

## Adoption of P model of communication on the reduction of unemployment in Kaduna state

Auwal Ahmed Ibrahim<sup>1</sup>, Ayodele Babatunde Joseph<sup>2</sup>

Department of Mass Communication, Kaduna Polytechnic,  
Kaduna, Nigeria<sup>1,2</sup>

<sup>1</sup>Email: [auwalgoronyo@gmail.com](mailto:auwalgoronyo@gmail.com)

<sup>2</sup>Email: [mcmdr001@gmail.com](mailto:mcmdr001@gmail.com)

**Abstract** - Unemployment is to the time when one is unable to find work. It is retrogressive to development, as it causes setback for national development and growth. This study attempts to look at the dangers of unemployment in Kaduna state and find ways to reduce. It seeks to investigate the dangers of unemployment in Kaduna state. Anchored on the Hypodermic Needle theory. 50 employed and 50 unemployed people within Kaduna using Kaduna South Local Government were purposely selected to be interviewed. The study concludes that for any state or country to develop meaningfully it must have less unemployment rate. It therefore recommended that government should design communication programs on various media to sensitize and enlighten Kaduna state citizens the importance of employment to curtail it.

**Keywords:** Kaduna, unemployment, employment, p model of communication

### 1. Introduction

Unemployment occurs when people do not have jobs, and it is a common problem in many countries (Russell & O'Connell, 2001). As an alternative to formal office jobs, people can try doing skilled work such as carpentry, welding, farming, selling things, sewing, and so on. Skill-based work is becoming more important, and some people prefer it because the government cannot provide jobs for all college graduates (Clarke, 2018).

Unemployment has a variety of effects on the economy and individuals. Individuals' economic cost is the loss of income they would have earned if they were employed. Non-economic expenses include anxiety and sadness among the unemployed (Frey, 2010). High unemployment rates are linked to problems such as alcoholism, drug misuse, criminality, and family troubles (Blake & Darling, 1994). The greatest important economic loss occurs when the economy is unable to provide enough jobs to accommodate all qualified employees (Wood, 1994).

The research's main goal is to explore the impact of unemployment on Kaduna State's development and propose effective solutions to reduce unemployment. Specifically, it aims to: (1) Examine the effects of unemployment on the overall development of Kaduna State. (2) Offer potential solutions to address unemployment in Kaduna State, utilizing the P Communication Model as a framework.

#### 1.1 The Dangers of Unemployment

For several decades, academicians, economists, policymakers, and international organizations have been concerned about unemployment, and this concern has gotten stronger in the last twenty years. While there are numerous opinions on unemployment, there is universal

agreement that eliminating unemployment is critical for supporting global economic growth and development. This reduction would enable good changes such as giving individuals more control over their material holdings and satisfying basic requirements such as food, clothing, and shelter (Wiedmann et al., 2020).

Wage adjustment is critical in this scenario, with a negative association identified between nominal wage fluctuations and the unemployment rate (Fehr & Goette, 2005). This indicates that when there are fewer unemployed people, the value of the dollar falls.

Moreover, unemployment disproportionately affects already disadvantaged groups in society, thereby posing risks and hindrances to national growth (Rasul et al, 2021). The issue of unemployment is multifaceted and impacts various aspects of society and individuals' lives. Addressing this problem is crucial not only for economic growth but also for the overall well-being and development of communities and nations.

Unemployment in Nigeria has been linked to an increase in crime, however the link is not clear, according to a comprehensive analysis conducted by Jackson that the study came to conflicting conclusions about the relationship between unemployment and crime (Badiora, 2017). It discovered that people who are unemployed for "socially unacceptable reasons" and actively looking for work are "significantly more likely" to commit robbery or burglary. Those who are unemployed but not actively looking for work are neither more nor less likely to conduct these property offenses than those who are fully employed (Lind et al, 2019). Surprisingly, underemployed people were found to be "significantly less" likely to be involved in burglary but had the same propensity as the general population to be robbers. Furthermore, there is a link between unemployment and property crime (Kleck & Jackson, 2016).

Unemployment has far-reaching and far-reaching implications at the human, societal, and economic levels. Prolonged unemployment makes it increasingly difficult for people to find work over time. Unemployed people frequently have limited employability due to reasons such as a lack of education, skill loss, and the high costs of relearning or upgrading abilities. This can result in drastically lower pay and fewer career opportunities for people impacted.

Individuals may gradually withdraw from the labor force, retire early, rely on disability programs, or become discouraged employees, no longer actively seeking job, if unemployment endures. Overall, unemployment is a major contributor to social exclusion, a multifaceted process that destroys the bonds between individuals and society. Exclusionary features are frequently associated with limited access.

### **1.2 Overview of the Sustainable Development Goal 8: Decent Work and Economic Growth**

According to the United Nations, about half of the world's population still lives on less than US\$2 per day, emphasizing the ongoing struggle of poverty (Connor, 2015). Even when people have jobs, it is not necessarily certain that they will be able to transcend poverty (Sarat, 2017). In order to address this issue, the United Nations established and enacted Sustainable Development Goal 8: Decent Work and Economic Growth in 2015 as part of the 2030 Agenda for Sustainable Development (Frey & MacNaughton, 2016).

Even when people have jobs, it is not necessarily certain that they will be able to transcend poverty (Jackson, 1996). In order to address this issue, the United Nations established and enacted Sustainable Development Goal 8: Decent Work and Economic Growth in 2015 as part of the 2030 Agenda for Sustainable Development.

The major goal of SDG 8 is to promote inclusive and sustainable economic growth, as well as full and productive employment and decent work for all. To achieve this goal, more job opportunities must be created, working conditions must be improved, and social protection measures must be promoted globally. Furthermore, SDG 8 seeks to alleviate poverty and income inequality while promoting small company growth and empowering entrepreneurs. Development-oriented policies are needed to attain these goals.

By 2023, the United Nations hopes to provide decent work and fair compensation for all people, regardless of gender or disability. This vision acts as a driver for economic growth, offering equal possibilities for all. Nonetheless, despite the explicit aims of SDG 8, various difficulties threaten its long-term viability. Poverty, illiteracy, corruption, and a lack of necessary

skills for work are among the obstacles. Furthermore, the presence of child labor is a substantial hindrance to fulfilling Goal 8's full potential as an alternative for excellent job possibilities.

Goal 8 of the Sustainable Development Goals is critical to tackling global poverty and promoting equitable economic growth. Nations can try to provide meaningful work and improved living conditions by pursuing development-oriented policies and addressing underlying challenges. However, numerous hurdles must be overcome in order to achieve this aim and create a more equitable and prosperous world for everybody.

### **1.3 Literature Review**

Croatia's unemployment rate has been significantly higher than the European Union's (EU) average. The ratio of unemployment in total unemployment peaked at 63.7% in 2012, falling to 50.7% in 2016, while being higher than the EU average of 46.4%. In 2016, Croatia was one of eight EU member states with a greater share of long-term unemployment than the EU average, with rates reaching 33.3% for very long-term unemployed (waiting for more than two years), surpassing other EU countries (Spasova et al., 2017).

Employment is important in society because it defines people and influences their feeling of self-worth and social standing. According to economic and sociological research, employment is not only a factor of economic position and well-being, but it also plays a role in education. According to economic and sociological research, employment is not only a driver of economic position and well-being, but it also plays an important role in establishing a feeling of purpose, social stability, and social inclusion (Gundert & Hohendanner, 2014). It acts as a unifying force, decreasing the chances of poverty and reliance on unemployment and social-welfare institutions. People are encouraged to work and generate an income since it puts them in a better position than those who rely primarily on benefits and assistance.

Long-term unemployment is dangerous since it reduces employability and the possibilities of finding new work. The loss of social contacts as a result of job loss and the struggle to find a suitable employment can cause serious anxiety and even reduced self-confidence while applying for jobs. Unemployment depreciates human capital and may reduce an individual's social capital, the network of relationships that aids in the search for new possibilities. This reduction in social capital is frequently connected to the growing stigma associated with being unemployed.

Numerous hypotheses have been proposed to explain the negative effects associated with unemployment duration, which are dependent on labor market features, government systems, organizational dynamics, institutional roles, and the power of social groups. Employer behavior is important because employers tend to follow established conventions and may prefer individuals with more education, qualifications, or experience. Long-term unemployment may become self-reinforcing since companies are hesitant to hire people who have been out of work for an extended period of time. According to studies, the longer someone is unemployed, the less likely they are to be called in for a job interview, which could be due to employers seeing hidden defects in long-term unemployed individuals despite equal qualifications (Finn, 2000).

Furthermore, the behavior of peers in the job market can stymie employment possibilities, as companies may be hesitant to accept someone who has already been rejected by other employers. These numerous elements all add to the difficulties that the unemployed confront in finding meaningful employment.

Croatia's higher unemployment rate than the EU average highlights the necessity of strong economic and social policies in combating unemployment and promoting inclusive growth. Employment is critical to people's lives and the overall stability of society. Addressing the complexity of long-term unemployment necessitates multifaceted initiatives that take into account many factors influencing employer decisions and job market dynamics. By addressing these issues, society can work to increase employment possibilities, reduce poverty, and promote social well-being.

According to Holcomb and Martinson, even after engaging in various job programs, the majority of long-term unemployed adults, many of whom receive social-welfare benefits,

encounter severe difficulties in finding work. These barriers include low educational attainment, living in places with insufficient transportation, and poor health (Bejaković & Mrnjavac, 2018).

Unemployment affects many elements of a person's life, including physical and mental health, family dynamics, and the well-being of their children, in addition to financial burden. Over time, the negative impacts of job loss compound, resulting in a deterioration in self-reported health status and an increase in stress, anxiety, and depression (Bei et al, 2013).

Unemployment is associated with lower overall life satisfaction and optimism about the future, particularly among younger people (Haid & Seiffge-Krenke, 2013). Loss of income due to unemployment can damage family ties and raise household stress (Bugaje, 2019).

Unemployment affects not only the unemployed person, but also future generations. Paternal employment loss, for example, has been linked to lower infant birth weight and lower academic achievement in children (Nichols et al., 2013). Unemployment can have a severe impact on the following generation, prolonging the cycle of poverty and limited possibilities.

Combating unemployment and its negative consequences necessitates the establishment of appropriate employment policies and programs. Active labor-market policies, such as targeted counseling, mentoring, specialized support, and appropriate education and training, can help decrease obstacles between long-term unemployed people and the demands of employers. Although these policies may not have an immediate influence on overall employment rates, they can improve labor supply efficiency and raise the likelihood of finding work for those in the social-welfare system.

Engaging the long-term unemployed in employment programs, on the other hand, might be difficult. Many of them are unmotivated because of their poor knowledge and abilities gained through formal schooling or lack thereof. Some people may be hesitant to participate in training or take low-paying jobs for fear of worsening their jobless condition.

Unemployment has a profound impact on national development, with implications for security and young empowerment. It stifles progress, maintains poverty, and has a negative influence on education, health, environmental conditions, and maternal mortality rates. Addressing unemployment necessitates a diversified approach that includes media campaigns, programs, and public education initiatives to increase knowledge and participation in work options.

Unemployment has far-reaching repercussions for people, families, and societies as a whole. Effective employment policy and tailored initiatives help break the cycle of poverty and limited opportunity. Addressing the challenges that long-term unemployed confront and creating chances for skill development, job creation, and entrepreneurship are critical. Societies may pave the way for inclusive and sustainable economic growth and decent jobs by actively promoting them.

#### **1.4 Justification for choice of Theory**

The hypodermic needle model, alternatively as the hypodermic syringe model or the magic bullet theory, is a communication paradigm that suggests the receiver's direct and total acceptance of a message. This behaviorism-era theory, developed in the 1930s, focuses on the impact of media messages on people's behavior (Jones, 2007).

According to this paradigm, the media is viewed as a powerful tool that directly injects information or messages into the minds of the audience, similar to how a hypodermic needle injects medicine into the bloodstream. In other words, it is expected that the message would be received and accepted without any critical thought or resistance. The paradigm presupposes a passive audience that is easily influenced by media.

## **2. Results and Discussion**

### **2.1 Results and Findings**

There were 50 employed and 50 unemployed people among the 100 people interviewed, including youngsters, married people, and older adults. According to the statistics gathered, investing in education and training is critical for generating decent jobs and economic growth. People who get education and training gain the skills needed to locate better work prospects.



This is especially beneficial for unemployed people, as it increases their chances of being recruited. Educated and trained workers tend to be more productive and efficient, making businesses and organizations more competitive when they invest in their employees' skills. It is critical for Kaduna state to maintain economic growth and achieve yearly GDP growth of at least 7%. This can be accomplished by diversifying and improving technology while concentrating on high-value-added and labor-intensive areas.

To promote economic growth and job creation, policies that stimulate productive activities such as creating decent jobs, encouraging entrepreneurship, stimulating creativity and innovation, and assisting small and medium-sized firms in growing are critical. Access to financial services and skill development through education and training can also help achieve these aims.

## **2.2 Strategies Adopted by Kaduna State in Reducing Unemployment**

The government of Kaduna state is facing a dilemma as the rate of unemployment rises. They have devised many plans to address this issue. They have established agencies, businesses, and recruitment opportunities in order to create more jobs and reduce unemployment (Chinwokwu, 2013). According to the National Bureau of Statistics (NBS), Kaduna state has one of the highest jobless rates in the country. The government has focused on repairing and equipping schools, introducing a free food program, and distributing free school uniforms in order to create more jobs (Batchelor et al, 2003). They've also established the Kaduna State Traffic and Environmental Law Enforcement Agency (KASTELEA) to hire young people to enforce traffic laws and keep the environment clean.

Other initiatives, like as the "Keep Kaduna Green" programme, assistance for aspiring entrepreneurs, and the Kaduna State Entrepreneurial Training Programme, have also helped to create jobs. The government also hosts Investment Summits to encourage investments to the state, which has resulted in the development of enterprises such as Olam Group, which has created many jobs.

Despite these efforts, the state's youth are still disproportionately affected by unemployment. The government need a communication approach to raise public awareness, educate, and motivate individuals about job prospects and unemployment-reduction measures.

## **2.2 The P Communication Model**

Unemployment is an issue that humans have caused, but it can be addressed and minimized for the country's progress. Following the P Communication model's step-by-step method can aid in this attempt.

(1). Inquire: The first step is to acquire data from appropriate agencies to determine the unemployment rate. Recognize the issue, identify the target audience, select the appropriate media for the campaign, and prepare the messages and style of communication. This can be accomplished using traditional media or social media, and population and problem study should be completed.

(2). Design Approach: Gather key players and brainstorm the best way to reach the target audience. Learn from previous programs, assess the strength and dependability of selected media, and create a new program.

(3). Create and Test: During the pre-stage, develop and test the message. Train and train team members, advocate for behavior change, and evaluate program performance.

(4). Mobilize and Monitor: Implement the program and track its success and weaknesses. Understand your target audience and solicit input for changes. Distribute the messages and assess their efficacy.

(5). Evaluate and Evolve: Assess the message's strength and quantify its success and flaws. Discuss the results and recommendations with members of the team and stakeholders. Investigate the program's outcomes and impact.

The vision should be clear and the objectives should be precise during the design phase. Allow the study to show the audience's demands rather than assuming them. Concentrate on modifying the program.

### **2.3 For P Communication Model to Work in reducing Unemployment in Kaduna state government should employ the following measures**

The world is experiencing a labor crisis, and social inequality is rising. Important measures for addressing issue in Kaduna state include: (1). Investing in education and training in order to create good jobs and economic prosperity. greater skilled and efficient workers, greater job opportunities, and improved living conditions may result as a result of this. (2). Improving security measures to combat concerns such as kidnapping and make the environment safer for businesses and individuals. (3). Creating small and medium-sized skill centers to provide training and assistance to job seekers. (4). Making loans available to those launching their own firms, so boosting entrepreneurship and economic growth.

By implementing these strategies, unemployment can be reduced, and living conditions can be improved, ensuring a brighter future for the next generations with better job opportunities.

### **3. Conclusion**

Unemployment is a human-caused problem, but it may be mitigated and controlled via the use of communication models and theories. The media can produce programs that influence people's behavior and target specific audiences. To realize the 2030 development vision, governments and citizens must collaborate to reduce unemployment. There are job prospects everywhere, and people do not need to travel to find work. They only need to be aware of the potential jobs in Kaduna state and commit to attaining Goal 8 of the Sustainable Development Goals.

### **Recommendations**

The following steps might be implemented to reduce and eliminate unemployment in Kaduna state (1) To successfully reduce unemployment, the government should execute stable and honest macroeconomic policies. (2) Broad-based economic strategies that include both the poor and graduates have the potential to significantly reduce both poverty and unemployment. (3) Reviving the agricultural industry can lead to increased job opportunities. (4) Education should emphasize skill acquisition in order to produce graduates who can create jobs rather than just seek jobs. (5) Creating a favorable atmosphere for the private sector, rather than relying primarily on public sector jobs, might lead to greater job prospects. (6) Strengthen anti-corruption efforts to guarantee that resources are used properly to eliminate unemployment. (7) Raise living standards through investing in basic infrastructure, particularly in rural areas. (8) Make loans available to small and medium-sized firms to assist job seekers in starting their own businesses after obtaining skills (9) Provide a sufficient budget for unemployment programs in order to encourage people to become craftsmen rather than rely entirely on government jobs. (10) Increase the number of polytechnics and entrepreneur centers to encourage skill development.

### **References**

- Badiora, A. I. (2017). Patterns of crime on campuses: a spatial analysis of crime and concerns for safety at a Nigerian university. *Acta Criminologica: African Journal of Criminology & Victimology*, 30(3), 180-200.
- Batchelor, S., Hearn, S., Peirce, M., Sugden, S., & Webb, M. (2003). ICT for development contributing to the millennium development goals: Lessons learned from seventeen infoDev projects.
- Bei, B., Bryant, C., Gilson, K. M., Koh, J., Gibson, P., Komiti, A., ... & Judd, F. (2013). A prospective study of the impact of floods on the mental and physical health of older adults. *Aging & mental health*, 17(8), 992-1002.
- Bejaković, P., & Mrnjavac, Ž. (2018). The danger of long-term unemployment and measures for its reduction: the case of Croatia. *Economic research-Ekonomska istraživanja*, 31(1), 1837-1850.
- Blake, W. M., & Darling, C. A. (1994). The dilemmas of the African American male. *Journal of Black studies*, 24(4), 402-415.
- Chinwokwu, E. C. (2013). Terrorism and the Dilemmas of Combating the Menace in Nigeria. *International Journal of Humanities and Social Science*, 3(4), 265-272.
- Clarke, M. (2018). Rethinking graduate employability: The role of capital, individual attributes and context. *Studies in higher education*, 43(11), 1923-1937.

- Connor, R. (2015). *The United Nations world water development report 2015: water for a sustainable world* (Vol. 1). UNESCO publishing.
- Fehr, E., & Goette, L. (2005). Robustness and real consequences of nominal wage rigidity. *Journal of Monetary Economics*, 52(4), 779-804.
- Finn, D. (2000). From full employment to employability: a new deal for Britain's unemployed? *International journal of manpower*, 21(5), 384-399.
- Frey, B. S. (2010). *Happiness: A revolution in economics*. MIT press.
- Frey, D. F., & MacNaughton, G. (2016). A human rights lens on full employment and decent work in the 2030 sustainable development agenda. *Sage Open*, 6(2), 2158244016649580.
- Gundert, S., & Hohendanner, C. (2014). Do fixed-term and temporary agency workers feel socially excluded? Labour market integration and social well-being in Germany. *Acta Sociologica*, 57(2), 135-152.
- Haid, M. L., & Seiffge-Krenke, I. (2013). Effects of (un) employment on young couples' health and life satisfaction. *Psychology & Health*, 28(3), 284-301.
- Jackson, C. (1996). Rescuing gender from the poverty trap. *World development*, 24(3), 489-504.
- Jones, B. J. (2007). *The relevance of social presence on cognitive and affective learning in an asynchronous distance learning environment as identified by selected students in a community college in Texas* (Doctoral dissertation, Texas A&M University).
- Kleck, G., & Jackson, D. (2016). What kind of joblessness affects crime? A national Case-Control study of serious property crime. *Journal of quantitative criminology*, 32, 489-513.
- Lind, C. M., Karnilaw, M. S., Petilli, N., & Armstrong, S. A. (2019). Evaluating and Improving the Digital Presence of MSR.
- Nichols, A., Mitchell, J., & Lindner, S. (2013). Consequences of long-term unemployment. *Washington, DC: The Urban Institute*.
- Rasul, G., Nepal, A. K., Hussain, A., Maharjan, A., Joshi, S., Lama, A., ... & Sharma, E. (2021). Socio-economic implications of COVID-19 pandemic in South Asia: emerging risks and growing challenges. *Frontiers in sociology*, 6, 629693.
- Russell, H., & O'Connell, P. J. (2001). Getting a job in Europe: The transition from unemployment to work among young people in nine European countries. *Work, employment and society*, 15(1), 001-024.
- Sarat, A. (2017). "... The law is all over": Power, resistance and the legal consciousness of the welfare poor. In *Consciousness and Ideology* (pp. 347-383). Routledge.
- Spasova, S., Bouget, D., Ghailani, D., & Vanhercke, B. (2017). Access to social protection for people working on non-standard contracts and as self-employed in Europe. *A study of national policies*. Brussels: European Commission.
- Wood, Adrian. (1995). *North-South Trade, Employment and Inequality: Changing Fortunes in a Skill-Driven World* (Oxford, 1995; online edn, Oxford Academic, 1 Nov. 2003), <https://doi.org/10.1093/0198290152.001.0001>, accessed 25 Aug. 2023.
- Wiedmann, T., Lenzen, M., Keyßer, L. T., & Steinberger, J. K. (2020). Scientists' warning on affluence. *Nature communications*, 11(1), 3107. Clarendon press.