

The Impact of Communication on Community Development

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ABSTRACT This research work examined the impact of communication on community development. It examined why effective communication is needed for rural community development to be sustained. The study made use of descriptive survey research. The population consisted of both men and women in the rural community of Akinyele local government area of Oyo State. A sample of 133 men and women were used for the study. Data collected were subjected to percentage analysis. The study revealed that effective communication would lead to active participation of members in community development. It was also revealed that when community groups are closely involved in communication strategy, it helps them take ownership of the initiative of development rather than seeing themselves as beneficiaries of development. Based on the findings, it was recommended that community leaders as well as community development agents should engage in clear communication so as to enlist the participation of community members in development issues.