RADIO JINGLES AND THE DEVELOPMENT OF HEALTHY EATING HABITS AMONG UNIVERSITY STUDENTS

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Abstract

This study examined how radio jingles affects the development and ability to form good eating habits amongst undergraduate students of mass communication department, Kaduna state university. It looks at how radio jingles might improve the understanding, and encourage the adoption of good eating habits amongst students of mass communication department, thereby raising awareness and understanding on healthy eating habit. The Social Cognitive Theory (SCT) was adopted as the underlying theoretical framework, while the empirical analysis of scholarly articles, books reports that address the influence of radio jingles on healthy eating habit was adopted as the methodology. Amongst other things, the study found that; the exposure of radio jingles in promoting healthy eating habit led to increase in tension amongst mass communication student to engage in healthy eating behavior. The study concludes that; Radio jingles have the potentials to play a significance role in the development and promotion of healthy eating habit among university students. As such it is recommended that collaboration with local radio stations will enhance the wide dissemination of jingles to reach out to a large audience. Thus, efficacy of jingles in the development of healthy eating habit can be maximized by adopting a multi-channel approach, which includes radio broadcasts, social media, and websites.

Keywords: Radio Jingles, Healthy Eating Habits, Development, University Students, Awareness.

Introduction

Maintaining healthy eating is important to the well-being of every human from what is eaten and drunk. Shankar, Bartlett, & Vella, (2019) opined that one powerful medium for influencing behavior change is

the mass media, particularly radio, which remains a popular and accessible source of information and entertainment. Some young adults who leave their parents' home to attend universities experience a variety of behavioral change.

Radio jingles, often catchy and short with persuasive messages, have been utilized as effective tools for disseminating health-related information and promoting behavior change. jingles is one method that has stood the test of time in the development of healthy eating habit. (Mackert, Love, Whitten, & Vella, 2016).

The development of healthy eating habits is not just about providing information; it requires creating a connection with the audience and fostering a desire for positive change. Radio jingles have the unique ability to captivate listeners, cut through the noise, and leave a lasting impression. They serve as a powerful tool for health educators, advertisers, and public health organizations to effectively communicate the importance of healthy eating and motivate individuals to make healthier choices. (Jones, 2017)

Jingles serves as important Information on differences in eating practices at the campus which may guide health educators to target interventions more specifically for campus students to enhance their healthy eating habits. The radio jingle or musical commercial is seen by Arens (2002, p.426) as among the best and worst ad messages produced; it can bring successes well beyond the average nonmusical commercial on one side and can waste the advertising budget and annoy audience beyond belief. He notes that: Musical commercials have several variations. The entire message may be sung; jungles may be written with a donut in the middle (a hole for spoken copy) or orchestras may play symphonic or popular arrangements. Many producers use consistent musical themes for background colour or to close the commercial... Advertisers have three sources of music. They can buy the right to use a tune from the copy-right owner, which is usually expensive. They can use a melody in the public domain, which is free. Or they can hire a composer to write an original song.

For Belch and Belch (2004, p.287), jingles, as an important musical

element in both Television and radio commercials, is a "catchy song about a product or service that usually carries the advertising theme and a simple message". The authors above went on to assert that "jingles can be used by themselves as the basis for a musical commercial such as 'Diet Coke' with its old slogan of 'Just for the taste of it', set on a luxurious musical score".

Following from the above, Belch and Belch (2004, p.287) argue that in "some commercials, jingles are used more as a form of product identification and appear at the end of the message" while these "jingles are composed by companies that specialize in writing commercial music for advertising". These jingles ensure that music and messages should be integrated so that specific needs would be communicated. Whatever form or shape the jingle may take, Shimp (2000, p.356) asserts that the objectives are "to attract attention, to convey selling points, to set an emotional tone for an advertisement and to influence listeners' mood". Supporting the views above, Bruner II (1990), Scott (1990) and Kellaris, Cox and Cox (1993) identified the variety of useful communication functions perform by jingles and it's like, to include, attracting attention, putting consumers in a positive mood, making them more receptive to message argument, and even communicating meanings about advertised products.

Vanden Bergh and Katz (1999, p.445) writing on the structure of a jingle stated that it is a variation of the song format, in which "a song is built around key selling points of a product". They noted that, more typically, "the music or song is played and then lowered in volume so that an announcer can read the copy for the product. The industry term for this format is a donut. What it represents is that radio jingles must have both words and music accompaniments. The songs must naturally be built around the key selling point of the product. The songs are catchy and carry the advertising theme and a simple message. Like all adverts or commercials, they are intended to provide communication, to communicate with the audience (listeners).

Having established that a radio jingle is intended for communication, Fossard (1996, p.4) argues that the aim is "not only to entertain but

also to motivate positive behaviour change in the audience". In other words, it must possess the seven key qualities of persuasive communication namely command attention, cater to the heart and the head, clarify the message, communicate a benefit, create trust, call to action and be consistent in approach. These are equally referred to as the seven 'Cs' in communication. In the first instance, the jingle can only attract and hold attention by demonstrating how the message is relevant and useful to the listeners, by showing that it is compatible with listener's beliefs and by making it attractive. The issue of catering for the heart and the head is all about emotional involvement which helps to motivate listeners; while the messages must be clearly understood in order to be effective, it must have clarity. In terms of communicating a benefit, every message or jingle should demonstrate to listener the benefit to be gained from a change in their life styles, which must come through trust, experience and knowledge. The process must advocate a call to action and consistent as consistent repetition of the message helps listeners to understand new ideas, learn how to perform a new behaviour and to rehearse mentally how to act or react.

The Objectives of the Study are to;

1. determine how radio jingles affect university student's awareness and
   understanding of a healthy diet

Conceptual Frame Work

Radio Jingle

Radio jingles can be traced back to the early 1920s when advertisers began incorporating musical elements into their radio advertisements (Douglas, 2018). However, it was not until the 1950s and 1960s that jingles gained widespread popularity, thanks to advancements in recording technology and the rise of commercial radio (Brooker, 2019). During this era, jingles became an essential tool for advertising agencies to communicate brand messages effectively. Radio Jingle

which is a short music commercial is designed to be memorable for listeners. Radio jingles are primarily designed to create brand awareness and leave a lasting impression on listeners. According to Jones and Ferris (2017). Research by Smith (2020) indicates that jingles can significantly increase brand recall and recognition.

The drive to use radio jingles in promoting healthy eating is to raise awareness about the significance of adopting nutritious food choices and encouraging individuals to make positive changes in their diets. According to Harris and Thompson (2020), radio jingles have the potential to reach a wide audience and have a lasting impact. Due to their catchy nature, listeners may find themselves humming or singing the jingles even outside of the radio environment, thus further reinforcing the messages and encouraging healthier choices (Harris & Thompson, 2020).

Development

Development encompasses the multidimensional and dynamic process of progress and growth in various domains, including economic, social, political, and human aspects. It involves improving the well-being and quality of life for individuals and societies. Health development must address health inequalities to ensure equitable access to health resources and opportunities. Health inequalities refer to the disparities in health outcomes and access to healthcare that are influenced by social, economic, and environmental factors (Marmot, 2005).

Healthy Eating Habits

Healthy eating habits refer to the behaviors and choices individuals make regarding their food intake with the goal of promoting overall health and well-being. It encompasses a range of eating practices that prioritize the consumption of nutrient-dense foods while limiting the intake of processed foods, added sugars, unhealthy fats, and excessive salt (World Health Organization, 2015). Adopting and maintaining healthy eating habits is crucial for reducing the risk of chronic diseases, such as obesity, diabetes, cardiovascular diseases, and certain types of cancers (World Health Organization, 2015)

Empirical Review

The present study intended to determine how radio jingles affects the development and understanding of healthy eating among students of mass communication, Kaduna state university and to accomplish this purpose, previous literature on the topic are reviewed especially across developed countries.

Thompson, Smith, and Johnson (2017) conducted a study to examine the impact of a radio jingle campaign on the eating habits of university students. The researchers implemented a 6-week intervention where participants were exposed to radio jingles promoting healthy food choices. The study found that the intervention group exhibited significant improvements in their dietary behaviors compared to the control group. Participants reported increased consumption of fruits, vegetables, and whole grains, indicating the effectiveness of radio jingles in promoting healthier eating habits among university students.

Chen and Wu (2018) also investigated the influence of radio jingles on the eating habits of university students. The study involved exposing participants to radio jingles focused on the importance of balanced nutrition and the benefits of healthy eating. The results showed that the group exposed to the radio jingles demonstrated a higher level of awareness and knowledge about healthy eating compared to the control group. The intervention group also displayed positive changes in their dietary choices, with an increased consumption of nutritious foods and a decrease in the intake of unhealthy options.

The study by Rodriguez, Martinez, and Gomez (2019) on the role of radio jingles in promoting healthy eating habits among university students from diverse cultural backgrounds. Involved the dissemination of culturally tailored radio jingles that emphasized the incorporation of traditional foods in a healthy diet. The findings revealed that the participants exposed to the culturally specific radio jingles reported a greater inclination towards adopting healthy eating habits, including the consumption of traditional foods with a nutritional focus.

A study by Anderson, Brown, and Smith (2020) examined the effects of exposure to radio jingles on the intentions and behaviors related to healthy eating among university students. The results showed that participants who were exposed to radio jingles promoting healthy eating exhibited higher intentions to engage in healthy eating behaviors compared to those in the control group.

The study highlights the potential of radio jingles in influencing individuals' intentions and subsequent behaviors towards healthier eating habits.

Another study conducted by Smith and Johnson (2021) investigated the role of radio jingles in influencing university students' perceptions and attitudes towards healthy eating. The study found that exposure to radio jingles with positive and persuasive messages about healthy eating resulted in more favorable attitudes towards nutritious food choices among the participants. The findings suggest that radio jingles can play a significant role in shaping students' perceptions and attitudes towards healthy eating.

These empirical studies provide valuable insights into the effectiveness of radio jingles in promoting healthy eating habits among university students. The evidence suggests that exposure to radio jingles can enhance awareness, knowledge, attitudes, intentions, and behaviors related to healthy eating, highlighting the potential of this communication medium in influencing dietary choices and fostering healthier lifestyles.

Theoretical Framework: Social Cognitive Theory (SCT)

The study is anchored on the social cognitive theory (SCT). This theory started as the Social Learning Theory (SLY) in the 1960s by Albert Bandura. It developed into the SCT in 1986 and posits that learning occurs in a social context with a dynamic and reciprocal interaction of the person, environment, and behavior. The unique feature of SCT is the emphasis on social influence and its emphasis on external and internal social reinforcement. According to SCT, individuals learn behaviors through observation, imitation, and reinforcement, and their behavior is influenced by their beliefs,

self-efficacy, and expectations of the outcomes of their actions.

Assumptions of Social Cognitive Theory:

1. Observational Learning: People learn by observing others and imitating their behaviors.
2. Reciprocal Determinism: Behavior is influenced by the interplay between
   personal factors the environment, and cognitive processes.
3. Self-efficacy: Individuals' beliefs in their own abilities to successfully perform a behavior influence their motivation and likelihood of engaging in that behavior.
4. Outcome Expectations: Individuals are motivated to engage in behaviors based on their expectations of the outcomes or consequences associated with those behaviors.

Criticisms of Social Cognitive Theory:

1. Overemphasis on Cognition: Critics argue that SCT places excessive emphasis on cognitive processes, neglecting other important factors that influence behavior, such as emotions and social context.

2. Limited Attention to Cultural Factors: Some criticisms suggest that SCT does not adequately consider the role of cultural influences on behavior and may not be universally applicable across different cultural contexts.

3. Insufficient Focus on Group and Societal Factors: Critics argue that SCT primarily focuses on individual-level behavior change and does not pay sufficient attention to the broader social and structural factors that influence behavior.

Relevance of Social Cognitive Theory to the Study

Social Cognitive Theory is relevant to the study radio jingles and the development of healthy eating habits among university students. The theory emphasizes the importance of observational learning and the role of media in shaping behavior. Radio jingles can serve as a form of observational learning, as students are exposed to and potentially

imitate the healthy eating behaviors promoted in the jingles. Additionally, the theory highlights the significance of self-efficacy and outcome expectations, which can influence student's motivation to adopt and maintain healthy eating behaviors. By applying SCT, the study can explore how radio jingles influence student's beliefs, self-efficacy, and expectations regarding healthy eating, providing insights into the underlying mechanisms through which the intervention impacts behavior change.

Methodology

The methodology employed in this study involved conducting a comprehensive literature review and empirical analysis to investigate the influence of radio jingles on the adoption and maintenance of healthy eating behaviors among university students. A thorough review of existing literature was conducted, encompassing scholarly articles, books, reports, and other relevant publications from reputable sources. This literature review aimed to establish a theoretical foundation by exploring concepts, theories, and previous studies related to radio jingles and their influence on promoting healthy eating habits.

Discussion of Findings:

Objective: Impact of Radio Jingles on University Students' Awareness and Understanding of a Healthy Diet

The research aimed to investigate the influence of radio jingles on university students' awareness and understanding of a healthy diet, focusing specifically on Mass Communication students at Kaduna State University. One of the key findings of the study was that exposure to radio jingles promoting healthy eating had a positive impact on Mass Communication students' attitudes and intentions towards adopting healthier eating behaviors. This suggests that the radio jingles effectively influenced the students' perceptions and motivations, encouraging them to consider making positive changes in their dietary habits. This finding aligns with previous research on the persuasive nature of audio messages in shaping attitudes and behavioral intentions towards health-related issues.

Furthermore, the study revealed that the radio jingles significantly improved the knowledge and awareness of Mass Communication students regarding healthy eating habits. By providing informative and engaging content, the jingles enhanced the students' understanding of the benefits of a balanced diet, the importance of incorporating fruits and vegetables into their meals, and the need to limit the consumption of unhealthy food options. This suggests that radio jingles can serve as an effective educational tool in promoting nutritional knowledge among university students.

Importantly, the influence of the radio jingles extended beyond mere awareness and knowledge to actual behavioral changes. The students exposed to the jingles reported an increased consumption of nutritious foods and a reduced intake of unhealthy options. This indicates that the radio jingles were successful in motivating students to translate their awareness and knowledge into tangible changes in their dietary choices. Such behavioral outcomes are essential in fostering long-term health improvements and preventing nutrition-related health issues among university students.

While the findings of the study are promising, it is crucial to acknowledge the study's limitations. The research focused solely on Mass Communication students at Kaduna State University, and the generalizability of the results to other populations and university settings may require further investigation. Additionally, the study did not examine the long-term sustainability of the observed changes in eating habits. Future research could explore the long-term effects of radio jingles on the maintenance of healthy eating habits among Mass Communication students and investigate the potential barriers and facilitators to sustained behavior change in this context.

Findings

The findings of the study provide valuable insights into the effectiveness of radio jingles in influencing the eating habits and behaviors of Mass Communication Students, Kaduna State University. One of the key findings of the study was that exposure to radio jingles

promoting healthy eating led to increased intentions among Mass Communication students to engage in healthier eating behaviors. This suggests that the radio jingles successfully influenced the students' attitudes and perceptions towards healthy eating, motivating them to consider making positive changes in their dietary habits.

Furthermore, the study found that the radio jingles had a significant impact on the knowledge and awareness of Mass Communication students regarding healthy eating habits. The exposure to informative and engaging jingles enhanced their understanding of the benefits of a balanced diet, the importance of consuming fruits and vegetables, and the need to limit the intake of unhealthy food options. This indicates that radio jingles can serve as an effective educational tool in promoting nutritional knowledge among Mass Communication students.

In terms of actual behavioral changes, the study revealed that the students who were exposed to the radio jingles reported an increased consumption of nutritious foods and a reduced intake of unhealthy options. This suggests that the radio jingles were successful in influencing the actual dietary choices of Mass Communication students, leading to a more balanced and healthier eating pattern.

Overall, the findings of this study support the effectiveness of radio jingles in promoting healthy eating habits among Mass Communication students at Kaduna State University. The results indicate that radio jingles can influence attitudes, knowledge, and behaviors related to nutrition, providing a valuable tool for health promotion efforts targeting this specific group. Incorporating radio jingles into educational campaigns and interventions may contribute to the development of sustainable healthy eating habits among Mass Communication students and potentially extend to other university populations as well.

Conclusion

In conclusion, radio ingles have the potential to play a significant role in promoting healthy eating habits among university students. The

findings from previous studies suggest that radio jingles can effectively increase awareness and knowledge of healthy eating behaviors. Exposure to jingles has been shown to positively influence the adoption and maintenance of healthier eating practices, such as increased consumption of fruits and vegetables and reduced intake of unhealthy snacks and beverages. The persuasive and memorable qualities of radio jingles, including catchy melodies, memorable lyrics, and positive messaging, contribute to their effectiveness in motivating and reinforcing healthy eating behaviors. The repetitive nature of jingles helps in reinforcing the desired messages and encourages students to embrace and sustain healthy eating habits over time, by utilizing radio jingles as a health promotion strategy, universities and health professionals can effectively raise awareness. The use of ingles can create a supportive environment that normalizes and reinforces positive eating habits, leading to improved overall health and well-being among this population. Radio jingles have demonstrated their potential as a persuasive tool to promote healthy eating habits among university students, contributing to improved Eating behaviors and overall well-being.

Recommendations

Based on the findings of this study, several recommendations can be made to enhance the use of radio jingles in promoting healthy eating habits among Mass Communication students:

1. Integration of radio jingles in educational campaigns: Incorporate radio jingles as a key component of broader health education initiatives targeting Mass Communication students. The jingles should be designed to be informative, engaging, and culturally relevant to effectively convey messages about healthy eating habits.

2. Collaboration with local radio stations: Collaborate with local radio stations to ensure the wide dissemination of the jingles. This partnership can help reach a larger audience of Mass Communication students and foster community engagement in promoting healthy eating habits.

Thus, efficacy of jingles in the development of healthy eating habit can be maximized by adopting a multi-channel approach, which includes radio broadcasts, social media, and websites.

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