like “Choose Your Project” program, which empowered communities to select and execute projects based on the needs. This participatory approach fostered a sense of ownership and directly involved citizens in the states’ development agenda.

Charles Chukwuma Soludo (2022-present): Soludo’s government has prioritized effective communication in project execution. For instance, the Commissioner for Power and Water Resources highlighted the importance of communication in informing citizens about governmental achievements and plans, ensuring transparency and public engagement.

Peter Obi, Willie Obiano, Charles Chukwuma Soludo have actively employed development communication strategies in their administrations between 1999 to 2025. These strategies have been pivotal in promoting participatory governance and ensuring that development projects align with the needs and aspirations of citizens residing in Anambra State.

Development Administration in Anambra State from 1999 to 2025

From 2006 to 2025, Peter Obi, the lead actor in development communication as well as Willie Obiano and Charles Chukwuma Soludo leveraged communication development and development communication to enhance governance and drive socio-economic progress. These strategies facilitated transparent governance, citizen engagement and dissemination of development initiatives. There is rebranding and participatory communication. The state government employed participatory approaches to reshape its image and communicate plans. Initiatives like ‘Anambra Wheel of Development’ utilized social media and community engagement to involve citizens in the development discourse, fostering a sense of ownership and collective responsibility.

There was an adoption of indigenous communication models. Recognizing the limitations of Western communication paradigms, Anambra State explored Afro-centric models tailored to local contexts. This approach ensured that development messages resonated with the cultural and social realities of the populace, enhancing the effectiveness of communication strategies.

There was an integration of Information and Communication Technology (ICT). The establishment of the Anambra State ICT Agency in 2019 marked a significant milestone in the state’s communication development. This agency spearheaded the digitization of government services, improved internet accessibility, and supported technological startups, thereby fostering a digital economy and enhancing service delivery.

In the agricultural sector, there were agricultural communication strategies. The state developed Medium-Term Sector Strategies (MTSS) emphasizing inclusivity and climate-smart agriculture. These strategies were communicated to stakeholders through workshops and policy documents, aligning state agricultural practices with national and international standards. Collectively, these communication initiatives became instruments for promoting transparency, encouraging public participation, and driving sustainable development in Anambra State during the period being reviewed.

Areas Civilian Administrations in Anambra State Achieved Effective and Desired Results through the Use of Development Communication from 1999 to 2025

From 1999 to 2025, notable administrations in Anambra state effectively utilized development communication across various sectors, leading to significant achievements, in spite of challenges.

Chris Ngige made efforts to curb financial mismanagement and stabilize state economy. He boosted the morale of the civil service by regular payment of workers' salaries. Education, which declined during Mbadinuju's tenure, was revitalized by Chris Ngige's administration.

Peter Obi achieved infrastructural development through development communication. The key achievements include returning schools to religious missions and providing funding. Anambra State became first to achieve near-universal primary school enrollment. Road networks linking rural and urban areas improved. General hospitals were built and upgraded. There was promotion of business-friendly policies that attracted private investments. His administration saved billions of naira in state reserves and reduced wasteful government spending.

There were community-driven development initiatives during Governor Obiano's tenure. His "Choose Your Projects" initiatives empowered communities to select and manage development projects, fostering local ownership and participation. This participatory approach led to remarkable success of over 95%, with communities completing projects such as hospitals, schools and skills acquisition centres. He also initiated and completed Anambra Airport that brought development to Umueri rural dwellers as well as supported large farming, making Anambra a top rice-producing state.

Soludo expanded drainage and demolished illegal structures, launched a digital entrepreneur programme and tackled insecurity, especially in rural areas. He recently launched "*Operation Udo Ga-Achi*" which, translated,

means “*Operation Peace Shall Reign*”. This operation aims at combating insecurity within the state. As part of this initiative, the Anambra State Homeland Security Bill 2025 was signed into law, leading to the establishment of a vigilante group known as “*Agunchemba*”. This group is tasked with the responsibility of maintaining law and order, detecting and preventing crimes and safeguarding lives and property throughout the state. The operation comprises 2,000 personnel drawn from various security agencies, including police, army, navy, civil defence, DSS and the Agunchemba Vigilante Group. To support their activities, 200 patrol vehicles have been deployed. Additionally, the state government has implemented advanced technological measures such as a best-class tracking system, a command-and-control system enhancing the use of voice, video, and data in security management, and AI-powered surveillance cameras to monitor communities. Governor Soludo has introduced incentives to encourage public participation in enhancing security. A monthly bonus of ten million naira will be awarded to any local government area that records zero violent crimes. Whistleblowers providing credible information leading to the arrest of kidnapers or armed robbers can receive rewards of five million naira, depending on the significance of the information provided.

Effective Use of Communication Development and Development Communication in Development Administration in Anambra State from 1999 to 2025

Both communication development and development communication play crucial roles in development administration, but they serve distinct functions. Their effectiveness depends on how well they are integrated into governance, policy making and project implementation.

a. Communication Development in Development Administration

To improve the overall communication infrastructure and capabilities within Anambra state, efforts should be made to expand media access such radio, television and internet among the rural dwellers. Training public relations officials in effective communication should be embraced.

Communication development in development administration is vital because it increases transparency and helps governments to disseminate information efficiently. Besides, it improves policy implementation. Government should ensure that policies reach the right audience with clear instructions.

Communication development in development administration encourages citizen participation in governance, creates platforms for public input and increases accountability. Challenges still facing communication development in Anambra State are digital divides and bureaucratic

resistance which hinder communication effectiveness.

b. Development Communication in Development Administration

Since development communication is a strategic approach that uses communication tools to promote social change and community empowerment, it should focus more on two-way communication (dialogue between government and citizens). It should advocate for policy and behavioural changes campaign such as health and environment education, community participation and mobilization.

Development communication enhances policy acceptance. When people understand and relate to government policies, they are more likely to support them. Development communication facilitates social change. It generates awareness of issues such as climate change, health and education. It empowers communities, encourages local problem-solving initiatives and participation in governance.

Challenges facing development communication in Anambra State are resistance to change, misinformation and cultural barriers. These limit its effectiveness.

Conclusion

Communication development and development communication have played significant roles in enhancing grassroots development in Anambra State during civilian administrations. The state employed various communication strategies to engage with the populace. These included town hall meetings, press releases, and the use of social media platforms to disseminate information and gather feedback. Such approaches ensure and foster trust between the government and the communities. The use of participatory communication channels allowed for real-time interaction, enabling the government to address concerns promptly and adjust policies as needed. The integration of communication strategies in Anambra State has substantially enhanced grassroots development.

With information superhighway, towns, communities in Anambra State can now exchange ideas in urban and rural dwellers. Despite the security challenges, the government has engaged in tremendous grassroots development. But development communication is more impactful in creating long-term social change while communication development strengthens the foundation for better governance. A combination of both ensures effective administration and sustainable development. The usage of ICT is still hampered by poor economy and lack of facilities, worsened by epileptic power supply in the state. In spite of these, government and media

practitioners should continue to sensitize the citizens on the benefits of communication development and development communication in development administration of Anambra State.

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About the Author: Nnenna Grace Okezie is of the Department of Mass Communication, Shanahan University, Onitsha, Anambra State, Nigeria. Email: nneisback@gmail.com



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