**A CRITICAL EVALUATION OF THE IMPACT OF PRINT MEDIA IN RAISING AWARENESS ABOUT DRUG ABUSE**

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**ABSTRACT**

This study was carried out to examine roles of print media in creating awareness against drug abuse with special reference to NTA and OSBC in Osogbo. Specifically, the study aimed to examine whether NTA and OSBC educate and enlighten the general public on drug abuse, know if mass media awareness on drug abuse has reduced the unlawful use of drug in society, know if there is any problem facing OSBC and NTA in creating awareness on drug abuse, know if mass media contribute to drug abuse through advertisement and alcohol promo and examine if OSBC and NTA present adequate information on effect of drug abuse to the people in society. The study employed the survey descriptive research design. A total of 30 responses were validated from the survey. From the responses obtained and analyzed, the findings revealed that NTA and OSBC educate and enlighten the general public on drug abuse. The findings also revealed that mass media awareness on drug abuse reduce the unlawful use of drug in society. The study further revealed that there any problem facing OSBC and NTA in creating awareness on   drug abuse. In addition, the findings revealed that mass media promote drug abuse through advertisement and alcohol promo. Finally, the study revealed that OSBC and NTA educate and enlighten the general public on the bad effect of drug abuse. The study thereby recommend that The mass media should intensify their public awareness campaign by organizing drama, symposium, lectures not only in the urban areas but also in our rural areas, this campaign should be made available because research as shown that Nigeria youths in both rural and urban area of different socio-economic background indulges in the use and abuse of dangerous and illicit drugs.

**CHAPTER ONE**

**INTRODUCTION**

**1.1    Background to the Study**

Mass media have long been significant agents of socialisation and instruments of social change, particularly in an era when individuals rely heavily on mass media messages. The capacity of the mass media to contribute to the resolution of social issues. People can be persuaded to purchase a vast array of goods and services through print, radio, and television advertising, and television entertainment programmes and films have a tremendous impact on our thoughts, values, and actions (Ezeaka & Nwodu, 2022). Consequently, it ought to be feasible to influence individuals to take action regarding their personal health and well-being or to "do right" by supporting significant social causes via mass communications, as per conventional wisdom (Dumbili, 2020). On the basis of this supposition, hundreds of public service campaigns have been funded by private foundations, nongovernmental organisations, and federal, state, and local governments since World War II in order to promote social "goods" as opposed to commercial ones (Ezeaka, Benedeth, & Agbanu, 2023).

Therefore, it is unsurprising that proponents of prevention would view the mass media as a crucial resource in their efforts to address the issue of high-risk consumption among college students. Proponents of reform or alternative limitations on alcohol advertising have been active in this regard (Metlay, 2013). There have been efforts to exert influence on entertainment producers with the intention of ceasing the glorification of high-risk alcohol in films and television (John & Otene, & Antenyi, 2023). In recent times, there has been a proliferation of media campaigns initiated by prevention advocates with the intention of altering the knowledge, attitudes, and conduct of students (Okaka & Nagasha, 2017). In what ways can the influence of the mass media be optimally harnessed to discourage risky drinking among college students? This article commences its examination of the aforementioned inquiry by examining three distinct categories of mass media campaigns that centre around student drinking: advocacy, information, and social norms marketing (Siff, 2018). Subsequently, an examination of fundamental insights for campaign design is presented, which have been gleaned from previous public health campaigns and commercial marketing, advertising, and public relations endeavours (Damilola, 2022). In its conclusion, the article proposes a framework for future campaigns targeting student consumption that would be compatible with the ongoing environmental prevention initiatives being carried out on college campuses (Crosier & Marsch, 2016).

The vast majority of media campaigns addressing alcohol consumption among college students have been conducted on college campuses and have utilised a variety of materials, including posters, pamphlets, electronic mail messages, and college newspaper advertisements. In recent times, a limited number of media campaigns at the regional, state, and national levels have also started to tackle this matter (Costello & Ramo, 2017). The subsequent analysis delineates three distinct styles of campaigns. Information campaigns initially aim to promote consciousness regarding the issue, typically with the target of inspiring students to abstain from the use of high-risk alcohol. Furthermore, social norms marketing campaigns aim to rectify misunderstandings regarding prevailing drinking standards. These campaigns operate under the premise that by reducing students' inflated perceptions of their classmates' alcohol consumption, they will be less likely to be influenced to partake in high-risk drinking (Bennett, 2008). Thirdly, the objective of advocacy campaigns is to garner support for policy changes at the institutional, community, or public levels. Regrettably, there is a scarcity of evaluation data pertaining to all three categories of campaigns (Casa, 2019).

Information campaigns "Party Smart" is a media awareness campaign initiated by Boston Mayor Thomas M. Menino in response to the 1997 death of Massachusetts Institute of Technology freshman Scott Krueger, who was poisoned by alcohol subsequent to a hazing by a fraternity (Winpenny, Marteau & Nolte, 2013). The rhetorical tagline "Remind you of last night?" appears on each poster and billboard advertisement for this campaign, which is captured from the perspective of a drinker. One portrays a hazy image of a lavatory, which appears to be the intended destination of an inebriated individual in need of defecation. Another image depicts a drinker in bed with his feet splayed, the room swiftly circling around him. A third image depicts a group of youthful women giggling and pointing at a male drinker who has fallen to the ground or passed out (Taniru, 2006).

**1.2    Statement of the Problem**

According to the United Nations Office on Drugs and Crime (UNODC), the persistent use of these drugs has resulted in a situation in which drug addicts who are not loved have developed a bondage to the drug. Drug use is therefore defined as a period of time or choice intoxication brought on by repeated use of a drug (natural or synthetic). Its characteristics include overwhelming compulsive need to take the drug continuously, a tendency to increase dosage, and a desire to obtain it by any means. These circumstances frequently result in a variety of crimes, including the deformation of national economies and financial systems (Seaman & Ikegwuonu, 2010). policies brought about by drug abuse, profit-laundering, and crimes (particularly crimes involving violence, cults, sedation, and moral decay among our youth).

Drug abuse has negative effects on both the individual and society at large (Obasi, 2008). However, news of drug abuse involving students in higher education institutions is becoming more prevalent, posing a serious threat to our country. Can the electronic media, which serves as a channel for the dissemination of information, be trusted to fulfil its social responsibility and to combat drug abuse?

**1.3    Objectives of the Study**

1. To examine whether NTA and OSBC educate and enlighten the general public on drug abuse?
2. To know if mass media awareness on drug abuse has reduced the unlawful use of drug in society?
3. To know if there is any problem facing OSBC and NTA in creating awareness on drug abuse?
4. To know if mass media contribute to drug abuse through advertisement and alcohol promo?
5. To examine if OSBC and NTA present adequate information on effect of drug abuse to the people in society?

**1.4    Research Questions**

1. Do NTA and OSBC educate and enlighten the general public on drug abuse?
2. Has mass media awareness on drug abuse reduce the unlawful use of drug in society?
3. Is there any problem facing OSBC and NTA in creating awareness on   drug abuse?
4. Do mass media promote drug abuse through advertisement and alcohol promo?
5. Do OSBC and NTA educate and enlighten the general public on the bad effect of drug abuse?

**1.5    Significance of the Study**

The research will benefit different people, organization, and government and other agencies especially youth. This study has important contribution to make in the education of drug abuse among our youths in our national network stations. Drug abuse has a debilitation effect on the health of the nation, hence the need to study its effect and the role the media can play in militating its effect on the society.

**1.6    Scope of the Study**

The study has been limited to NTA and OSBC in Osogbo due to time, geographical structure of Nigeria and other logistics since it is very difficult if not impossible to study all the media organizations in Nigeria. The research focuses on the role of mass media in creating awareness about drug abuse.

**1.7    Limitation to the Study**

Wide research of this nature cannot be carried out without some constrains, this constrains pose a lot of limitations to this work.

¨    Duration for the research work is relatively short.

¨    Stress emanated from other academic activities is also another constrain.

¨    Little materials are also available because the work is relatively new.

¨    Financial constrain poses another challenges.

¨    Most information are gathered through newspapers and internet.

**1.8    Definition of the Terms**

Role: This is synonymous to the function or contribution of something or somebody.

Mass Media: These are means of communication to a larger audience. these are represented by radio, television, newspaper and magazine.

Creating Awareness: It means making it known to the public or popular

Drug: Drug is a substance which may have medicinal, intoxicating or enhancing performance or other effect in human body.

Drug Abuse: Is the use of drugs or substances in whichthe user consumes the substance in amount or with methods neither approved or nor supervise by medical professionals e. t. c

NTA: Nigerian Television Authority

OSBC: Osun State Broadcasting Corporation.

**CHAPTER TWO**

**REVIEW OF LITERATURE**

**Introduction**

Our focus in this chapter is to critically examine relevant literature that would assist in explaining the research problem and furthermore recognize the efforts of scholars who had previously contributed immensely to similar research. The chapter intends to deepen the understanding of the study and close the perceived gaps.

Precisely, the chapter will be considered in three sub-headings:

* Conceptual Framework
* Theoretical Framework
* Empirical framework

**2.1 Conceptual Framework**

**The Print Media**

In most cases, the term "print media" refers to newspapers. The news reports and articles that are collected, edited, and printed by newspapers. Additionally, there are newspapers that are published in the evening. Eveningers is the name given to them (Nwosu, 2008). There are several forms of mass communication, but one of the oldest and most fundamental is print media. There are a variety of printed journals that fall under this category, such as newspapers, weeklies, magazines, and monthlies. When it comes to the study of mass communication, having a fundamental comprehension of the print media is absolutely necessary (Nwannennaya, 2017). There is no denying the tremendous role that print media plays in the dissemination of information and the transmission of knowledge. There is little doubt that the print media has retained its allure and significance, even with the introduction of electronic media.

According to Obiora and Chukwuemeka (2023), print media has the additional benefit of having a more in-depth reporting and analysis, which allows it to leave a longer-lasting impression on the minds of the reader. There is a growing realisation that the print media must adjust to the changing circumstances and the new needs of readers that are brought about by the rise of digitalization. According to Nwammuo et al. (2023), this is something that can be attributed to the significant transformation that occurred in journalism as a whole at the turn of the century.

During the latter half of the 20th century, journalism evolved into a system of professional activities, a collection of professions, and a collection of scientific fields as well. Due to the urgent need for new principles of work and new needs for journalists, journalism has undergone a significant transition at the beginning of the 21st century as a result of the creation of Internet technologies (Aldridge and Evetts 2003; Singer 2003; Le Cam et al. 2019). This transformation has occurred as a result of the growth of Internet technologies. In the past, several types of media grew as separate and self-sufficient entities, each with their own unique genre qualities and characteristics in terms of the production and delivery of material (Martin, 2010).

According to Domingo and Heinonen (2008), the new circumstances led to the blurring of the boundaries between the various types of media that had previously existed, and the existence of entirely new forms of content presentation. This occurred in a period of less than ten years. An interpenetration of genres was observed, and many genres have totally vanished from the entertainment industry. According to Cohen (2002), online journalism emerged as a new generation of journalism, following in the footsteps of traditional journalism and mainstream broadcast media. According to Kazeem (2019), some conventional media have completely transitioned from newspapers to online media, while others have continued to operate in the traditional format. However, these latter establishments are no longer able to continue operating under the previous paradigm of exclusively print media. An intensive search for new approaches that could meet the challenges of the globalised and digitalized world has led to the emergence of the concept of media convergence (Arsenijevi and Andevski 2015; Baranova 2018). "Mature and saturated markets, loss of audiences not highly interested in news, diminishing effectiveness of the mass media businesses model, the lingering effects of the economic crisis, and the impact of digital competitors" (Picard, 2014) triggered an intensive search for strategies that could meet these challenges. In several nations and regions of the world, the initial sense of media convergence has developed in a manner that is substantially distinct from one another. According to the findings of the study, even among highly experienced and knowledgeable practitioners, there was no consensus (Dwyer 2010; Kim 2019).

One should also mention the two concepts that are associated with convergence. The first is the cross-media concept, which describes "a process whereby two or more media platforms are engaged at the same time in communicating related content" (Erdal 2007, p. 52). The second is the multi-platform concept, which describes the situation in which more platforms are engaged in the communication process in an integrated manner (Syvertsen and Ytreberg 2006). According to Baringhorst (2018), there is a strongly connected relationship between the notion of media convergence and another word known as multi-mediation. The researchers made the observation that conversations about multi-mediatization began in the 1980s. However, at that time, the term "multi-mediatization" did not refer to a shift in the content of the media towards multi-media content; rather, it referred to the intertwining of the capitals of different types of media (Kiriya 2010, number 24). The term "media convergence" has been firmly established in the lexicon of the mass media market actors ever since the European Commission published a "Green Paper on the convergence of the telecommunications, media, and information technology sectors and the implications for Regulation" in December 1997 (European Commission 1997). This document was issued by the European Commission. As a whole, this phrase refers to the convergence of traditionally distinct communication technologies and media, as well as the functions and genres that are connected with them, which is made possible by digitalization (Chandler and Munday 2011).

**An Overview Of Nigeria Mass Media**

The history of Nigeria mass media traces back to the growth of periodic publications in Nigeria, starting with IWE IROYIN in 1859 by Bnton REV. Henry Townsend. Dr. Nnamdi Azikiwe and Chief Obafemi Awolowo also utilised their own publications to advocate for freedom until Nigeria gained independence in 1960, against all odds (Fareo, 2012). The achievement was aided by the attack from nationalists and other newspapers.

While attempting to prevent newspapers from using their publications to criticise the government, the federal government had to create its own information source called "The Morning Post." However, the publication faced backlash from people who believed it was biassed towards the government rather than serving the public. As a result, the government ended up acquiring 60% of the Daily Times (Uwah, 2011). The Daily Times was considered a reputable publication at that time, and the government believed that obtaining the paper would help them reconnect with the public. The press has been actively involved in challenging the military government of various generals in Nigeria. Many journalists sacrificed their lives in the fight for democracy, with some even losing their lives. Mr. Dele was tragically killed by a letter bomb, and his killers remain unidentified. The press had a significant impact on upholding the country's democracy by exposing corruption, as seen in the case of ex-speaker of the house of assembly, Salisu Buhari, who was removed from office and subsequently imprisoned after his true identity was disclosed by the press (Uwah, 2011).

In 1936, proper broadcasting began with the opening of the first Radio Distribution service (RE-diffusion) in Lagos, distributing programmes from the British Broadcasting Corporation (BBC London). In May 1960, the former western region established its own radio station. On August 28, 1961, a bill was passed giving the federal government complete control of the Nigeria Broadcasting Corporation (NBC). Several decrees were set up by the federal government, including one that prohibited the establishment of radio stations outside the four national stations and limited state-owned radio station transmitters to not exceed 10 kilowatts. Several private radio stations were established, with Ray Power 100.5 FM being the first to go on air in 1993. Today, there are more than 25 private radio stations in Lagos alone (Uwah, 2008).

The Nigeria television authority was established in May 1977 with the exclusive duty of handling television broadcasting in Nigeria. Back then, individuals were prohibited from running television stations because the government considered it potentially risky. In 1992, the government of Gen. Ibrahim Badamosi Babangida yielded to the demands of advocates of private broadcasting in Nigeria, who had been calling for the opportunity for private broadcasting stations. They claim that job opportunities would be generated and freedom of expression would be enhanced, particularly since there was no platform for public expression due to all broadcasting stations being government-owned, which restricted criticism of the government on those channels. General Babangida finally yielded to public pressure and with the promulgation of decree 32 of 1992, it marked the end of sixty years of government control over broadcasting in Nigeria (Olowolagba, 2022).

The national Broadcasting commission was set up to regulate broadcasting in Nigeria. Its duties involve granting licences to new broadcasting stations, renewing old ones, and recently, the NBC has been enforcing regulations more strictly (Nwogbo, Ikot-Osin & Jeremiah, 2021). Regarding the content of TV and radio stations. They supervise and monitor the content aired on private broadcasting stations. This led to the emergence of 11 private new televisions, including supersede television, which was the first private television station to go on air. Following this, other TV stations such as African independent television (AIT) and channels television have also started broadcasting.

Competition among television stations is intensifying as they strive to deliver top-notch programming in order to outshine their rivals (Kubrak, 2020). Although, some television stations, especially government-owned ones, tend to favour inexperienced individuals over young professionals. The increasing number of NTA-owned stations does not necessarily result in high-quality programmes. Each of the 36 states in the country has its own federal government-owned station, in addition to state-owned stations. Research indicates that the government, at both federal and state levels, oversee approximately 90% of the television stations in the country (Eze-Orji, 2015).

The establishment of the news agency of Nigeria (NAN) was a response to the dominance of western media in global airwaves, particularly in their ethnocentric and Eurocentric reporting, analysis, and commentary following advancements in information and communication technology. All the reports from the western world were solely focused on Europe, completely disregarding the events unfolding in Africa. This is why African leaders decided to create news agencies to address the imbalance in international news coverage. The news agency of Nigeria was founded in 1976 during General Olusegun Obasanjo's military administration. The body's establishment decree allows NAN to acquire news features from various sources through subscription, payment, or exchange, including international, regional, and local news. As the saying goes, the one who pays has the power. NAN's reports primarily cover urban areas in Nigeria and third world countries, with a focus on news and features utilised by various media outlets in the country (Ezenwanebe, 2019).

For Broadcasting and journalism to thrive in any country, it is essential to have regulatory bodies overseeing the press. In Nigeria, these bodies include the national Broadcasting commission (NBC), Nigeria press council, Nigeria guild of editors, newspapers prospectors association of Nigeria (NPAN), among others.   
The Broadcasting industry in Nigeria saw deregulation beginning with the establishment of the Nigerian Broadcasting commission decree. An incident that exemplifies this is the Bellview plane crash of 2005, where Africa independent television (AIT) was shut down by the NBC for broadcasting offensive scenes of the crash at Lisa village in lfo, an outskirt of Ogun state. The commission believed they should have been the first to cover the national tragedy and penalised AIT for their professional coverage. The NBC received criticism from stakeholders in the broadcasting industry for not fulfilling its role independently and instead, being perceived as aligned with the federal government. For example, rather than taking charge of granting new television/radio station licences, they defer this responsibility to the presidency through the ministry of information and primarily act as government advisors. This compromises the commission's independence. In addition, numerous broadcasting companies have raised concerns about the high fees charged for licences and renewals compared to those charged for government-owned stations.

Despite facing obstacles, deregulation encountered challenges due to privately owned television stations lacking professionalism in quality reporting and many radio and television stations operating unprofessionally to generate revenue through commercials. Simply put, the Nigerian Broadcasting commission solely concentrated on issuing licences to the stations without considering professionalism. Several theories were considered, such as the authoritarian theory, libertarian theory, social responsibility theory, Soviet communist theories, development media theory, and democratic-participant media theory. These theories were considered as concepts of what the press should be and do, shaping the philosophical foundation of Nigeria's mass media.

The article discusses the importance of press freedom in Nigeria and why it should be promoted. An analysis was conducted on the situation in Nigeria, focusing on the long-standing push for the freedom of information bill. This bill, which had been in discussion for many years, was finally passed recently (Enamhe & Maxwell-Borjor, 2021).

**Function Of The Mass Media**

Mass media and the means of public communication reaching to the large, scattered heterogeneous and anonymous audience at the same time. Mass media have been proved to born to human society (Clair, Fox & Bezek, 2009). Nothing has influenced the lives of modern men as the media have. Mass media are the powerful means that do not only influence today world but also shape the globe of tomorrow. In this case, mass media medium perform essential task in order to cast its effect to the audience and maintain the society. Many scholars have argued different functions of mass media even so, we can classify the functions of mass media into two categories; general function and specific functions.

**Under the general functions of mass media, following points are incorporated**

1. **Information:** Dissemination of information is the major function of mass media. Since information is knowledge and knowledge is power, media after authentic and timely facts and opinions about various event and situations to mass audience as informative items informative functions of mass media also lets the audience knows about the happening around them and come to the truth (Badru, Hashim & Adisa, 2022).
2. **Education:** Media provide education and information by side. It provide education in different subjects to people of all levels. They try to educate people directly or indirectly using different forms of content distance education program for example is a direct approach. Dramas, documentaries, interviews, feature stories and many other program and prepared educate people indirectly (Anyanwu, Ibekwe, & Ojinnaka, 2016).
3. **Entertainment:** The other important function of mass media is the entertainment. It is also views as the most obvious function of media. Actually, entertainment is a kind of performance that provides pleasure to people. Mass media fulfil this function by providing amusement and assist in reducing tension to large degree. Newspaper and magazines, radio, television and online medium offer stories, films serials and comics to entertain their audience (Ayakoroma, 2010).
4. **Persuasive:** It is another function of mass media persuasion involves making influence in other mind. Mass media influence audience in varieties of ways. Media content builds opinions and set agenda in the public mind. It influences voters, changes attitudes and moderates behaviour (Kanga, 2022).

Along with the above mentioned general functions, mass media performs some specific function which are:

1. **Surveillance:** Surveillance denotes observation. Here observation means to watch the society closely. The function of mass media is to observe the society closely and continuously and warn about threatening actions to the mass audience that are likely to happen in future modern to decrease the possible loss.
2. **Linkage:** The function of mass media is to join together different elements of society that are not directly connected for instance media advertising attempts to link the needs of buyers with the products of sellers similarly. By broadcasting news of those suffered from the disease or natural disasters media can help in collecting aids and provide the collected amount to the victims.
3. **Socialization:** This is the transmission of culture, media and the reflectors of society. They socialize people, especially children and new-comers. Whenever a person reads newspaper or watches television, individual knows how people react on matters and what types of norms and value they perceive on particular event issue or situation.

**Mass Media And Its Influence On Society**

In the last five decades, the media and its influence on the societies, has grown exponentially with the advance of technology. First there was the telegraph and the post offices, then the radio, the newspaper, magazine, television and now the internet and the new media including, palmtops, cell phone etc. there are positive and negative influences of media which we must understand as a responsible person of a society (Kapoor et al., 2021).

The first and foremost function of the media in a society is to provide news and information to the masses, that is why the presenter is sometime termed as the information age as well. People need news/information for various reasons, on one hand it can be used to socialize and on the other to make decisions, and formulate opinion. Entertainment would be the other function of the mass media where it is mostly used by the masses to amuse them in present day hectic environment. Educating the masses about their rights, moral, social and religious obligation is another important function of mass media, which needs no emphasis (Agubosi, 2022).

In present era of a globalization, majority of people in the society depends on information and communication to remain connected with the world and do our daily activities like work, entertainment, health care, education, socialization, travelling and anything else that we have to do. A common urban person usually wakes up in the morning checks the television news or newspaper, goes to work makes a few phone calls, eats with their family or peers when possible and makes his decision based on the information that he has either heard from their co-workers, television news, friends, family, financial reports etc. we needs to be conscious of the reality that most of our decisions, believe and values are based on what we know for a fact, our assumptions and our own experience (Macharia et al., 2022).

In our work we usually know what we have to do, base on our experience and studies, however in our routine life and house hold chores we mostly rely on the mass media to get the current news and facts about what is important and what we should be aware of (Macharia et al., 2022).

We have put our trust on the media as an authority to give us news, entertainment and education. However the influence of mass media on our kids, teenagers and society is so big that we should know how it really works. The media makes billions of dollars with the advertising they sell and that we are exposed to every single moment we buy what we are told to buy by the media. After seeing thousands of advertising’s we make our buying decision based on what we saw on television, newspaper or magazines. These are the effects of mass media especially in teenagers, they buy what they see in the television, what their favourite celebrity advertise and what is acceptable by society base on the fashion that the media has imposed on them (Ibrahim, 2022).

There are some positive influence in young people of our society due to these advert campaigns in the media. Here is a positive influence example, if there is a quiz show in education that is getting a lot of attention by the media and society you will more likely want to actively participate and watch this quiz show, these activities are good for the society and will promote literary activities in the youth. However a negative influence in teenagers in the use of guns and ammunition by celebrity movie stars, the constant exposure of which would seduce the teen to replicate the same behaviour in the real life when we watch television or a action movie we usually see many images of violence and people hurting others, the problem with this is that it can become traumatic especially in our children as they see it more and more (Palmgreen et al., 1995).

The media has a huge impact on society in shaping the public opinion of the masses. They can form or modify the public opinion in different ways depending of what is the objective (Kanga, 2022).

**Awareness Creation By The Mass Media In Nigeria**

There is a wide agreement that awareness leads to knowledge and knowledge leads to behaviour modification (Rimal, 2000). It means making something known to the public. Mass media have been a major agent of socialization and tools for social changes especially now that people depend on message from mass media. The potential power of the mass media is to help solve social problems. Television, radio and print advertising can entice people to buy a wide range of products and services, television entertainment programs and movies exert enormous influence over our ideas, values and behaviour (Oluchukwu, Peter & Owa-Onibiyo, 2022). Therefore according to conventional wisdom, it should be possible to use mass media to get people to act on behalf of their own health and well-being or to do right’’ by important social causes. Based on this assumption, since World War II, federal, state and local governments, private foundations and other non governmental organizations have sponsored hundreds of public service campaigns to promote social rather than commercial “goods” (Dejong and Winsten, 1996) Tosanswumi (1994) has observed that the mass media educate, inform and entertain. Beyond these functions, they also persuade and catalyze social mobilization. In other words, the mass media can be regarded as powerful sources of information because they have the capability to penetrate every segment of the society. Furthermore, the mass media have the capacity to create awareness and knowledge about issues of national interest (Ndagijimana, 2022).

Prevention advocates would look to the mass media as an important aid in addressing the problem of high risk drinking in the Nigerian society. Some advocates have pushed for reform or other restrictions on Alcohol Advertising (Dejong and Russell, 1995). Others have sought to influence entertainment producers to and the glorification of, high-risk drinking in television and in the movies (Montgomory, 1989) more recently; prevention advocates have produced a small number of media campaigns to change the society’s knowledge, attitude and behaviour. Three types of mass media, campaign produced are:

**Information campaigns:** These try to raise awareness of the problem, usually with the intent of motivating the citizen to avoid high-risk alcohol use.

Social norms marketing campaigns: Here try to correct misperceptions of current drinking norms, based on the idea that if the citizens no longer have an exaggerated view of how much alcohol their peers are consuming fewer of the society will be led to engage in high-risk drinking.

**Advocacy campaigns:** Attempt to stimulate support for institutional, community or public policy change.

**Strategies In Creating Awareness**

It is clear that the mass media can be used to create awareness against drug abuse in the Nigerian society. Drug abuse is one of the major public health concerns in the country. Using the mass media in creating the awareness about drug abuse has become imperative. The mass media can be used in the following ways:

**The use of electronic media in creating awareness:** The radio and television can be used in creating awareness about drug abuse. Radio and television use for drug abuse awareness must be targeted at peak periods or ‘primetime’ when most audience members stay tuned to their television set.

**The use of the print media in creating awareness:** The print media can serve as an effective way to create awareness, to remind the public of critical information about drug abuse. Furthermore, newspaper and magazines can apply the agenda-setting function in publishing new reports about drug abuse in the front and back pages (Ndagijimana, 2022).

The use of community Media: community media are essential to bridge the gaps in knowledge between literate and illiterate people, as well as the appreciable differences in learning in both urban and rural settings. Community media comprises rural community newspaper, community radios, and community viewing centre. Community media provide alternative channels through which people’s needs and interest can be articulated (Ndagijimana, 2022).

**The Use of Rural Community Newspaper:** Soola (2003) declares that “a rural/community newspaper is a regular publication which carries news stories, features, editorials, illustrations and pictures, as well as advertisements for rural people. It is put together and published by rural folk in their own place”. Drug abuse issues can be published in forms of news reports, articles, and editorials as they relate to rural circumstances to aid understanding, assimilation and ultimately create the needed knowledge in the rural areas to aid the prevention of drug abuse.

**The use of Community Radio:** according to Ememaku (2003), a community radio is a system of radio broadcasting whereby a community establishes, operates and manages a radio station for the ultimate objective of meeting the communications needs of its members. The contents of community radio programs originate from the local community people; it is community-specific and situation-relevant. In addition, indigenous radio dramas can be used to educate people about the nature caused and consequences of drug abuse in Nigeria (Shukla, 2017).

**Community Viewing Centers:** These are effective forums for explaining efforts of rural development to the rural populace. Onabanjo (2003) noted that the community viewing centre is a controlled theatre for imparting knowledge and also serves as a rallying point for people in rural areas to be adequately informed. Here they show documentary programs aimed at creating awareness about drug abuse. These documentary programs will be produced in the indigenous languages of the audience.

**2.4 The Concept Of Drug Abuse Around The Globe**

Drug abuse has been on the rise globally. It affects individuals regardless of whether they use street drugs like cocaine, heroin, methamphetamine, and marijuana, or prescription drugs. Ten of Countless individuals globally have relinquished autonomy in favour of addiction. In each instance, there was never a voluntary surrender, but rather a subtle and gradual overpowering through methods like a pipe, an injection, or a line of powder. Over the past few decades, prescription drugs have demonstrated the ability to impact as many lives as illicit drugs. Some individuals initially use these medications for legitimate purposes before transitioning to misuse, while others begin using them recreationally and struggle to stop (Hall, 1980).

The World Drug Report 2013, released by the United Nations Office on Drugs and Crime (UNODC). According to the UNODC report, between 167 million to 315 people aged 15 to 64 have used illicit substances in recent years. In 2011, the percentage of the global population increased from 3.6 to 6.9, marking an 18 percent increase from the previous year. According to the UNODC, an estimated 102,000 to 247,000 individuals lost their lives due to drug-related reasons in 2011, resulting in a mortality rate of 22.3 to 54.0 deaths per million people. Essentially, these figures indicate that deaths caused by drug abuse make up 0.54 percent to 1.3 percent of all deaths globally (UNODC, 2019).

Understanding the information on drug abuse worldwide can be impactful. It is crucial for individuals struggling with addiction to choose to embark on the path to recovery. Understanding the issues surrounding alcohol and drug abuse can help friends and family members grasp the urgency of the situation (UNODC, 2019). Substance misuse impacts individuals from various backgrounds, regardless of age or socioeconomic status. Whenever individuals show a tendency to misuse substances, a market will arise to provide them with these harmful products (UNODC, 2019).

**Drug Abuse In Nigeria And Media Coverage**

Television, radio, and print advertising can influence people to purchase various products and services. Television shows and films also have a significant impact on shaping ideas, values, and behaviours (Umeh & Onuigbo, 2023). Thus, based on traditional beliefs, it is appropriate to utilise mass communication tools to encourage individuals to take action for their health. Since World War II, federal, state, and non-governmental organisations have sponsored numerous public service campaigns to promote social benefits over commercial interests. Dejong and Winsten (1998) were mentioned in efunjolu's article titled "Smokers Died Young."

Substance abuse, or drug abuse, refers to the patterned use of a substance (drug) in ways that are not approved or supervised by medical professionals. Efunjolu (2010). When individuals use mood-altering or psychoactive drugs in a way that goes against the rules and policies, it is considered substance abuse. This can also include using substances like steroids for performance enhancement in sports.

Thus, mood-altering and psychoactive substances are not the sole category of drugs. Various types of drugs, including narcotics, stimulants, depressants, hallucinogens, Cannabis, and inhalants like glues and paints, are all classified as substances that are abused. Substance abuse frequently involves issues with impulse control and impulsive behaviour.

The misuse of drugs and substances among Nigerian youth without a doctor's prescription has significantly impacted their ability to reason and think clearly. The youth in Nigeria are increasingly using substances such as tobacco, cigarettes, marijuana, Indian hemp, cocaine, and heroin, which have a significant impact on their physical and psychological well-being (Miano & Gathiira, 2013).

Smoking and drinking alcohol have become prevalent behaviours among peers in our school, even among secondary school students. Many individuals have become addicted to dangerous substances without fully understanding the consequences of their actions. Attitudes are often influenced by watching films, television advertisements featuring superstars, and peer groups. It's no surprise that prevention advocates see the mass media as a crucial tool in tackling high-risk drinking and drug abuse among college students and society in general (Augustina et al., 2023).

Advocates have been advocating for reform or restrictions on alcohol advertising according to Dejona and Russell (1995). There have been efforts to persuade entertainment producers to stop portraying high-risk drinking and substance abuse in television and films. Montgomery (1989). Lately, prevention advocates have created a few media campaigns aimed at influencing students, youth, and the general public. Seven drug traffickers were arrested by the Natural Drug Law Enforcement Agency (NDLEA) on November 22, 2014.

The episode of a programme on Silverbird television (STV) called "Today’s News" that aired on the 1st of August, 2016 focused on drug trafficking and drug abuse. The show aimed to shed light on the negative impact of drug abuse on Nigerians, both within the country and overseas. It can be challenging for the government to prevent risks involving Nigerians abroad, as seen in the case of the young men killed in Malaysia. One of them was later found to be innocent after an investigation (Winnifred & Okaka, 2023).

In the period from January to March 2016, approximately 158 Nigerians were on death row in China, Malaysia, and other countries. A significant number of Nigerians are awaiting execution for drug abuse and trafficking offences in China, Singapore, and Malaysia. In Indonesia and other countries, the federal government has yet to take decisive action to address the issue of drug trafficking and those behind it, both within and outside Nigeria (Muli, 2023). Last year, six Nigerians were executed for drug-related offences. It is a known fact that a significant percentage of foreigners arrested in Malaysia for drug offences are Nigerian nationals. Some Nigerians pretend to be university students to collaborate with drug syndicates and exploit loopholes in the visa system to enter countries like Malaysia, Thailand, and Indonesia. Once there, they abandon their education plans and engage in illegal drug activities and substance abuse.

**The Challenges Of The Media In Covering Drug Abuse Related Matters In Nigeria**

1. **Ownership and Control:** The majority of Nigeria's mass media outlets are owned by government officials, wealthy individuals, and powerful social groups. Consequently, the ideas, opinions, aspirations, and programmes of these individuals are undoubtedly what the general public is primarily exposed to. This is similar to the adage, "he who pays the piper dictates the tune," which states that the information the public receives from the media will depend on the wishes of these mass media owners (Tatua & Abuga, 2023).
2. **Lack of adequate technology and appropriate personnel:** This presents another significant obstacle for Nigerian media reportage of drug abuse. It is evident to all of us that the majority of the technological tools utilised by Nigerian media outlets are either outdated or two decades old. Conversely, in a scenario where these technology tools are accessible, there will be a lack of qualified staff (Wijaya & Angga, 2023).
3. **Unprofessional/unethical attitudes of journalist**: It is well known that many unethical and unprofessional journalistic methods are commonly used by Nigerian journalists. For example, some journalists now expect satisfaction from their clients in order to slant the news in favour of the person who offered the bribe (Wijaya & Angga, 2023).
4. **Threat to personal safety:** This is a typical occurrence in poor countries such as Nigeria, where a lot of journalists regularly face threats to their lives and livelihood. When looking for information on drug misuse, many Nigerian journalists have horrific experiences (Wijaya & Angga, 2023).
5. **Lack of fund:** The Nigerian mass media is currently confronting one of its greatest challenges as a result of the federal government's incorrect policies. Due to a lack of funding from the government and commercial stations, information is not extensively disseminated in rural areas (Wijaya & Angga, 2023).

**Solution To Drug Abuse In Nigeria**

1. **Continuous Learning:** Seminar and Workshop By The Nation Drug And Law Enforcement Agency (NDLEA) should be organized in various secondary schools and institutions of higher learning in the country on drug free education. The curriculum for drug education should be developed and made to be taught at all level of our educational system. Also drug addicts should be produced with necessary counseling service and socially rehabilitation to enable them quit the ugly habit and relies into normal life (Alfiniyah, Puspitasari & Fatmawati, 2023).
2. **Reduction of target market:** This involves bringing about a decline in the consumption of these substances thereby reducing demand. This will in turn cut down on the revenue of the drug traffickers, hence making the business less lucrative. This would entail counseling, rehabilitation and reintegration of drug dependent individual into the society in order to help them stay off drug (Alfiniyah, Puspitasari & Fatmawati, 2023).
3. **Adequate funding and training of security operative:** In as much as the government has done well by setting up the NDLEA, the agencies involved with the war in drugs should be adequately founded both by government and concerned citizens. Added to funding, they also have to be routinely trained to enable them keep up with the ever changing war. If necessary, adequacies legislation should be put in place to further punish those involved in the sale of these drugs (Alfiniyah, Puspitasari & Fatmawati, 2023).
4. **Orientation and Education of the youth:** The majority of those associated with drug abuse are youth, this mean that if the youths are kept away from drugs, the entire problem is almost solved. The Nigerian youth need to be further oriented on the dangers involved in taking hard drug. This orientation should not be left only to be done by the government or educational institution but parent and guardians should also step up and play their role in this (Alfiniyah, Puspitasari & Fatmawati, 2023).

**2.2 THEORITICAL FRAMEWORK**

This study will have its theoretical framework on exposure theory and agenda setting theory.

**Exposure Theory**

This theory focuses on the individual's decision to engage with specific media content. The process can be broken down into three stages: selective exposure, selective attention, and selective retention theory. Selective exposure involves choosing the type of content you consume. For example, many individuals opt for entertainment news over political news (Momoh, Alhassan, & Amoo, 2021). After immersing yourself in a specific type of content, you may find that not everything discussed in entertainment news captures your interest. For instance, if they cover topics like fashion and the music industry, you might decide to focus solely on the fashion segment. This selective attention leads to remembering only certain details from the fashion news (Momoh, Alhassan & Amoo, 2021). You consider everything else said as mere background noise. The theory's connection to my topic is that not all individuals are exposed to mass media messages on STV. Even among those who watch STV, not everyone sees the messages on drug abuse awareness. And of those who do see the messages, only a small number decide to remember and act on them (Niesen, 2011). When it comes to selective exposure, it's important to pay attention to programmes or advertisements related to drug abuse. Similarly, when watching STV programmes, not every show will grab your interest. The ones that do catch your attention and prompt you to take action are the ones you remember.

**Agenda Setting Theory**

This theory stems from the research conducted by Maxwell McComb and Donald Shaw in 1972, suggesting that the media play a significant role in shaping public discourse by highlighting specific issues. Cohen (1963:13) pointed out that the press serves a greater purpose than just sharing information and opinions. While it may not always dictate people's thoughts, it excels at directing its readers' focus.

This argument delves deeper into the concept of priming and framing, allowing for a greater understanding. When it comes to agenda setting and opinion formation, priming refers to the concept that the media highlights certain aspects of political life over others. Framing, closely connected to priming, suggests that even small changes in how a situation is described can impact how media audiences perceive the situation. It implies that the media utilises language to shape viewpoints and guide comprehension within a specific context (Adediran, 2023). Therefore, the perception of media audience members regarding an issue may differ when they are only presented with one side of the information compared to when they are exposed to all relevant aspects of the event or issue. The selection of words by the media and how they are presented can significantly influence how people perceive reality (Joseph & Okaka, 2023).

**2.3 Empirical Review**

Alimi (2019) undertook a critical appraisal of newspaper readers’ perception of campaigns for the eradication of drug abuse in Nigeria. It was motivated by the continued perception of Nigeria and Nigerians in the international arena as very corrupt, thus, raising questions regarding the expected impact and effects of newspaper campaigns in the fight against drug abuse in the country. Relevant literature to the topic was extensively reviewed to reveal the current thinking on the role and effectiveness of newspaper campaigns in the crusade against drug abuse in Nigeria. The area of study was six States’ Capitals selected from the six geo-political zones of the country and the Federal Capital Territory (Abuja), arriving at a population of 3,304,110 (three million, three hundred and four thousand one hundred and ten) from which a sample size of 400 was obtained by calculation using the Taro Yamane formula.

For the methodology, survey design was adopted, where a structured questionnaire was the instrument for data collection. Four research questions were asked and four research hypotheses were subsequently formulated and tested. The four null hypotheses were rejected, thus upholding all the alternative hypotheses. The data collected were presented in percentage frequencies, Likert’s 5-points scale and analysed with the statistical tool of Chi-Square and Spearman rank correlation. Results obtained indicated that newspaper readers’ perception of the performance of the press in the anti-corruption campaign is independent of the respondents educational qualification; that Newspaper readers exposure to newspaper campaigns on drug abuse had a significant impact in terms of contributing to their attitudes and behaviours regarding corruption; that Nigerian newspapers used their editorial columns effectively to crusade against drug abuse; that Nigerian newspapers’ performance of their surveillance role in the campaigns to eradicate drug abuse in Nigeria was significant. However, it is still recommended here that Nigerian journalists need to be much more encouraged, protected and motivated to consistently campaign against drug abuse in the country and that their reports must be made to reach the rural areas where over 70% of Nigerians still reside and where every citizen of the country comes from.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

In this chapter, we described the research procedure for this study. A research methodology is a research process adopted or employed to systematically and scientifically present the results of a study to the research audience viz. a vis, the study beneficiaries.

**3.2 Research Design**

Research designs are perceived to be an overall strategy adopted by the researcher whereby different components of the study are integrated in a logical manner to effectively address a research problem. In this study, the researcher employed the survey research design. This is due to the nature of the study whereby the opinion and views of people are sampled. According to Singleton & Straits, (2009), Survey research can use quantitative research strategies (e.g., using questionnaires with numerically rated items), qualitative research strategies (e.g., using open-ended questions), or both strategies (i.e., mixed methods). As it is often used to describe and explore human behaviour, surveys are therefore frequently used in social and psychological research.

**3.3 Population Of The Study**

According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description.

This study was carried out to examine theroles of print media in creating awareness against drug abuse using NTA and OSBC in Osogbo. Staff from the NTA and OSBC form the population of the study.

**3.4 Sample Size Determination**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). In this study, the researcher adopted the convenient sampling method to determine the sample size.

**3.5 Sample Size Selection Technique And Procedure**

According to Nwana (2005), sampling techniques are procedures adopted to systematically select the chosen sample in a specified away under controls. This research work adopted the convenience sampling technique in selecting the respondents from the total population. In this study, the researcher adopted the convenient sampling method to determine the sample size. Out of the population of Staff from the NTA and OSBC, the researcher conveniently selected 18 staff from NTA and 18 staff from OSBC making a sum of 36 participants as the sample size for this study. According to Torty (2021), a sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher.

**3.6 Research Instrument And Administration**

The research instrument used in this study is the questionnaire. A survey containing series of questions were administered to the enrolled participants. The questionnaire was divided into two sections, the first section enquired about the responses demographic or personal data while the second sections were in line with the study objectives, aimed at providing answers to the research questions. Participants were required to respond by placing a tick at the appropriate column. The questionnaire was personally administered by the researcher.

**3.7 Method of Data Collection**

Two methods of data collection which are primary source and secondary source were used to collect data. The primary sources was the use of questionnaires, while the secondary sources include textbooks, internet, journals, published and unpublished articles and government publications.

**3.8 METHOD of DATA ANALYSIS**

The responses were analyzed using the frequency tables , which provided answers to the research questions.

**3.9 Validity of the Study**

Validity referred here is the degree or extent to which an instrument actually measures what is intended to measure. An instrument is valid to the extent that is tailored to achieve the research objectives. The researcher constructed the questionnaire for the study and submitted to the project supervisor who used his intellectual knowledge to critically, analytically and logically examine the instruments relevance of the contents and statements and then made the instrument valid for the study.

**3.10 Reliability of the Study**

The reliability of the research instrument was determined. The Pearson Correlation Coefficient was used to determine the reliability of the instrument. A co-efficient value of 0.68 indicated that the research instrument was relatively reliable. According to (Taber, 2017) the range of a reasonable reliability is between 0.67 and 0.87.

**3.11 Ethical Consideration**

he study was approved by the Project Committee of the Department. Informed consent was obtained from all study participants before they were enrolled in the study. Permission was sought from the relevant authorities to carry out the study. Date to visit the place of study for questionnaire distribution was put in place in advance.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**Introduction**

This chapter presents the analysis of data derived through the questionnaire and key informant interview administered on the respondents in the study area. The analysis and interpretation were derived from the findings of the study. The data analysis depicts the simple frequency and percentage of the respondents as well as interpretation of the information gathered. A total of thirty-six (36) questionnaires were administered to respondents of which only thirty (30) were returned and validated. This was due to irregular, incomplete and inappropriate responses to some questionnaire. For this study a total of 30 was validated for the analysis.

**4.1 Data Presentation**

**Table 4.2: Demographic profile of the respondents**

|  |  |  |
| --- | --- | --- |
| **Demographic information** | **Frequency** | **percent** |
| Gender  Male |  |  |
| 17 | 56.7% |
| Female | 13 | 43.3% |
| Age |  |  |
| 25-30 | 9 | 30% |
| 31-35 | 8 | 26.7% |
| 36-40 | 6 | 20% |
| 41+ | 7 | 23.3% |
| Marital Status |  |  |
| Single | 19 | 63.3% |
| Married | 11 | 36.7% |
| Separated | 0 | 0% |
| Widowed | 0 | 0% |
| Education Level |  |  |
| BS.c | 15 | 83.3% |
| MS.c | 10 | 16.7% |
| MBA | 0 | 0% |

Source: Field Survey, 2023

**4.2 Answering Research Question**

**Question 1:**  Do NTA and OSBC educate and enlighten the general public on drug abuse?

**Table 4.2: Respondents on question 1**

|  |  |  |
| --- | --- | --- |
| Options | Frequency | Percentage |
| Yes | 15 | 50 |
| No | 4 | 13.33 |
| Undecided | 11 | 36.66 |
| Total | 30 | 100 |

Field Survey, 2023

From the responses derived in the table above, 50% of the respondent said yes, 13.33% of the respondent said no, 36.66% of the respondent ticked undecided.

**Question 2:**  Has mass media awareness on drug abuse reduce the unlawful use of drug in society?

**Table 4.3: Respondents on question 2**

|  |  |  |
| --- | --- | --- |
| Options | Frequency | Percentage |
| Yes | 20 | 66.66 |
| No | 4 | 13.33 |
| Undecided | 6 | 20 |
| Total | 30 | 100 |

Field Survey, 2023

From the responses derived in the table above, 50% of the respondent said yes, 13.33% of the respondent said no, 20% of the respondent ticked undecided.

**Question 3:**  Is there any problem facing OSBC and NTA in creating awareness on   drug abuse?

**Table 4.4: Respondents on question 3**

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes | 17 | 56.66 |
| No | 5 | 16.66 |
| Undecided | 8 | 26.66 |
| Total | 30 | 100 |

Field Survey, 2023

From the responses derived in the table above, 56.66% of the respondent said yes, 16.66% of the respondent said no, 26.66% of the respondent ticked undecided.

**Question 4:**  Do mass media promote drug abuse through advertisement and alcohol promo?

**Table 4.5: Respondents on question 4**

|  |  |  |
| --- | --- | --- |
| Options | Frequency | Percentage |
| Yes | 4 | 13.33 |
| No | 18 | 60 |
| Undecided | 8 | 26.66 |
| Total | 30 | 100 |

Field Survey, 2023

From the responses derived in the table above, 60% of the respondent said yes, 13.33% of the respondent said no, 26.66% of the respondent ticked undecided.

**Question 5:**  Do OSBC and NTA educate and enlighten the general public on the bad effect of drug abuse?

**Table 4.6: Respondents on question 5**

|  |  |  |
| --- | --- | --- |
| Options | Frequency | Percentage |
| Yes | 16 | 53.33 |
| No | 6 | 20 |
| Undecided | 8 | 26.66 |
| Total | 30 | 100 |

Field Survey, 2023

From the responses derived in the table above, 53.33% of the respondent said yes, 20% of the respondent said no, 26.66% of the respondent ticked undecided.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1 Summary**

The NTA and OSBC in Osogbo served as a case study for this investigation, and the primary focus of our attention was on the functions that print media play in raising awareness about the dangers of drug misuse. In particular, the purpose of the study was to investigate whether or not the National Drug Abuse Council (NTA) and the Ontario Substance Abuse Board (OSBC) educate and enlighten the general public about drug abuse, whether or not the awareness of drug abuse in the mass media has resulted in a reduction in the illegal use of drugs in society, whether or not there is any difficulty that OSBC and NTA face when it comes to creating awareness about drug abuse, whether or not the mass media contribute to drug abuse through advertisements and alcohol promotion, and whether or not OSBC and NTA provide adequate information to the people in society regarding the effects of drug abuse. Validation was performed on a total of thirty responses obtained from the participants who were enrolled, with all of the respondents coming from the staff of the NTA and OSBC.

**5.2 Conclusion**

Based on the finding of this study, the following conclusions were made:

1. NTA and OSBC provide education and awareness to the general population about drug usage.
2. Increasing mass media coverage on drug usage decreases the illegal consumption of drugs in society.
3. OSBC and NTA are encountering challenges in raising awareness about drug usage.
4. The mass media does not endorse drug misuse through advertisements or alcohol promotions.
5. OSBC and NTA educate the general population about the negative impact of drug abuse.

**5.3 Recommendation**

Based on the responses obtained, the researcher proffers the following recommendations:

1. The media should enhance their public awareness efforts by arranging drama, symposiums, and lectures in both urban and rural areas. This campaign is crucial as studies have revealed that Nigerian youths from various socio-economic backgrounds in both rural and urban regions engage in the use and abuse of harmful drugs.
2. It is important to incorporate drug abuse education into schools by providing accurate information and integrating it into the existing curriculum. Additionally, establishing and promoting drug-free clubs in schools can be beneficial.
3. It is essential for the mass media to play a role in advocating for the government to set up counselling centres in various community locations. This will create a conducive environment for open communication between the counsellor and client.

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**APPENDIXE**

**QUESTIONNAIRE**

PLEASE TICK [√] YOUR MOST PREFERRED CHOICE(S) ON A QUESTION.

SECTION A

**PERSONAL INFORMATION**

**SECTION A**

Gender

Male ( )

Female ( )

Age

25-30 ( )

31-40 ( )

41-50 ( )

50+ ( )

Marital Status

Single ( )

Married ( )

Separated ( )

Widowed ( )

Education Level

BS.c ( )

MS.c ( )

PH.d ( )

SECTION B

Do NTA and OSBC educate and enlighten the general public on drug abuse?

|  |  |
| --- | --- |
| Options | Please tick |
| Yes |  |
| No |  |
| Undecided |  |

Has mass media awareness on drug abuse reduce the unlawful use of drug in society?

|  |  |
| --- | --- |
| Options | Please tick |
| Yes |  |
| No |  |
| Undecided |  |

Is there any problem facing OSBC and NTA in creating awareness on   drug abuse?

|  |  |
| --- | --- |
| Options | Please tick |
| Yes |  |
| No |  |
| Undecided |  |

Do mass media promote drug abuse through advertisement and alcohol promo?

|  |  |
| --- | --- |
| Options | Please tick |
| Yes |  |
| No |  |
| Undecided |  |

Do OSBC and NTA educate and enlighten the general public on the bad effect of drug abuse?

|  |  |
| --- | --- |
| Options | Please tick |
| Yes |  |
| No |  |
| Undecided |  |