**ROLES OF PRINT MEDIA IN CREATING AWARENESS AGAINST 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 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 to help solve social problems. Television, radio and print advertising can entice people to buy a wide range of products and services, and television entertainment programs and movies exert enormous influence over our ideas, values and behavior. Therefore, according to conventional wisdom, it should be possible to use mass communications 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 nongovernmental organizations have sponsored hundreds of public service campaigns to promote social rather than commercial “goods” (DeJong and Winsten, 1998).

It is not surprising, then, that prevention advocates would look to the mass media as an important aid in addressing the problem of high-risk drinking among college students. Some advocates have pushed for reform or other restrictions on alcohol advertising (DeJong and Russell, 1995). Others have sought to influence entertainment producers to end the glorification of high-risk drinking on television and in the movies (Montgomery, 1989). More recently, prevention advocates have produced a small number of media campaigns designed to change student knowledge, attitudes and behavior.

How can the power of the mass media be used effectively to reduce high-risk drinking among college students? To explore that question, this article begins by reviewing three types of mass media campaigns focused on student drinking: information, social norms marketing, and advocacy. This is followed by a review of key lessons for campaign design derived from work in commercial marketing, advertising and public relations and from past public health campaigns. The article concludes by suggesting how future campaigns on student drinking might be constructed so that they work in sync with environmentally focused prevention efforts now being implemented on college campuses. Most media campaigns focused on college student drinking have been campus based, using a mix of posters, flyers, electronic mail messages and college newspaper advertisements. More recently, a few regional, state and national media campaigns have begun to address this issue as well. The following review describes three types of campaigns. First, information campaigns try to raise awareness of the problem, usually with the intent of motivating students to avoid high-risk alcohol use. Second, social norms marketing campaigns try to correct misperceptions of current drinking norms, based on the idea that if students no longer have an exaggerated view of how much alcohol their peers are consuming, fewer of them will be led to engage in high-risk drinking. Third, advocacy campaigns attempt to stimulate support for institutional, community or public policy change. Unfortunately, evaluation data for all three types of campaigns are still very limited.

Information campaigns “Party Smart” is a media awareness campaign launched by Boston Mayor Thomas M. Menino as a response to the 1997 death of Scott Krueger, a freshman at the Massachusetts Institute of Technology who died from alcohol poisoning after a fraternity hazing. Each of the advertisements for this poster and billboard campaign uses a photograph taken from the point of view of a drinker, with the rhetorical tagline, “Remind you of last night?” One shows the blurry image of a toilet, the apparent target of an intoxicated drinker who needs to vomit. Another shows the splayed feet of a drinker lying in bed, the room spinning rapidly around him. A third shows a covey of young women pointing and laughing at a drinker (presumably a male) who has passed out or fallen on the floor.

****1.2    Statement of the Problem****

The continuous abuse of these drugs, has lead to a situation of drug addicted unloved developing a bondage to the drug. Drug therefore a state of period, or choice intoxication produced by repeated consummation of a drug (natural or synthetic) its characteristics are on over powering compulsives   to continue in taking the drug, tend only to increase the dose, and the desire to obtain it by all means –situation that often leads to various crimes, including the distortions of national   economies, monetary. Polices due to laundering of profits, narcotic,  crimes (especially violence, cultism, assai sedation, and moral ,  decadence among our youth)The effects of drug abuse one detrimental not only to the individual but to the society as a whole ,yet this problem is on the increase tent news about drug abuse involving ones in higher institution of learning ,choose the serious threat to our national scanty ,can the electronic media as a vehicle for information dissemination be relied upon to perform its role in the society, to join hand in the battle against 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 studyhas important contributionto make in the education of drug abuse among our youths in our national network stations. Drug abuse has a debilitation effect on the he health of the nation. irresponsible ,unemployable ,indeed, there is a danger of the waste of Nigeria next generation if the best of Nigeria youths will be consumed by an addiction that will leave trappable of productive employment or social reductions .the national security implication, hence the need for the media to intensity their role and fin hands with various organization like the national drug law enforcement glance (melba) and National Food and Drug Administration Committee (Nafdac) to combat this scrounge in all its ramification. Our higher national network activity should also be encouraged through their curriculum to expose the effects of the drug abuse. .

****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**

Print media generally refers to newspapers. Newspapers collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called eveningers. Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. an understanding has emerged that print media need to adapt to new conditions and new readers’ demands caused by digitalization. Actually, this is due to the major shift in journalism as a whole at the turn of the century. In the second half of the 20th century, journalism took shape as a system of professional activities, a set of professions, and a set of scientific disciplines as well. At the beginning of the 21st century, as a result of the development of Internet technologies, journalism has undergone a major transformation due to the urgent need for new principles of work and new requirements for journalists (Aldridge and Evetts 2003; Singer 2003; Le Cam et al. 2019). Previously, different media types developed as independent and self-sufficient, with their own genre originality and their own peculiarities in the creation and distribution of content. Under the new conditions, in less than one decade, the boundaries between the previously different media types were blurred, completely new forms of the content presentation appeared (Domingo and Heinonen 2008). One witnessed an interpenetration of genres, and some genres have completely disappeared. Online journalism stepped into the scene as a new generation after conventional journalism and broadcast journalism (Cohen 2002). Some conventional media have fully evolved from newspapers to online media, some continued to work in the traditional format, but could no longer remain within the old paradigm of exclusively print media. “Mature and saturated markets, loss of audiences not highly interested in news, the 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 new approaches that could meet the challenges of the globalized and digitalized world, and this has led to the emergence of the media convergence concept (Arsenijevi´c and Andevski 2015; Baranova 2018). The initial perception of media convergence has evolved very differently in different countries and regions of the world. The researchers noted that there was no consensus even among experienced expert practitioners (Dwyer 2010; Kim 2019). One should also mention the two related to convergence concepts, namely the cross media concept where cross media communication refers to “a process whereby two or more media platforms are engaged at the same time in communicating related content” (Erdal 2007, p. 52), and the multi platform concept where more platforms are engaged in the communication process in an integrated way (Syvertsen and Ytreberg 2006). One more term, namely multi-mediation, is closely related to the media convergence concept (Baringhorst 2018). The researchers noted that one started talking about multi-mediatization back in the 1980s, though then this term meant not a change in the media content towards multi-media content, but the interweaving of the capitals of various media types” (Kiriya 2010, p. 24). Since 1997, when the European Commission issued “Green Paper on the convergence of the telecommunications, media and information technology sectors, and the implications for Regulation” back in December 1997 (European Commission 1997), the term “media convergence” has firmly established itself in the lexicon of the mass media market actors. All in all, this term means the merging of formerly discrete communication technologies/media and of their functions and associated genres, facilitated by digitalization (Chandler and Munday 2011).

**An Overview Of Nigeria Mass Media**

In discussing the history of Nigeria mass media, we will refer back to the growth of periodic publications in Nigeria dating back to when IWE IROYIN came into being back in 1859 by Bnton REV. Henry Townsend also how Dr. Nnamdi Azikiwe and chief obafemi Awolowo used their own publications to fight for freedom until Nigeria gained independence in 1960 despite all the odds. The attack by the nationalists and other newspapers contributed to this achievement.

However in trying to stop the newspapers from publishing reports so that they will not use their publications to attack the government, this also forced the federal government to establish its own medium of information, “The morning post” the publication did not last after revolve by the people who claimed the paper was just working for the government and not really serving its people, that made the government to acquire 60% of Daily Times. The Daily Times was seen as a fair paper then and the government felt acquiring the paper will allow them to get to the people again. The activities of the press also include battling the military government of Gen. Olusegun Obasanjo, Gen. Ibrahim Babanglda and the late Gen. Sanni Abacha, it was made known that the press played a lead role in chasing away the unitary leaders, although, many people died as many journalists lost their lives during the course of fighting for democracy in Nigeria Mr. Dele was assassinated by letters bomb and up till this moment, the killers have not yet been identified. The press also played a major role in “sustaining” the country’s democracy by fighting corruption in the country and the case of ex-speaker of the house of assembly, Salisu Buhari, who was ousted after his true identify was revealed by the press he was trial and jailed thereafter.

Broadcasting proper started in 1936 when the first Radio Distribution service (RE-diffusion) was opened in Lagos and distributed the British Broadcasting corporation (BBC London) programmes. Then in may, 1960, the former western region established its own radio station and on August 28th 1961 witnessed the passage of a bill which gave the federal government complete control of the Nigeria Broadcasting corporation (NBC) many decree were set up by the federal government including the one which forbids the federal government from establishing radio stations outside the four national stations and that the state owned radio stations transmitters should not exceed 10 Kdowatts. Many private radio stations were created including Ray power 100.5 FM which happened to be the first private radio station to go on air in 1993 and to day we have over 25 private radio station in Lagos alone.

In May, 1977 the Nigeria television authority was inaugurated and was empowered with the sole responsibility of undertaking television broadcasting in Nigeria. Individuals were not allowed to operate television station as at then as the government believed that it could be dangerous for individuals to run it. In 1992 however, the government of Gen. Ibrahim Badamosi Babangida bowed to the cries of proponents of private broadcasting in Nigeria, who have repeatedly clamoured for the chance for private broadcasting stations. They have argued that job opportunities would be created, boost freedom of expression especially as there was no source where the public could express themselves since the broadcasting stations were all government owned hence the cynicism of government was not allowed on the government owned stations. After all the agitations general Babangida bowed to the public and when the decree 32 of 1992 was promulgated, it brought and to about sixty years of government monopoly of broadcasting in Nigeria.

The national Broadcasting commission was established to oversee the affairs of broadcasting in Nigeria and its responsibility includes issuing, of licenses to new broadcasting stations renewal of old ones and also lately, the NBC have been strict. About the contents of TV stations and Radio stations. Therefore, they also supervise and monitor what goes on air many private broadcasting stations were then given the green light which saw the emergence of 11 private new televisions including clapperboard, which is now known as supersede television was the private television station to go on air, after that, many TV stations have gone on air too notably African independent television (AIT) and channels television.

Competition is also getting fighter as television stations compete with each other to ensure quality programming to beat off competition from other television stations. However, on the negative side, some televisions station, most notably the government owned ones, allow proliferation, preferring to use the greenhorns instead of employing the services of young professionals and also, the number of NTA- owned station is getting too much daily and it’s not as if they are bringing to the homes quality programmes, nearly all the 36 states in the country has its own federal government owned stations and the states also have theirs study shows that the government (both the federal and the state) control about 90% of the television station we have in the country.

The news agency of Nigeria (NAN) which was established as a result of the domination of the world’s air waves by western media in the wake of the advances in information and communication technology with their ethnocentric and Eurocentric reportage, analyses and comments. The western world focused all its reports on Europe alone not minding what was going on in Africa. This is what informed the African leaders to establish news agencies that would disseminate imbalance in international news flow. Hence the news agency of Nigeria was established in 1976 by general Olusegun obasanjo’s military administration. The decree at which the body was established empowers NAN to seek, obtain and receive through subscription, payment or exchange, international, regional, local and other news features. Like the saying goes, he who pays the piper dictates the tone, NAN focuses its reports on the federal capital, state capitals and other urban area in Nigeria than from rural areas just as they also focus on the third world countries than the developed countries today, the agency provides good percentage of the news and news features which are used by radio and television stations, as well as newspapers and magazines in the country.

The success of Broadcasting and journalism in any country cannot be achieved without certain bodies controlling or overseeing the affairs of press in a country which prompted the government to establish the national Broadcasting commission (NBC) and all other regulatory bodies being mentioned include the Nigeria press council, the Nigeria guild of editors, newspapers prospectors association of Nigeria (NPAN) etc.

The deregulation of the Broadcasting industry in Nigeria started with how the Nigerian Broadcasting commission decree was established and how they failed to live up to its billings and the example of the Bellview plane crash of 2005 when Africa independent television (AIT) was shut down by the NBC because of offensive broadcast of the scene of the plane crash at Lisa village in lfo, an outskirt of ogun state because the commission felt they should have been the first to broadcast such national tragedy, they decided to wield the big stick on AIT who did their work professionally ahead of them not too serous government officials. The NBC was heavily citizen by stake holders in the broadcasting industry for not really performing its role but acting as the with dog of the federal government for instance, when the NBC should be fully in charge of looking into granting new television/Radio stations licenses they leave the duty for the presidency via the ministry of information and only serve as advisors to the government, this doesn’t make the commission an independent body. Besides thus, many broadcasting outfits complain of high price fees charged for the granting of licenses and renewals as against the fees charge against the government owned stations.

However, deregulation also faces its own obstacles as many of the privately owned television stations never showed professionalism in terms of quality reporting, there were too many radio stations and television stations not necessarily operating professionally as far as they make their money through commercials. In a nutshell, the Nigerian Broadcasting commission just focused on giving licenses to the stations without thinking of whether to show professionalism or not. Many theories were looked at including the authoritarian theory, the libertanan, the social responsibility, soviet communist’s theories, development media theory, democratic-participant media theory. This theories were said to be more or less concepts of what the press should be and do, which informed the explanation of the philosophical foundation of Nigeria mass media.

Press freedom in Nigeria was looked at, the need for it and why it should be encouraged. The case of Nigeria was looked at, the clamouring for the freedom of information bill in Nigeria which had dated back to many years until now when it has been passed.

**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. 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.
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.
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.
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.

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.

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.

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. 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.

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.

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.

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.

**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. 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.

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:

1. **Information campaigns:** These try to raise awareness of the problem, usually with the intent of motivating the citizen to avoid high-risk alcohol use.
2. **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.
3. **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:

1. **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.
2. **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.

1. **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.
2. **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.
3. **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.
4. **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 Concet Of Drug Abuse Around The Globe**

Drug abuse has increased worldwide, drug abuse and addiction play no favorites whether it what we call street drug cocaine, heroin, methamphetamine and marijuana or prescription drug Ten of Millions of people around the world have given up control of their lives in favor of addiction. In every case, it was not a willing surrender but an insidious and gradual overwhelm in form of a pull pipe, an injection or a line of powder. In the last couple of decades, prescription drug have shown themselves able to subvert as many live as illicit drug. Many people start using these drugs legitimately then progress to abuse and many others start using them recreationally then are not able to quit.

The World Drug Report 2013, which was issued by the united nation office on drugs and crime (UNODC). The UNODC report states that 167 million to 315 people between the age of 15 and 64 have used illicit substances during the past years. In 2011 it increased from 3.6 to 6.9 percent of the global population, this number had increased by 18 percent from the year before. The UNODC estimates that between 102,000 and 247,000 people died from drugs related causes in 2011 which is a mortality rate ranging from 22.3 to 54.0 death per million people. In essence these figure show that death attributed to drug Abuse account for 0.54 percent to 1.3 percent of all deaths worldwide.

Awareness of the facts about drugs abuse from around the world can help drive home. Just how important it is for people with addiction to make the decision to recover. When relatives and friends take the time to learn about the problems of alcohol and drug abuse, they will get better urgency of the situation. Drug abuse affects people from all walk of life, young and old, poor and rich. Whenever people have an inclination to abuse substance, a market will emerge to sell them these dangerous products.

**Drug Abuse In Nigeria And Media Coverage**

Television, radio and print advertising massages can entice and perusable people to buy a wide range of products and service, television entertainment programmers and movies exert enormous influent over ideas, value and behavior.

Therefore, according to conventional wisdom it is suitable to use mass communication tools to get people to act on behalf of their own health and well being. Based on this assumption, since world war11 federal, state and non-governmental organization have sponsored hundreds of public service campaigns to promote social rather than commercial good Dejong aand winsten (1998) cited in efunjolu article titled “Smokers Died Young”.

In the mean time substance abuse, also known as drug abuse, is a patterned use of a substance (drug) in which the user consume the substance in amount or with methods neither approved nor supervised by medical professional. Efunjolu (2010). Substance abuse, or drugs abuse, is limited to mood-altering or psycho-active drugs, if an activity is performed using the objects against the rule and polices of the matter (as in steroids for performance enhancement in sport), it is also called substance abuse.

Therefore, mood altering and psychoactive substance are not the only type of drug. Using illicit drugs-narcotics, stimulant, depressants (sedatives), hallucinogens, Cannabis, even glues and paints are also considered to be classified as drug substance abuse. Substance abuse often includes problem with impulse control and impulsive behavior.

However the use of illicit drug and substance among the youth in Nigeria without physician prescription has gone a long way in flouncing and affective youth reasoning and thinking. Nigeria youth are now found in the habit of using substance like tobacco, cigarette, marijuana, India hemp, cocaine, Heroin and many substance that stimulate and intoxicate their brain their by affecting, either physically or psychologically or both.

Smoking and drinking of alcohol is now common behavior and culture among peers in our citadel of learning even among the secondary school student. Without knowing the implication of their action many are now addicted to various dangerous substances or better called substance dependency. Many of the attitudes are inculcated when washing movies, super stars advertisement on television, peer group etc. it is not surprising then, that prevention advocates would look to the mass media as a important aid in addressing the problem of high risk drinking and using other dangerous substance otherwise known as drug abuse among college student and the society at large.

Some advocates have pushed for reform or other restriction on alcohol advertising Dejona and Russell (1995). Others have sought to influence entertainment producer to end the glorification of high risk drinking and substance on the television and in the movies. Montgomery (1989). More recently, prevention advocates have produced a small number of media campaign designed to change students, youth and people generally. On November 22, 2014, the Natural Drug Law Enforcement Agency (NDLEA) arrested seven drug trafficking.

In accordance with a programmed on Silverbird television (STV) titled today’s New” which holds every Monday from 7:00-8:30am, the edition held on the 1st of August, 2016 was on drug trafficking and drugs abuse, in this edition we are meant to understand the havoc that drug abuse has cause to Nigerians both home and abroad. But the government could not actually do more to stop the risk mostly when it has to do with Nigerians abroad as it was in the case of the young men that were killed in Malaysia, which one of them was lately discovered to be innocent after some investigation.

Also, within the period of January to march 2016, there were about 158 Nigerians on death row in china, Malaysia and other countries, where a large number of Nigerians are waiting to be executed over drug abuse and trafficking related cases in china, Singapore, Malaysia Indonesia and other countries, the federal government has not swung into a strategic action to curb the menace of drug carrier and their sponsors both in and outside Nigerian. 6 Nigerians were executed for drug related offenses last year and it is no News that 40 percent of the foreigners being arrested in Malaysia according to Malaysian authority for drug offenses are from Nigerians due to desperation for quick riches, Nigerian are disguising as “university student” colluding with drug syndicates to undermine the visa system and gain entrance into Malaysia, Thailand, Indonesia and other drug traffic routes, on getting there they abandoned the education agenda and get busy with their illicit and illegal and drug business activities and drug abuse.

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

1. **Ownership and Control:** since most of the mass media outlet in Nigeria are owned by Government, rich and influential people in the society, then with no doubt in mind it is surely the ideas, views, opinion, aspiration and programmed of these set of people that are mainly fed to the generality of the populace, just as we have the saying, “he who pays the piper dictates the tune” which means that it is whatever these owners who own and control the mass media wants will determine whatever form information the populace will received from the media.
2. **Lack of adequate technology and appropriate personnel:** This is another serious challenge facing the coverage of drug abuse in Nigeria. We can all tell that most of the technology equipment been used by the media outlet in Nigeria are either two old or obsolete. On the contrary a situation where these technological equipment are available the right and appropriate personnel will be of shortage.
3. **Unprofessional/unethical attitudes of journalist:** It is a known fact that journalists in Nigeria usually engage in number of unprofessional and unethical journalistic practices. For instance it has become a life style of some journalist to demand gratification from clients to colour the news to suit the one who gave the bribe.
4. **Threat to personal safety:** this is a common phenomenon in developing nation like Nigeria many journalists are usually threatened, their lives, their means of livelihood are all threatened. Many of this journalists in Nigeria do go through traumatic experience when searching for information on issue concerning drug abuse.
5. **Lack of fund:** this is one of the biggest challenges facing the mass media in Nigeria due to inappropriate polices by the federal government. The dissemination of information are not widely spread to the rural area due to lack of fund by the government and private own station.

**Solution To Drug Abuse In Nigeria**

1. **Seminar and Workshop By The Nation Drug And Law Enforcement Agency (NDLEA):** Seminars and workshop 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.
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.
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.
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 shouldnot 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.

2.2 **THEORITICAL FRAMEWORK**

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

**Exposure theory:**

This theory simply deals with how one chooses to expose himself to some particular media content. It can be divided into three stages which are selective exposure, selective attention and selective retention theory. The selective exposure means you simple select the kind of content you open yourself to e.g most people prefer to expose themselves to entertainment news rather than political news. Now even after exposing yourself to a particular kind of content, it’s not everything you listen to in the entertainment news they might be talking about fashion and the music industry and you choose to listen to only the fashion news, that is you selectively putting your attention to the fashion news and for the selective retention you chose to remember few things mentioned in the fashion news. Every other thing said is regarded as noise to you. How this theory relates to my topic is basically that not everyone exposes themselves to mass media messages on STV and even among those who watch STV not everyone gets to watch the messages on drug abuse awareness and for those who do watch the messages only a few choose to retain what they saw and act upon it. On selective exposure you have to be watching programmes or advert on drug abuse and for the selective attention well if you’re watching STV programmes not all their programmes will catch your attention and the few that catches your attention and you choose to act upon is the one you selectively retain.

**Agenda Setting Theory:**

This theory results from the study of Maxwell McComb’s and Donald Shaw in 1972 and posits that, media set agenda for public debate and discussion in view of their emphasis on a particular issue. In his explanation therefore Cohen (1963:13) noted that:

The press is significantly more than a purveyor of information and opinion …. It may not be successful much of the time in telling people what to think about, but it is stunningly successful much of the time in telling its readers what to think about.

This substance of this argument further opens the windows for the appreciation of the concept of priming and framing. In agenda setting and by implication opinion formation, priming denotes the idea that “media draw attention to some aspects of political life at the expensed of others” (Baran Davis 2012:348) while framing, as related as it is to priming assumes that subtle changes in the wording of the description of a situation might affect how media audience members think about the situation.

It therefore suggests that the media use words to create perspectives and direct understanding in that context. Hence, what media audience members think of an issue when exposed to only a particular aspect (one sided) of the information on a particular issues may not be the same when exposed to all relevant aspects of the event or issue. Simply put the media choice of words and the way such words are framed determines people’s perception of such reality.

**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**

In this study, our focus was on theroles of print media in creating awareness against drug abuse using NTA and OSBC in Osogbo as a case study**.** The study specifically was aimed at highlighting 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. A total of 30 responses were validated from the enrolled participants where all respondent are drawn from staff of NTA and OSBC.

**5.2 CONCLUSION**

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

1. NTA and OSBC educate and enlighten the general public on drug abuse.
2. Mass media awareness on drug abuse reduce the unlawful use of drug in society.
3. There are problem facing OSBC and NTA in creating awareness on   drug abuse.
4. Mass media does not promote drug abuse through advertisement and alcohol promo.
5. OSBC and NTA educate and enlighten the general public on the bad effect of drug abuse.

**5.3 RECOMMENDATION**

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

1. 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.
2. Drug abuse education in schools and this should be pursued by providing factual information, this additional instruction should infuse drug education into existing school curriculum related to this is the establishment and encouraging of drug free club in our schools.
3. Finally, the mass media being an effective instrument for mass mobilization should encourage the government to establish counselling Centers in Churches, Mosques, Markets, town halls recreation Centers, hospitals. This will provide the therapeutic environment that allows a two-way communication interaction to take place between 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  |  |