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Family Planning Radio Messages Directed at Men and Women in a Developing Society: A Case Study

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ABSTRACT

The study examined radio family planning messages with particular reference to the nature of the audience influence on communication content by using a chat program on radio in a developing society. The study adopted content analysis research method with a purposive sampling technique and used a radio script having six items for analyses. Results showed that there were more family planning segments for women than for men and, there were more family planning for drugs/pills and materials/implantation than for injection. In addition, there were side effects in the use of family planning just as there were quite a number of frequently asked questions except for condoms-fiesta/kiss. This paper concludes that radio scripts/messages for family planning programs should accommodate more topics/segments of family planning for men and women, specifically, natural methods should be included. Furthermore, radio family planning messages should focus more on the benefits of family planning and specifically the benefits of contraceptive pill and post pill emergency should be examined. Other formats of programs should be employed in the campaign for family planning messages on radio, and development communicators and content developers of radio family planning scripts should explore more areas to make radio messages more robust.

KEYWORDS: family planning, developing society, development communication, radio family planning messages, audience

Радіоповідомлення щодо планування сім'ї, спрямовані на чоловіків та жінок у суспільстві, що розвивається: кейс-дослідження

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Резюме

У дослідженні аналізуються радіо повідомлення про планування сім'ї з особливим акцентом на природі впливу цього контенту на аудиторію за допомогою програми радіочату. У дослідженні застосовано метод контент-аналізу та використано радіосценарій, що містить шість пунктів для аналізу. Результати показали, що набагато більше повідомлення про планування сім'ї адресуються жінкам, ніж чоловікам. А також було зафіксовано більше повідомлень про планування сім'ї про ліки та матеріали / імплантації, ніж про ін'єкції. Крім того, мали місце побічні ефекти при розповіданні про планування сім'ї, так само, як і досить багато запитань, за винятком презервативів Fiesta / Kiss. Зроблено висновок, що радіо повідомлення про планування сім'ї повинні містити більше тем для чоловіків та жінок, зокрема, слід включати природні методи планування. Крім того, такі повідомлення на радіо повинні більше на перевагах контрацептивних таблеток та таблеток після надзвичайних ситуацій. Також слід використовувати інші формати програм на радіо.

Ключові слова: планування сім'ї; суспільство, що розвивається; комунікація розвитку; радіо повідомлення про планування сім'ї; аудиторія

Introduction

In the developing world where a family comprising the man and woman could have as many children thus, leading to family planning by individuals, groups and governments globally. We however need to clarify when family planning programs started.

Watson (1977) says that India the first developing country to adopt family planning policy did so in 1952. The lesson from India resulted in the effort put up by D.K. Tyadi, one-time assistant commissioner of family planning some years after India adopted family planning. D.K. Tyadi started an extensive communication and behavior change program that introduced modern method of family planning to hundreds and millions of Indians. He began his work in 1966 when modern contraceptive methods were virtually unknown in rural India by using simple attractive message to overcome age-old communication barriers and greatly increased public awareness of birth control. Following the example of India, the other countries that adopted Family Planning policies were China and Hong Kong in 1956 and Nigeria between 1965 and 1970.

Right from the inception of these policies, the mass media have been involved.

Wakefield, Loken & Hornik (2010, p 1) have said that "mass media campaigns are widely used to expose high proportions of large populations to messages through routine uses of existing

media such as television, radio, and newspapers". Drawn upon these scholars' position it is obvious that the mass media can be agents of development and change in society. It is also an established fact that the mass media have enormous effects on citizens just as they (citizens) also have influence on the media due to a number of reasons. First, audiences have interests, and second, they have preferences. Therefore, in the course of designing programs for citizens these two reasons may affect message content. One of the mass media, radio, is thus a veritable channel in this context.

The problem. Different scholars underscored the importance of radio in different programs (Moemeka 2000, p.147; Levin & Gillespie 1974, p.2). However, Levin & Gillespie (1974, p.9) have specifically noted that family planning campaign programs depend on a number of factors such as understanding the audience, their culture, language, religion, level of education, socio-economic characteristics and importantly demographic characteristics. Therefore, a radio script must take into consideration all or most of these factors. In other words, what goes into a radio family planning program will vary just as the audience will vary when demographic variable of sex, for example, is taken into consideration. The implication is that family planning radio messages directed at men will differ from those directed at women. This is the problem this study sought to examine. The study, therefore, sought to investigate the family planning radio messages which were aired on Radio Nigeria Bronze FM 101.5 (Radio Nigeria) Benin in 2018 and how the variable of sex was used to determine radio family planning messages in the scripts directed at men and women. Bronze FM 101.5 is owned and operated by Federal Radio Corporation of Nigeria (FRCN), the national public radio network and broadcasts a wide variety of contents.

This study's **objective** was to find out if there are differences in family planning radio messages directed at men and women using the DKT International Nigeria script on family planning which was aired on Bronze F.M 101.5 Radio Nigeria Benin in 2018. The program was titled: "Contraceptive Chat with DKT International Nigeria" and each broadcast lasted for 30 minutes.

From the objective above the following research questions were therefore drawn up as guide in this study:

1. What are the different topics/segments of family planning in radio messages?
2. What are the benefits in covering the different family planning in radio messages?
3. What are the side effects in covering different family planning in radio messages?
4. What are the frequently asked questions about the different family planning in radio messages?

Radio and family planning. Within a few years of its emergence, radio metamorphosed from being an object of private concern to a political and development instrument in the hands of government and NGO'S. The popularity of radio is visible because it is everywhere, the motorcycle commercial rider, the farmer, the fisherman, the moving nomad behind his cattle join others in the use of radio. Therefore, radio has a number of qualities that endear it to citizens, and these are: it is cheap, to transmit and receive, it is easy to operate and does not require literacy. Also, radio listening is convenient and its programming is flexible, in addition, radio uses battery, does not require electricity to function and reaches far and wide .

On the other hand, family planning is ensuring that husband and wife have the number of children they can take care of.

Cuca and Pierce (1977) and Huston (1992) agree that in many developing countries family planning programs began as local services offered by voluntary agencies and pioneered by doctors and women's organizations. These non-governmental organizations (NGO's) established the original family planning delivery systems in most countries. Some family planning Associations (FPA'S) became linked as affiliates of the International Planned Parenthood Federation (IPPF). As interest in family planning spread in the 1960's and 1970's, some governments used these early networks of services as foundation upon which to construct national family planning programs. Mauldin and Ross (1991) point out that in most countries

family planning programs that became well established in the 1970's grew stronger during the 1980's. This point should, however, not be overemphasized. In Nigeria, e.g., although the idea is catching on fast, what we have on ground is a mixed acceptance. E.g., early 1992, the Bauchi State National Youth Service Corps (NYSC) health team visited the following local government areas: Gombe, Billiri, Alkalari, Darazo, Ganjuwa, Bauchi, Basa, Tafawa Balewa, Toro, and Akko where it carried the family planning campaign, according to Anukam (1992, p.24) and concluded that:

There are also a number of reasons for adopting family planning and some of these are: spiritual, Social, emotional, health, economic, and physical.

Aside the fact that these family planning messages are carried out through the mass media, Ross et al (1989, p.48) have observed that: 'radio messages are often particularly effective since radio reaches a wide range of audience in developing countries'. Moemeka (1981, p.33) corroborates this stance by looking at the importance of radio from the Nigerian perspective, thus: 'radio, which is the only medium that reaches every corner of the country...is considered to be the best at this level of our ... development'.

Development communication and family planning. A number of definitions have been advanced on Development Communication. We look at some of these and how they relate to family planning campaigns. Dissayanake, cited in (Moemeka 2000, p. 39) has defined Development Communication as:

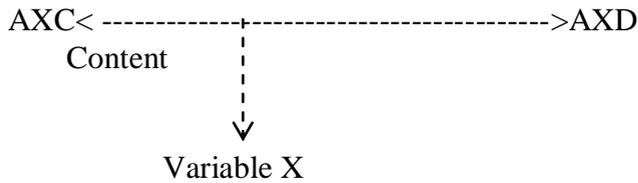
The process of social change which has as its goal the improvement in the quality of life of all or the majority of the people in a given society without doing violence to the natural and cultural environment in which they exist and which seeks to involve the generality of the people as closely as possible in this enterprise, making them the masters of their destiny.

Furthermore, Chattopadhyay & Rao (1995, p. 81) define development Communication as, "a social process designed to seek a common understanding on consensus among all participants of a development initiative". Family planning is an area or sub-field under development communication, therefore, we can say that there is a relationship between the two as family planning communication can or has a lot to benefit from development communication in the areas of communication research, audience analysis, etc.

Methods

The research method applied in this study is content analysis. McQuail (2010, p. 362) provides an insight to content analysis. The basic sequence in applying this method is to choose a population and sample of content, establish a category frame of external referents relevant to the purpose of the enquiry; choose a unit of analysis from the content (this could be a word, a sentence, a sequence (etc)); seek to match the content to the category frame by counting the frequency of the references to relevant items in the category frame, for chosen unit of contents, and express the results as frequency of occurrence of the sought category. Other scholars have also delved into the content analysis technique to include the study of both manifest and latent content of communication (Rife, Lacy, & Fico, 1998; Berelson, 1952; Krippendorff, 2004).

The unit of observation is text-radio script (s). The model is represented this way:



This diagram/ model illustrates the effects of audience on Communication content as this study examined how the nature of the audience affects the content of communication.

Key

A=Source (radio) C=Receiver (Men) D=Receiver (Women)

X=Content Variable (Family Planning Message)

This content analysis approach described the message characteristics of the radio family planning message titled: "Contraceptive Chat With DKT Nigeria" aired on Bronze F M 101.5 Benin (Radio Nigeria) in 2018.

The study examined how the demographic variable of audience (in this sense men and women) affected the content of radio family program, i.e., "Contraceptive Chat with DKT Nigeria" on Bronze 101.5 F.M. in Benin City, Edo State Nigeria.

Population and sample. The population for this study are radio scripts on family planning in Nigeria. The sample was selected from the population and a radio script made up of six items from the program: "Contraceptive Chat with DKT Nigeria" on Bronze F.M 101.5 (see appendix 1). A total of six items in the radio script were analyzed out of which five were addressed to women and one to men. The sampling technique was purposive sampling technique.

Categorisation and operationalization. Main topics/segments of family planning:

1. Pills and Drugs (Oral contraception)
2. Injections: this refers to all injectable contraceptives
3. Material techniques: this include intrauterine device (IUD) and Condom

Benefits of family planning - the positive effects of radio broadcast on family planning.

Side Effects - the negative effects of radio broadcast on family planning.

Frequently Asked Questions - these are effects of radio broadcast culminating in frequently asked questions by citizens on family planning.

Method of analysis. The radio messages were first read through in order to identify the audience to whom they were aimed and were then grouped into two based on their audiences- men and women. Each group was then coded based on the categories. The unit of analysis was the sentence and the phrase. The method of analysis was simple percentage count and description, as this helped widen the scope of choice for family planning methods for men and women in a developing society of Nigeria.

Results

Research Question 1: What are the different topics/segments of family planning covered in radio messages?

From table 1 there are six different family planning topics/Segments. For women we have the Emergency Contraceptive pill-post pill; Daily Contraceptive pill-Levofem; Contraceptive injection-Sayana press; Contraceptive Implants-Levoplant and Implanon NXT; and Intrauterine Device (IUD)-LyDIA IUD. The other contraceptive Condoms- Fiesta/Kiss is for men. However, when grouped into four categories, the topics/segments showed that drugs and pills (Emergency contraceptive pill-post pill, and Daily Contraceptive pill-Levofem) were 33.33% or 2. The second category was Contraceptive Implants-Levoplant and Implanon NXT, and Intrauterine Device (IUD) 33.33% or 2. The third category was injection, contraceptive Injection-Sayana press 16.66% or 1, while the last category is rubber latex condom which is 16.66% or 1.

Research Question 2: What are the benefits in the use of different family planning in radio messages?

Result from table two indicate that contraceptive Injection-Sayana press, and Intrauterine Device (IUD) Lydia IUD each have the highest percentage of 23.52% or 8, followed by contraceptive Implants-Levoplant and Implanon NXT 20.60% or 7, condoms-Fiesta Kiss was 17.66% or 6, Daily Contraceptive pill-Levofem was 14.70% or 5, while Emergency contraceptive pill-post pill did not have any benefit in the script.

Research Question 3: What are the side effects in the use of different family planning in radio messages?

Findings show that daily contraceptive pills-Levofem pill, contraceptive injection- Sayana press, and contraceptive implants-Levoplant and Implanon NXT each had the highest of 23.52 % or 4, followed by Emergency contraceptive pill-postpill 17.64 % or 3, Intrauterine Device (IUD) Lydia IUD 11.80% or 2 and Condoms-Fiesta/Kiss had no side effects.

Research Question 4: What are the frequently asked questions about the different family planning in radio messages?

The result shows that there are more frequently asked questions about emergency contraceptive pill-post pill 25.00% or 7 than any other contraceptive for family planning, followed by Intrauterine Device (IUD)-LyDIA IUD 21.42% or 6, while daily contraceptive pill-Levofem, contraceptive injection-Sayana press and contraceptive implants-Levoplant and Implanon NXT had 5 each or 17.86%, while there were no frequently asked questions about Condoms-Fiesta/kiss.

Discussion

There are six family planning topics/segments used for analysis in this study. The information gleaned from the radio message is that the family planning for men differ from those for women. While women are mostly prone to use drugs, pills, injection and materials, men are restricted to using material rubber alone. This may be due to the fact that by men's nature, drugs, pills and injection may not prevent fertility. It is also observed that for women natural family planning are not included and this may be because they are not considered safe for women in a developing society. Sterilisation is not in any of the topics/segments this may be due to the fact that men and women fear permanent impotence especially in a developing society such as Nigeria. Drugs and pills are often recommended in the radio messages and therefore top the list of family planning followed by Implants and then materials in that order.

Second, there are enormous benefits of radio broadcast of family planning as indicated in the radio messages as a total of thirty four benefits are derived from family planning in the script. Most of these benefits are to be derived from the topics/segment on women. While the highest benefits were from the Intrauterine Device IUD-LYDIA IUD, and contraceptive injection-Sayana press each having eight items, this was followed by contraceptive Implants-Levoplant and Implanon NXT with seven, condoms-Fiesta kiss six, and daily contraceptive pill-Levofem five. The radio message was silent on any benefit concerning emergency contraceptive pill-post pill. One can infer that these benefits we find in the family planning topics/segments may be due to the fact that there is need to inform the audience members of men and women to be aware of the benefits so that they can be attracted to the family planning topics/segments and use them.

Third, in spite of the benefits that are derivable from family planning there are a number of side effects when using them. Thus, a total of seventeen side effects can be gleaned from the radio messages. The highest of these side effects were four each from Daily Contraceptive pills-Levofem pill, contraceptive Injection-Sayana press, and contraceptive implants-Levoplant and Implanon NXT, followed by three side effects from Emergency Contraceptive pill-post pill and two side effects from Intrauterine Device(IUD)Lydia IUD, while Condoms-Fiesta /kiss for men had no side effects. It should be noted that it is important for these side effects to be stated so that

the audiences-men and women can be forewarned about the possible dangers inherent in using such family planning topics/segments.

Four, apart from Condoms-Fiesta/kiss which has twelve variants, none of the other family planning methods has variants. Fifth, from the radio family planning messages there are twenty-eight frequently asked questions (FAQs), with emergency contraceptive pill-post pill presenting the highest of seven, followed by Intrauterine Device (IUD)-LYDIA IUD with six, while Daily Contraceptive pill-Levofem, contraceptive injection-sayana press, and contraceptive implants-Levoplant and Implanon NXT all presented five items each. There were no frequently asked questions for condoms- fiesta/kiss for men. It is very important that these questions are raised so as to enable users of these family planning especially in a developing society to have adequate information about the radio messages.

Conclusions

This study sought to find out whether the audience is affected by media content on family planning in a developing Nigerian society. First, we found that the demographic variable of sex affects the content of communication. As a result, different family planning methods are recommended and applicable for men and women. Besides, there are differences in benefits of family planning, just as there are similarities and differences in the side effects of these family planning segments. Differences also exist in the questions frequently asked about the family planning topics, these differences are the result of differences in the nature of male and female audiences.

To summarize, this study has added and supported the position that communication content is affected by the nature of the female and male audiences. We can recommend that: radio messages on family planning should highlight more topics/segments of family planning for men and women with possible inclusion of natural family planning. To this end, content developers of family planning radio messages should discuss with medical doctors and family planning associations before writing such messages. In addition, radio messages on family planning should emphasize more benefits this phenomenon. Moreover, other forms of programs should be explored for family planning programs on radio, i.e., quizzes, documentaries, and advert campaigns to popularize family planning. Lastly, development communicators and content developers of radio family scripts should explore more areas to make their radio messages more specific and robust.

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List of tables

Table 1. Showing the different family planning topics/segments in radio script messages

S/N	TOPICS	WOMEN NO	%	MEN NO	%	TOTAL	%
1.	Emergency Contra- ceptive Pills-Post pill	Yes	1	16.66	NIL	1	16.66
2.	Daily Contraceptive Pills-Levofem	Yes	1	16.66	NIL	1	16.66
3.	Contraceptive injec- tion Sayana press.	Yes	1	16.66	NIL	1	16.66
4.	Contraceptive Im-	Yes	1	16.66	NIL	1	16.66

	plants Levoplant and Implanon NXT			
5.	Intrauterine Device (IUD)-LYDIA IUD	Yes	1 16.66	NIL
6.	Condoms-Fiesta/Kiss	No	Nil	Yes 1 16.66
	TOTAL		5	1
				6 100

Table 2. Showing the frequencies of benefits using different family planning

S/N	TOPICS	WOMEN NO %	MEN NO %	TOTAL %
1.	Emergency Contra- ceptive Pill-post pill	NIL	NIL	NIL
2.	Daily Contraceptive Pills, Levofem	Yes 5 14.70	NIL	5 14.70
3.	Contraceptive Injec- tion Sayana press.	Yes 8 23.52	NIL	8 23.52
4.	Contraceptive Im- plants Levoplant and Implanon NXT	Yes 7 20.60	NIL	7 20.60
5.	Intrauterine Device (IUD) Lydia IUD	Yes 8 23.52	NIL	8 23.52
6.	Condoms-Fiesta/Kiss	No	Yes 6 17.66	6 17.66
	TOTAL	28	34	100

Table 3. Showing the frequencies of side effects in family planning

S/N	TOPICS	WOMEN NO %	MEN NO %	TOTAL %
1.	Emergency contra- ceptive Pill-Post Pill.	Yes 3 17.64	NIL	3 17.64
2.	Daily Contraceptive pill-Levofem	Yes 4 23.52	NIL	4 23.52
3.	Contraceptive Injec- tion Sayana press	Yes 4 23.52	NIL	4 23.52
4.	Contraceptive Im- plants Levoplant and Implanon NXT	Yes 4 23.52	NIL	4 23.52
5.	Intrauterine Device (IUD) Lydia IUD	Yes 2 11.80	NIL	2 11.80
6.	Condoms-Fiesta/Kiss	No	NIL	NIL

	TOTAL	17	NIL	17 100
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Table 4. Showing frequencies of frequently asked questions about family planning

S/N	TOPICS	WOMEN NO %	MEN NO %	TOTAL %
1.	Emergency contraceptive Pill-Post Pill.	Yes 7 25.00	NIL	7 25.00
2.	Daily Contraceptive pill-Levofem	Yes 5 17.86	NIL	5 17.86
3.	Contraceptive Injection Sayana press	Yes 5 17.86	NIL	5 17.86
4.	Contraceptive Implants Levoplant and Implanon NXT	Yes 5 17.86	NIL	5 17.86
5.	Intrauterine Device (IUD) Lydia IUD	Yes 6 21.42	NIL	6 21.42
6.	Condoms-Fiesta/Kiss	No	NIL	NIL
	TOTAL	28	NIL	28 100

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