EVALUATION OF THE EFFECTIVENESS OF RADIO MEDIUM   IN COMBATING CHILD ABUSE IN SOUTH-EAST NIGERIA.

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TITLE PAGE

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BY

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CERTIFICATION

This research proposal has been duly read and approved as a research work to the Department of Mass Communication, University of Nigeria, Nsukka by Ifeanyichukwu Chinonso Jude with Registration number PG/MA/14/67485, in partial fulfillment of the requirements for the award of Master of Arts (M.A) Degree in Mass Communication.

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DEDICATION

   This research project is dedicated to God Almighty for His strength and grace he gave me to carry out the research successfully. And to my parents whose support made this programme a reality.

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ABSTRACT

Child abuse is a social problem as it affects the development of a state. This is because children who are supposed to be the leaders of tomorrow are abused physically, sexually, emotionally and are equally neglected. This has both short and long term consequences. The study was aimed at finding out how effective radio is in curbing child abuse in southeast Nigeria. The research project was anchored on agenda setting and spiral of silence theories. This research work utilized the survey research method and used the questionnaire as instrument for data collection to elicit information from the respondents. Data collected were analysed using SPSS, frequency distribution tables, graphs, charts and simple percentages. The study found out, among other things, that radio is relatively effective in combating child abuse. In other words, the effectiveness of radio in curbing child abuse is high but not very high. The result of the study shows that 38.3% said Yes that radio programmes are effective in combating child abuse, 20.1% said No while 37.5% could not say anything about the effectiveness of radio messages in combating child abuse and 4.2% did not respond to the question item. The study concludes that radio is effective in combating child abuse but its effectiveness is not overwhelming. Some recommendations include that child abuse programmes should be given more time, the programmes should equally be funded by government, people should also be encouraged to listen to radio programmes, corruption should also be fought to enable radio stations carry out their traditional social functions.

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Children are the greatest gift to humanity and childhood is an important and impressionable stage of human development as it holds the potential to the future development of any society (Lok & Sabha, 2013, p.1). They further opine that children who are brought up in an environment, which is conducive to their intellectual physical and social health, grow up to be responsible and productive members of society.

Mgbodile and Iwuh (2000, p.1) see children as the little human beings aged from 01 to 11 years who are found in our families. They went further to state that children have certain characteristics by which we know them. Children are active members of our families. They are full of energy and full of play. With their little voices, little noises and patters of legs on the floor, they have no artificial boundaries. They have no hatred and ill-feelings against anyone. Their anger is short-lived and they forgive and forget quite easily. When they quarrel, it doesn't take them time to iron out their differences, reconcile and return to play ground.

OAU Charter on the Rights and Welfare of the Child says that a child means every human being below the age of 18 years. (Olakanmi,2007, p.78).

> In the same vein, the United Nations Convention on the Rights of the Child defines a child as anybody below the age of 18years when it says that no child shall be subjected to torture or other cruel, inhuman or degrading treatment or punishment, neither capital punishment nor life imprisonment without possibility of release shall be imposed for offences committed by persons below 18 years of age (Olakanmi).

Children who are supposed to be the leaders of tomorrow are often abused by their parents, guardians and the society at large. There are different dimension of child abuse.

Different authors have different names for describing the forms. But all have similar patterns. For instance unite foresight.org/gender-power identifies four main categories. They include Physical Abuse, Emotional Abuse, Neglect, Sexual Abuse and Prostitution. The National Society for the Prevention of Cruelty to Children, NSPCC (2009) added Bulling as one of the types of child abuse.

The term Child abuse, according to the World Health Organization (1999) constitutes sexual abuse, neglect or negligent treatment or commercial or other exploitation, resulting in actual or potential harm to the child's health, survival, development or dignity in the context of relationship of responsibility, trust or power. A similar definition of the term is stated in the Child Abuse of the Federal Government of the USA which States that Child abuse is any recent act or failure to act on the part of a parent or caretaker, which results in death, serious physical or emotional harm, sexual abuse or exploitation, or an act or failure to act which presents an imminent risk or serious harm.

The incidence of child abuse abounds in Nigeria and is often regarded as part of the socialization process in Nigeria, and children cannot speak out, given their subordinate position in the home. Girls, especially Orphans and Vulnerable Children (OVC) and those fostered out, are increasingly vulnerable to sexual abuse. (Jones, 2011). He cited the discovery of one Non-governmental Organization (NGO) key informant who gave an example of an orphan abused sexually by her uncle which underscores the gender and age power dynamics often at play. [She said] "Uncle why do you want to do this, knowing that I do not have any parents and it is you I look up to as my parents?" "[yet, her uncle insisted]" if you have a tree you have been taking care of over the years, when the fruits begin to ripen, will you not want to be the first to take of it? (Jones,2011).

The following are the percentages of children who experienced maltreatment in 2005 neglect 62.8%, physical abuse 16.6%, sexual abuse 9.3% emotional/psychological abuse 7.1%

medical neglect 2.0% and others 14.3%. the others/category listed above include abandonment, threats to harm the child, congenital drug addiction and other situations that are not counted as specific categories in National Data Archive on Child Abuse and Neglect (NCANDS). The percentages here add up to more than 100 percent because some children were victims of more than one type of maltreatment, United Nations Department of Health and Human Services (USDHHS, 2007).

In some African countries, different forms of child abuse are very much prevalent. More prevalence of all forms of child abuse is found in Africa (Child Abuse Africa, 2003). Supporting this, Ameh (2002) asserts that this may be attributed to the cultural beliefs and existing norms in the society which may support the higher acceptance of abusive and neglectful behaviour in Africa. According to International Labour Organization (1997) about 10 million children under 15 years of age in Africa are in formal employment, working long hours with poor pay and exposed to substantial health hazards. This has devastating impact on the child's physical and emotional wellbeing. In Africa, certain cultural norms promote sexual abuse of children such as child marriage, proxy marriage and religious practices, among others (Doye, 1990).

It is a common practice that children are found in the streets of many cities, towns, urban and rural areas in Nigeria when they should be in school or the comfort of their homes. Aderinto (2000) states that although most Nigerian children return home at the end of the day, a growing number including girls subsist and exist in the street. He maintains that most of the street children hawk goods like sachet water, smoked or dry fish, kolanuts, akpu, kunu, agidi, orange, ground nut, banana, vegetable and eggs among others on the highway and busy roads. Such practice remains an aspect of child labour which exposes many children to the problem of abuse (Ebigbo, 2003).

Child abuse prevalence has led to agitation by well meaning Nigerians to bring it to a stop. For instance, analysis from the geo-political zones standpoint showed that Nigerians who are advocating for "Free and compulsory basic education were from the South East (39%) and the North East Zones (38%). This shows the prevalence of child abuse and child labour in the South-East Nigeria.

Famuyiwa (1990) reported that a situation analysis of child abuse and neglect in Nigeria, undertaken through the medium of Nigerian newspapers, found that child abandonment, sexual abuse, child neglect, vagrancy, kidnapping and hawking were the most reported forms of child abuse and neglect. In many instances, young girls and boys are sent from rural areas to families in the cities to serve as house-maids and house-boys (findings on the worst form of child labour, 2010).

The prevalence of child abuse in South-East Nigeria is linked with socio-economic and materialistic inclination of the South Easterners. People in this part of the country believe that wealth is everything and that anybody that has wealth, has everything. This therefore makes for hustling and bustling. Igbos are good in business which usually translates into inhuman treatment being meted out on children in their efforts to acquire wealth. This business inclination makes the Igbos to be in all parts of the country, even the world.

The South-Eastern states include Abia, Abakiliki, Anambra, Enugu and Imo states. These states have different very busy markets each.

The media are the fourth Estate of the realm and the watchdog of the society as well as the voice of the voiceless, mouthpiece of the people and conscience of the society. They survey and scan the environment and report back on the happenings in the environment. There is no gainsaying that the role of surveillance being played today by the media can no longer be played by individuals because of the size, population and the complexity of modern society (Daramola 2007,p.108).

The media also change the values of the society that are not in tandem with justice, equity, fairness, equality and good conscience – value change theory. The media create texts and images and these texts and images enable us to exhibit specific behaviours and attitudes. Indeed the impact of the media on the society depends on how the media report certain issues. This is because any issue considered important must be reported by the media. The media do not only raise issues but determine the direction it should go which in turn determines the impact the topic of the discussion will have. This is in line with Bernard Cohen's assertion cited in Wogu (2007) "the press may not be successful most of the time in telling people what to think but they are stunningly successful in telling its readers what to think about".

The media also have the social responsibility of reporting the plights of the minority, disadvantaged, marginalized and vulnerable groups, in this case, children, exposing the ill-treatment meted out on them by the government, individuals and the society at large. The study aims to find out how effective radio is in combating child abuse in Southeast Nigeria.

The media contribute to the change of attitudes, views and opinions towards certain vices through Behaviour Change Communication (BCC) or what is now known as social and behaviour change communication (Leclerc – Madlala, 2011).

1.2. Statement of the Problem

There is no gainsaying the fact that child abuse is a social problem. It affects both the child and the society at large, yet child abuse is on the increase. In Nigeria today, the rate of child abuse has assumed a worrisome and alarming proportion, (Semenitari, 1998) in (Okoroafor, 2014).

It has also degenerated into a form of slave trade (Tade and Aderinto 2012). This poses a serious threat because children who are supposed to be the leaders of tomorrow are abused physically, sexually, psychologically and emotionally. This affects development of the country.

According to 2006 United Nations Children's Emergency Fund (UNICEF) Report, a staggering 15 million children under the age of 14 are working across Nigeria. Many are exposed to long hours of work in dangerous and unhealthy environments, carrying too much responsibility for their age, working in these hazardous conditions with little food, small pay, no education and no medical care, thus establishing a cycle of child rights violation (UNICEF, 2006)These are evidences of child abuse.

The media are the fourth estate of the realm, the watch dog of the society that scan, survey the environment and report any and everything happening in the society and also ill-treatment being meted out on vulnerable, minority and constituent groups in the society which the children fall under. The media have the social responsibility of making sure that nobody or group is oppressed which includes children

However, how the media have been able to carry out their social responsibility and watchdog functions in respect to abuse of children is yet to be ascertained in research literature. A study on children: as invisible and voiceless as ever in the Nigerian media by Olusola Oyero in 2009 shows that children seemed to be invisible in the newspapers' content. This was a long time ago and only analyzed the content of communication without evaluating the effectiveness by sampling people's opinion. It is therefore based on this that this work was designed to investigate the potency of the mass media in creating awareness and curbing child abuse in Nigeria.

1.3. Objectives of the Study

The main objective of this study is to ascertain the effectiveness of the mass media in combating child abuse in Nigeria.

Specific Objectives of the Study include

(1)   To find out the level of people's awareness of radio programmes on child abuse in Southeast Nigeria.

(2)   To find out how often radio covers child abuse in Southeast Nigeria. \

(3)   To find out how effective these radio messages on child abuse are in Southeast Nigeria

(4)   To determine the extent to which these radio messages influence listeners actions towards children.

 (5)   To identify the challenges that beset the radio medium in enlightenment on how to curb child abuse

1.4.   Research Questions

The following questions have been formulated to guide the researcher.

(1)   What is the level of people's awareness to radio programmes on child abuse in South East Nigeria?

(2)   How often do people expose themselves to radio programmes on child abuse in South East Nigeria?

(3)   How effective are these radio campaign messages on child abuse in South East Nigeria?

(4)   To what extent do these radio messages influence listeners towards children?

(5)   What challenges beset the radio medium in enlightenment on how to curb child abuse?

1.5.   Significance of the Study

This study will be carried out to highlight the effectiveness of radio in combating child abuse in Southeast Nigeria.

This study will be important to the society because it will serve as an eye opener to parents that give their children out with hope that they will not be abused, as it is through the protection of the child's right that the society can be improved.

The study will also be important to the academic world as there is dearth of literature on the effectiveness of the mass media in combating child abuse. It will serve as the building block where further studies will be carried out.

The study will equally be important to journalists, mass communicators as it will open their eyes to the evils of child abuse, their dimensions and re-awaken their spirit and carry out their traditional social function by fighting for the rights of the children.

The study will finally guide the government in formulating policies and enacting laws that will lead to the eradication of the menace. It will make the government and non-governmental organisation (NGOs) fight child abuse vigorously.

1.6. Scope of the Study

This study focuses on the effectiveness of radio medium in combating child abuse in South-East Nigeria. Radio station is the medium to study because of its pervasiveness, portability, accessibility and affordability compared to other media.

The study looks at child labour as it pertains to hawking and other labour that could affect the children's wellbeing and expose them to danger. The study concerns only children that is, people below the age of 18years.

1.7. Definition of Terms

The keywords used in this study are: Effectiveness, Mass Media, Broadcast media, Radio, combating, child, abuse, child abuse.

Effectiveness: This means the act of producing the result that is wanted or intended which in most cases, is a successful result. It is the act of achieving the desired result.

Mass Media: These are channels that are used in communicating and passing messages, information, education and entertainment to a large, diverse and heterogeneous audience.

It also designates the professionals that operate those channels and work in the media organizations. (Ndolo, 2005) identifying the major mass media as print, film, recording, broadcasting. They are known as mass media of communication.

Combating: This means trying to stop something bad from happening or getting worse used especially in news reports.

Broadcast media: These are media that use electro-magnetic impulse to transmit voice, sound and pictures to a large, diverse and heterogeneous audience for their simultaneous reception. Broadcast media consist of television, radio etc.

Radio: radio is a way to send electromagnetic signals over a long distance, to deliver information from one place to another. It sends only voices and sounds unlike television that sends pictures. A machine that sends radio signals is called a transmitter while a machine that 'picks up' is called a receiver. Radio is pervasive, mobile, portable, affordable etc.

Child

American Heritage Dictionary (2007) noted that biologically, a child is generally between the stages of birth, which generally, refers to a minor, otherwise known as a person younger than the age of majority.

The United Nations Convention on the rights of child defines child as "a human being below the age of eighteen years unless under the law applicable to the environment, majority is attained earlier (UN Convention, 1989). A child is often seen as someone who is unable, incapable or unfit to make decisions for his or herself. This is why most times children are easily influenced, intimidated because they are not matured and barely know their rights and wrongs.

Abuse

This, according to Pierson et al. (2010) is intentional, purposeful acts or acts of omission leading to a Person being hurt, injured or killed.

Child Abuse

This is any deliberate act by a person, group, society designed to inflict harm on a child or prevent him from normal development (Ejiofor, 2010). It is a deprivation of a child's shelter, food, medical care, education and other social amenities.

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CHAPTER TWO

LITERATURE REVIEW

This chapter reviews related research work on child abuse and the impact of the media in combating the scourge. This is to provide academic background and empirical backing to the study. In view of the fact that literature review is an important research procedure, the researcher will use secondary sources. It will consist of text books in mass communication and social work. Also, materials were sourced from related published journals and empirical research works. These materials include personal books, internet surfing etc.

2.0 Focus of Review.

The review of relevant literature will examine the following issues:

2.1   Child abuse: An overview.

2.2   Forms of child abuse and signs of abuse.

2.3   Issues of child abuse.

2.4.   Causes of child abuse and consequences of child abuse.

2.5   Policies on child abuse.

2.6   Radio medium and ideology.

2.7   Functions of mass media.

2.8   Empirical review.

2.9   Theoretical framework.

2.91   Agenda setting theory.

2.92   Spiral of silence

Summary of Literature

2.1. Child Abuse: an Overview

In recent decades, some extreme forms of violence against children including sexual exploitation and trafficking, female genital mutilation (FGM), the worst form of child labour and the impact of armed conflict have provoked international outcry and achieved a consensus of condemnation, although no rapid remedy. In addition to these extreme forms of violence, many children are routinely exposed to physical, sexual and psychological violence in their homes and schools, in care and justice systems in place of work and in their communities. All of this has devastating consequences for their health and well being now in the future. (Unite for sight).

Child abuse is not simply any harm that befalls children. Children throughout the world suffer from magnitude of harms like malnutrition, starvation, infectious diseases, congenital defects, abandonment, economic exploitation, the violence of warfare, etc. Not all harm that befalls children is child abuse (Unite for sight). Child abuse is harm resulting from intentional human action. The most fundamental attribute of child abuse and detrimental to his or her wellbeing. There is also an important difference between unintentional and intentional harm. What is so destructive about child abuse and neglect as opposed to other forms of injury is that betrayal of the child's trust leads to defective socialization (unite for sight). Child abuse is correlated with unemployment and poverty. Rates of abuse and neglects are indicators of the quality of life for families, and maltreatment can be viewed as a symptom, rather than a cause, of difficulties in family and individual functioning. Rates of child abuse are higher in regions characterized by a higher proportion of low income families and in regions with unusually high rates of unemployment.

The word "child" in its broad literal meaning refers to a person between birth and full growth; a boy or girl (Ukessays, 2013). The Convention on the right of the child, however, defines a child as every human being below the age of 18years. A child is anybody that is 18years and below (1999) constitution of Federal republic of Nigeria.

The term, Child abuse, according to the World Health Organization (1999) constitutes sexual abuse, neglect or negligent treatment or commercial or other exploitation, resulting in actual or potential harm to the child's health, survival, development or dignity in the context of relationship of responsibility, trust or power. A similar definition of the term is stated in the Child Abuse Act of the Federal Government of the USA which States that Child abuse is any recent act or failure to act on the part of a parent or caretaker, which results in death, serious physical or emotional harm, sexual abuse or exploitation, or an act or failure to act which presents an imminent risk or serious harm. (The Child Abuse prevention and Treatment Act, the Federal Government of the United States, 2010). Hornby, (2010) defines child abuse as the crime of harming a child in physical, sexual or emotional way. Child abuse is sometimes referred to as child maltreatment by some authors. The definitions of child abuse and maltreatment reflect cultural values and beliefs. To this effect, behaviours that are considered abusive in one culture may be considered acceptable (e.g. Corporal punishment) in another culture. Whenever child abuse is mentioned, many people begin to think of treatments like beating a child to the point of sustaining physical injuries or pouring verbal abuses on the child. The term, Child abuse however, goes beyond such concept. In view of this, Swain (2003) opines that child abuse is often accompanied with impaired development which results from distorted social, emotional, physical and mental potentials. An impaired developmental process may further degenerate behavioural and psychological problems. It could be logical to reason that prisoners and deviants must have been abused sometime in their lives.

The incidence of Child abuse is on the high side in modern times as a result of global economic recession, insufficient income, poverty and broken homes coupled with various economic reconstruction progarmmes, Awake (2003). The World Health Organization in 1977 noted that child abuse is the systematic and unconscious exposure of children below the age of seven to numerous hazards capable of endangering their lives, Awake (2000). The situation of the abused child and a prevention of increase in the number of cases of Child abuse led the United Nations Assembly to Declare 1979 as the international year of the child. This followed the 1959 United Nations Declarations of the child. Despite these, the rights of the child are not given considerations, and more children are abused on a daily basis. (Awake, 2000).

Awake stated that hundreds of millions of Children are exploited, abused and violently attacked each year and many work usually as slaves in hazardous conditions. Others are abducted and forced to become soldiers or child prostitutes. The article further stated that the trusts of many children have been further betrayed through incest and other horrific acts of child abuse. This is the situation Nigerian child finds him or herself in, who is assumed to have numerous rights, to which attention are not paid. The rights of children are swept under the carpet and these children are maltreated and abused by those who claim to love and protect them. Put differently, the perpetrators of the various crimes against these children are people who in some cases are supposed to protect these children from any form of harm or abuse.

Traditionally, children have worked with their families, learning skills they would need as adults, but today, children are forced to work for their own and their family's survival. The money earned by child family members has become a significant part of poor families' income

2.2 Forms of Child Abuse and Signs of Abuse

Abuse is a form of maltreatment of a child. Somebody may abuse a child either directly by inflicting harm, or indirectly, by failing to act to prevent harm. Children may be abused in a family or in an institution or community setting, by those known to them; or more rarely, by a stranger. They may be abused by an adult or adults, or another child or children. Child abuse can take many forms and some children may suffer from more than one form of maltreatment at a time. Whatever form it takes, the result is always physical or emotional harm (Ukessays, 2014). CAPTA (2010) recognizes four major forms of child abuse and neglect. These include:

(a) Emotional Abuse

(b) Sexual Abuse

(c) Physical Abuse

(d) Abandonment

Others include

(e) Bullying

(f) Neglect

Emotional Abuse

Emotional abuse is the persistent emotional maltreatment of a child such as to cause severe and persistent adverse effects on the child's emotional development. It may involve conveying to children that they are worthless or unloved, inadequate, or valued only so far as they meet the needs of another person (N S P C C, 2009). Emotional abuse is behaviour that impairs a child's emotional development or sense of self-esteem. It may include threats, constant criticism, as well as withholding love, support, or guidance. Emotional abuse can also be seen as the continual scapegoating and rejection of a child by parents or caretakers. (Schmitt, 1986).

Occasionally, a teacher emotionally abuse students. Severe verbal abuses and berating is often part of emotional abuse. Psychological terrorism can occur in some cases and presents little difficulty in recognition.

It may feature age or developmentally inappropriate expectations being imposed on children. These may include interactions that are beyond the child's developmental capability, as well as over protection and limitation of exploitation and learning or preventing the child from participating in normal social interaction. It may involve seeing or hearing the ill-treatment of another. It may involve serious bullying, causing children frequently to feel frightened or in danger, or the exploitation or corruption of children. Some level of emotional abuse is involved in all types of maltreatment of a child, though it may occur alone.

Less vivid cases of emotional abuse requires the following criteria. (a) Severe psychopathology and disturbed behaviour in the child, of a degree making it unlikely that he will be able to function and cope as an adult, documented by a psychiatrist or psychologist. (b) Abnormal child-rearing practices of the parent or caretaker that has caused a large part of the child's behaviour disturbances. (c) The continued refusal by the parent of treatment for the child and himself. These cases can be presented as depriving a child of needed mental health care situations can be presented with less evidence, however, when the parent or care taker is floridly psychotic, and hence inadequate to care for the child, or severely, depressed, and hence a danger to the child.

According to Kinard, emotional abuse is an injury to a child's psychological self esteem, just as physical abuse consists of injury to a child's body.

Emotional or psychological abuses refers to parents or care givers inappropriate verbal or symbolic acts towards a child and or a pattern of failure over time to provide a child with

adequate non-physical nurture and emotional availability (Al-Shai Hassan, Aldowaish and Kattan, 2012).

According to Garbarino, Guttmann, and Seeley, (1986) in (Okoroafor, 2014) emotional abuses take five main behavioural forms.

Rejecting: Is where the adult refuses to acknowledge the child's worth and the legitimacy of the child's needs.

Isolation: involves the adult cutting the child off from normal social experiences, preventing the child from forming friendship, and making the child believe that he or she is alone in the world.

Terrorizing: refers to a situation where an adult verbally assaults the child, creating a climate of fear, bullying and frightening the child, and making the child believe that the world is capricious, and hostile and cruel.

Ignoring: involves the adult intellectual development.

Corruption: involves the adult mis-socializing the child, stimulating the child to engage in destructive anti-social behaviour, re enforcing deviance and making the child unfit for normal social experience.

Emotionally abused children show the following signs; extremes in behaviour (overly compliant or overly demanding); they are passive, aggressive, exhibit inappropriate adult or infantile actions, have delayed physical or emotional development, attempt suicide, depressed most of the times, lack attachment to parents among others (child information Gateway, 2013)

Sexual Abuse

Sexual abuse is any form of sexual nature upon or with a child performed by parents or caretakers without the child's consent and understanding, the National Center for Child Abuse and Neglect (1978) in (Ejiofor, 2010). (Schmitt, 1986) supra went further to opine that sexual abuse is any activity with a child under age 18 by an adult. He observed that most offenders are family- related, some are family acquaintances and the least common are strangers. Sexual abuse involves forcing or enticing a child or young person to take part in sexual activities, including prostitution, whether or not the child is aware of what is happening.

The activities may involve physical contact including penetrative or non-penetrative act such as kissing, touching or fondling the child's genitals or breasts, vaginal or anal intercourse or oral sex. Schmitt identifies the types to include molestation (fondling or masturbation), intercourse (vaginal, anal or oral intercourse on a non assaultive abuses), or family-related rape. Ukessay (2014) asserts that sexual abuse includes any activity that uses a child to create sexual pleasure either in you or in others such as touching the child's genitals, penetration, incest, rape, photographing, videotaping or filming of children with the purpose to create sexual stimulation.

Incest is another aspect of sexual abuse which, Mayer (1983) in Okoroafor defines incest as any sexual contact or interaction between family members who are not marital partners. Such family members include fathers, mothers, siblings, uncles, aunty, cousins and all other biological relations. In African Countries such as Nigeria and some parts of the world, incest it considered a "taboo". Sexual abuse often takes place in phases. These include: engagement, sexual interaction; secrecy, disclosure and suppression (Zastrow, 1994) in, Okoroafor. Physical indications of sexual abuse include: venereal diseases, difficulty with urination, penile or virginal discharge, bruises in the genital area, pregnancy, difficulty in walking or sitting, reports of

nightmare and wetting, sudden changes in appetite. Some children even develop undue attachments very quickly to strangers or new adults in their environment.

An overview of studies in 21 countries (mostly developed) found that 7-36% of women and 3-29% of men reported sexual victimization during child hood, and the majority of studies found girls to be abused at 1.5-3 times the rate for males. Most of the abuse occurred within the family circle.

Physical Abuse

Physical abuse may involve hitting, shaking, throwing, poisoning, burning or scalding, suffocating or otherwise causing physical harm to a child or failure to protect a child from that harm. Physical harm may also be caused when a parent or caregiver fabricates the symptoms of, or deliberately induces illness in a child. Physical abuse is a non accidental physical injury that is inflicted by a parent or guardian on a child. Al-shail et al, (2012) states that physical abuse is a non accidental use of physical force against a child which results in harm to the child. Some parents and guardians insist that their actions are just types of punishment, ways to make children learn to behave.

More so, disciplinary actions that leaves marks on the child. Child labour, allowing a child to witness abusive acts, domestic violence, war, drug abuse among others are all forms of physical abuse (National Planning Committee, 2001). In Okorafor (2010) child Welfare information Gateway (2013) asserts that physical abuse may have been the result of over discipline or physical punishment that is inappropriate to the child's age.

Physical abuse is probably the most important subtype of child maltreatment, because without intervention and services, it is potentially fatal. Often the injury stems from an angry attempt of the caretaker to punish the child for misbehavior. Sometimes, it is an uncontrolled

lashing out at a child who happens to be in the caretaker's way when some unrelated crises occur.

Physical trauma can be rated as mild (a few bruises, welts, scratches, cuts, scars), moderate (numerous bruises, minor burns, a single fracture), or severe (large burn, central nervous system injury, abnormal injury, multiple fractures, other life-threatening injury) physical abused children are often young children.

A few bruises explained in the name of discipline easily can proceed into a more serious injury the next time. Even when there are no signs of injury, an incident that included hitting with a closed fist or kicking the child represents physical abuse. Reasonable physical punishment is not illegal. For those parents or caretakers, who wish to use physical discipline techniques, certain guidelines for acceptable procedure should be discussed.

(1) The parents or caretakers should only utilize the hand. Striking the child with a blunt instrument can interfere with the adult's ability to titrate the amount of force applied. Paddles and belts commonly cause bruises that may not have been intended.

(2) The child should only be struck on the buttocks, leg, or hand. Striking the child on the face is demeaning as well as dangerous. Slapping is inappropriate at any age.

(3) One strike is hard enough to change behaviour. Striking the child more than once is more to relieve the parent's anger than to teach the child anything additional.

(4) Striking is inappropriate before a child has learned to walk.

(5) Physical punishment should not be administered more than 3 times per day, lest it becomes a way of life for the child.

(6) Physical punishment should not be used for aggressive misbehavior such as biting or hitting. Physical punishment under such circumstances teaches the child that it is

acceptable for a bigger person to strike a smaller person. Aggressive children need to be taught restraint and self-control.

(7) The danger of causing subdural infant should be discussed with the parents or caretakers.

Physical discipline such as spanking or paddling is not considered abuse as long as it is reasonable and causes no bodily injury to the child.(Uniteforsight,2014)

Studies from countries around the world suggest that up to 80% to 98% of children suffer physical punishment in their homes and it is estimated that 57,000 children under the age of 15 die as a result of physical abuse per year. (Uniteforsight,2014) it concluded by saying that physical abuse ranging from minor bruises to severe fracture or death as a result of punching, beating, hitting, shaking or otherwise harming a child. It also opined that one of the most common types of physical abuse in infants includes shaken baby syndrome (Uniteforsight, 2014).

Abandonment

A child is considered to be abandoned when the parent's identity or whereabouts is unknown, the child has been left alone in circumstances where the child suffers serious harm, or the parent has failed to maintain contact with the child or provide reasonable support for a specified period of time.

Bullying

This means deliberately hurtful behaviour usually repeated over a period of time, where it is difficult for those bullied to defend themselves. It can take many forms, but the three main types are physical (e.g. hitting, kicking, theft), verbal (e.g. racist or homophobic) remarks, threats, name calling) and emotional (e.g. isolating an individual from the activities and social acceptance of their peer group). The damage inflicted by bulling can frequently be under

estimated. It can cause considerable distress to children to the extent that it affects their health and development or, at the extreme, cause them significant harm (including self-harm). All settings in which children are provided with service or are living away from home should have in place rigorously enforced anti-bullying strategies.

Neglect

Neglect is a pattern of failing to provide for a child's basic physical and emotional needs. Neglect, is the persistent failure to meet a child's basic physical and psychological needs, likely to result in the serious impairment of the child's health or development. Once a child is born, neglect may involve a parent or caregiver failing to provide adequate food and clothing, shelter, including exclusion from home, failing to protect a child from physical and emotional harm or danger, failure to ensure adequate supervision including the use of inadequate caretakers, or the failure to ensure access to appropriate medical care or treatment. It may also include neglect of, or unresponsiveness to, a child's basic emotional needs.

Signs of abuse

Recognizing child abuse is not easy. The following information will help to be more alert to the signs of abuse.

The child

a.   Shows sudden changes in behaviour or school performance.

b.   Has not received help for physical or medical problems brought to the parents' attention.

c.   Has learning problem (or difficulty concentrating) that cannot be attributed to specific physical or psychological causes.

d.   Is always watchful, as though preparing for something bad to happen.

e.   Lacks adult supervision.

f.   Is overly compliant, passive or withdrawn.

g.   Comes to school or other activities early, stays late, and does not want to go home.

h.   Is reluctant to be around a particular person.

i.   Discloses maltreatment.

The parent

a.   Denies the existence of or blames the child for the child's problems in school or at home.

b.   Asks teachers or other caregivers to use harsh physical discipline if the child misbehaves.

c.   Sees the child as entirely bad, worthless, or burdensome.

d.   Demands a level of physical or academic performance the child cannot achieve.

e.   Looks primarily to the child for care, attention, and satisfaction of the parents' emotional needs.

f.   Shows little concern for the child.

The parent and the child

(a)   Rarely touch or look at each other.

(b)   Consider their relationship entirely negative.

(c)   State that they do not like each other.(Child Welfare Information Gateway,2013)

The physical Signs of Abuse

(a)   Unexplained bruising, marks or injuries on any part of the body.

(b)   Multiple bruises in clusters, often on the upper arm, outside of the thigh.

(c)   Cigarette burning

(d)   Human bite marks.

(e)   Broken bones.

(f)   Scalds, with upward splash marks

(g)   Multiple burns with a clearly demarcated edge.

Changes in Behaviour that can also indicate Physical Abuse

(a)   Fear of parents being approached for an explanation.

(b)   Aggressive behaviour or severe temper outburst.

(c)   Flinching when approached or touched.

(d)   Reluctance to get changed, for example in hot weather.

(e)   Depression.

(f)   Withdrawn behaviour

(g)   Running away from home.

Emotional Abuse

This can be difficult to measure, as there are often no outward physical signs. Change in behaviour which can indicate emotional abuse include:

➤ neurotic behaviour e.g. Sulking, hair twisting, rocking

➤ Being unable to play.

➤ Fear of making mistakes

➤ Sudden speech disorder

➤ Self harm

➤ Fear of parent being approached regarding their behaviour

➤ Development delay in terms of emotional progress

Sexual Abuse

Adults who use children to meet their sexual needs abuse both girls and boys of all ages, including infants and toddlers. Usually, in case of sexual abuse, it is the Childs behaviour that may cause you to become concerned although physical signs can also be present.

The physical Signs of Sexual Abuse may include:

- Pain or itching in the genital area
- Bruising or bleeding near genital area
- Sexually transmitted diseases
- Virginal discharge or infection
- Stomach pains
- Discomfort when walking or sitting down
- Pregnancy

Changes in Behaviour which can also indicate Sexual Abuse include:

- Sudden or unexplained changes in behaviour e.g. Becoming aggressive or withdrawn.
- Fear of being left with a specific person or group of people.
- Having nightmares
- Running away from home
- Sexual knowledge which is beyond their age or developmental level.
- Sexual drawings or language
- Bedwetting
- Eating problems such as overeating or anorexia.
- Self-harm or mutilation, sometimes leading to suicide attempts.

➢ Saying they have secrets they cannot tell anyone about.

➢ Substance or drug abuse

➢ Suddenly having unexplained sources of money

➢ Not allowed to have friends (particularly in adolescence)

➢ Acting in a sexually explicit way towards adults.

Neglect

➢ Neglects can be a difficult form of abuse to recognise, yet have some of the most lasting and damaging effects on children.

The Physical Signs of Neglect may include:

➢ Constant hunger, sometimes stealing food from other children.

➢ Constantly dirty or "smelly"

➢ Loss of weight or being completely underweight.

➢ Inappropriate clothing for the conditions.

Change in Behaviour which can also indicate Neglect may include:

➢ Complaining of being tired all the time.

➢ Not requesting medical assistance and or failing to attend appointment

➢ Mentioning being left alone or unsupervised.

Bullying

➢ Bullying is also not easy to recognise as it can take different forms.

A child may encounter Bullying attacks that are:

➢ Physical: pushing, kicking, hitting, pinching ad other forms of violence or threats.

➢ Verbal: name calling, sarcasm, spreading rumours, persistent teasing.

➢ Emotional: excluding (sending to Coventry), tormenting, ridiculing humiliating

Persistent Bullying can lead to:

➢ Depression

➢ Low self –esteem

➢ Shyness

➢ Poor academic achievement

➢ isolation

Signs that a Child may be being Bullied can be

➢ Coming home with cuts and bruises

➢ Torn clothes

➢ Asking for stolen possessions to be replaced

➢ Losing dinner money

➢ Falling out with previously good friends

➢ Being moody and bad tempered

➢ Wanting to avoid leaving their home

➢ Aggression with younger brothers and sisters.

➢ Doing less well at school

➢ Anxiety

➢ Becoming quite and withdrawn

2.3 Issues of Child Abuse

➢ Child abuse is not only a Nigerian or African problem, it is a global problem. Taylor and Newberger (1999) noted that investigations have been reported that child abuse is even most common in developed countries in terms of the percentage of cases of child abuse. The United State Department of Health and Human Service (1996)

noted that one of the most difficult problems in the field of child abuse has been to obtain reliable figures on the incidences of the problem. There are differences in the number. Child abuse worldwide are sometimes, not accurate. A survey conducted by the National Society for prevention of cruelty to children revealed that more that 34000 children are physically abused and about 1.2 million are neglected early in America Awake (2003).

According to Awake (2000) many unwanted children languish in orphanages and other institutions, being denied education and adequate health care, these children are often physically abused and an estimated 250 million children are engaged in some form of labour. The typical scenario of child abuse in Nsukka is a girl, child of 12 years serving as a maid. She comes back to school (if she attends one), carries bucket on her head to go and hawk pure water or oranges comes back and starts washing and sometimes cook food for the family.

2.4 Causes of Child Abuse and Consequences of Child Abuse

There are many causes of child abuse, Goldsman ,Salus, Wolcolt and Kennedy (2003) indentified some factors or attributes that are linked with child abuse as parent or caregivers factor, family background, child factors environment factors.

Ukessay (2013) identities the causes of child abuse as socio- cultural factors, factors related to parent, caregiver or abuser and factors related to the child. Socio-cultural factors include social stress, poverty, unemployment, Poor housing, big family, lack of support, isolation, master problems and the presence of a new child which may cause frustration and anger.

Second causes are factors related to the parent, caregiver or abuser, drug and alcohol addiction, which may cause communication problems and loss of control. Unfortunately,

statistics shows that some adults who were abused as children repeat that same violence behaviour with their own children and others too (Ukessay, 2013).

Again factors related to children can also cause abuse, e.g. a child with disabilities or mental retardation is a perfect Victim of all types of child abuse because it will increase the load of care on the caregiver.

Ignorance is another reason why some people abuse children. Some people believe that the normal patterns to raise up responsible children are to make them go through life the hard way, doing tedious jobs. Some equally believe that treating children harshly will make them intelligent and smart.

Psychological trauma of a parent or caregiver can also result in child abuse for instance having an unwanted baby.

Consequences of Child Abuse

An abused child always has a lasting psychological trauma which could be grave if not managed. According to Wilson (1956) the population that is abused behave differently from those who are not abused because of psychological trauma, their academic performance are generally below average, they are aggressive, violent (except) for the girls who are always afraid, they lose their self confidence and esteem and become less responsive to adult modeling.

Izuora (1986) in Ejiofor (2010) opined that the behaviour of an abused child is noticed through offences and misdeeds committed by the child, regarded as socially deviant behaviour. As such, the character of the child becomes questionable and can lead to delinquency. An abused child will unwillingly learn various degrees of deviant behaviours like stealing, violence and learning to hate others indiscriminately. The child may become a threat to his or her immediate family and society at large.

Female genital mutilation which is practiced in some cultures today goes with pains that can be horrendous. The victims experience fatal loss of blood, death due to shock, fatal infections, extensive scaring, complications in childbirth and extreme pain during sexual intercourse.

Early marriage is the form of child marriage as practiced by some cultures and religions has adverse effect on the girl child. In Nigeria, Ebigbo (2003) found that the tradition of early marriage is very difficult to change and has led to abuse practices which are condoned by parents. Because of poor economic conditions, parents give out their daughters to marriage when they have not grown physically, spiritually and physiologically which usually translates into poor parenting skills by these girls.

2.5 Policies on Child Abuse

Child abuse has attracted interest and concern of national, regional and international bodies on the issues that bother on welfare of children Chigbogu (1988) quipped that the present concern for children has developed from distinct though related approaches, namely the humanitarian and development considerations.

According to Awake (2000), the UN Declaration of the rights of the child are:

(1)   The right to a name and nationality

(2)   The right to affection love and understanding and material security.

(3)   The right to adequate nutrition, housing and medical services.

(4)   The right to special care if disabled be it physically, mentally or socially.

(5)   The right to be among the first to receive protection and relief in all circumstances.

(6)   The right to be protected against all forms of neglect, cruelty and exploitation.

(7)   The right to full opportunity for play and recreation and equal opportunity to free and compulsory education to enable the child develop his individual abilities and become a useful member of society.

(8)   The right to develop his full potential in conditions of freedom and dignity.

(9)   The right to be brought up in a spirit of understanding, tolerance, friendship among peoples, peace and universal brotherhood.

(10)   The right to enjoy these rights regardless of race, colours, sex, religion, political or other opinion, national or social origin and property, birth or other status.

In a bid to realize the aforementioned declaration, the international year of the child was declared in 1979. The United Nations convention on the rights of the child also made provisions for the guarantee of children's right. According to Awake (1999) in Ejiofor (2010): 29), these provisions include:

Article 19: protection from Abuse and Neglect. The state shall protect the child from all forms of maltreatment by parents or others responsible for the care of the child and establish appropriate social programme for the prevention of victims.

Articles: 20: Protection of a child without a family. The state is obliged to provide special protection for a child deprived of the family environment and to ensure that appropriate alternative family care or institutional placement is available in such cases. Efforts to meet this obligation shall pay due regard to the Childs cultural background.

Articles 32: Child labour. The child has the right to be protected from work that threatens his or her health, Education or development, the state set minimum ages for employment and regulate working conditions.

Articles 34: Sexual explanation: the state shall protect children from sexual protection and abuse, including prostitution and involvement in pornography.

Article 35: sale, trafficking and Abduction of children. It is the state's obligation to make every effort to prevent the sale, trafficking and abduction of children.

How the MDG'S connect with prevention of child abuse

While the linkages are not always explicitly, the MDG-Millennium Development Goals and their targets afford many options for addressing child Abuse.

The Goals are:

MDG 1: Eradicate extreme poverty and hunger. Provides an opportunity to reduce child abuse as poverty if one of the causes.

MDG 2:   Achieve Universal primary education. Can be used to highlight how the drive towards universal primary education can be hindered by child abuse that prevents children from entering and completing school.

MDG 4:   Reduce child mortality and **MDG** 5: improve maternal health. Provides opportunity to raise the profile of child abuse as a serious obstacle to improving maternal and child health, and as a serious threat to health and well being of children. Some parents have been abused at some points in their life which they tend to transfer to their children or wards.

MDG's 6: combat HIV/AIDS. Malaria and other disease.

Establishes the value of anti-violence efforts in HIV prevention, highlighting the evidence that child abuse undermines HIV prevention and care efforts, and conversely that preventing this abuse contributes to the prevention of HIV. This is because some girls are raped in the course of the abuse while others are forced into prostitution.

MDG7: Ensure environmental sustainability, opens useful avenues for designing interventions which, in addition to preserving the environment, can empower and protect children in both rural and urban settings.

MDG8: develop a global partnership for development. Support agreement that children are the leaders of tomorrow and therefore, should neither be neglected nor abused as this will undermine development.

Area of Study

South East Nigeria is geographical zone made up of Igbos, sometimes referred to as Ibos. Most Igbo speakers are based in southeast Nigeria and make up almost 17% of the population. Their language is called Igbo. The primary Igbo states in Nigeria are Anambra, Abia, Imo, Ebonyi, and Enugu states.

2.6 Radio and Ideology

It will be difficult talk of the media without discussing ideology. Ideology is a decidedly complicated term with different implications depending on the context in which it is used. When scholars examine media products to uncover their ideology, they are interested in the underlying images of society they provide. In this context, an ideology is basically a system that helps define and explain the world and that makes value judgment about that world (Asemah (2011,p.90).

The media according to Ede (2010) in Asemah (2011) is related in ideology in several ways.

(a)   Mass media communicate ideology

(b)   The media represent outside reality to audiences

(c)   People produce media texts

(d)   Audiences make meanings and sense form media texts in accordance with their existing knowledge

(e)   All producers of media texts have viewpoints

(f)   Somebody owns all media institutions.

How the Mass Media Promote Dominant Ideology.

(a)   setting agenda

(b)   status conferral

(c)   news analysis

(d)   broadcast commentary

(e)   editorials

(f)   features

The media are regarded purveyors of ideology or ideology conveyor bells because the media convey the market place of ideas. The media represent a plurality of voices and therefore, should operate from that angle where the children, government, civil society, minority, less privileged and vulnerable members of the society etc. will have a say, resulting in a crystallization of ideas and development of human society. This should be an ideal situation.

The Concept of Mass Media

Mass media are channels of communication that involve transmitting of information in some way, shape or form to large numbers of people. They include broadcast media and print media.

According to (Ndolo, 2011,p.3) media is a truncation of the term media of communication referring to those organised means of dissemination of facts, opinion, entertainment and other information, such as newspapers, magazines, books, films, radio, television, the world wide web, billboards, CDS, DVDs, Video cassettes, computer games and other forms of publishing.

Almost everyone gets his or her information about world, national and local affairs from the mass media. This fact gives both print and broadcast journalism important functions that include influencing public opinion, determining the political agenda providing a link between the government, watching and affecting socialization.

2.7 Functions of Mass Media

Mass media are means of public communication reaching to large, scattered, heterogonous, anonymous audience.

The general functions of the media include:

1.   **Information**: this is the major function of the media. This is so as information is knowledge and knowledge is power. The media scan the environment and reports on the happening. Information provided by mass media can be opinioned, objective, subjective, primary and secondary.

2.   **Education**: the media provide education in different subjects. This could be through dramas, documentaries, interviews, feature stories etc.

3.   **Entertainment:** the media can act as a buffer from the society. People can relax and watch television after the day's business. Mass media fulfill this function by providing amusement and assist in reducing tension. This could be in form of sports, film review, columns, arts and fashions etc.

4.   **Persuasion**: this is influencing others to change their minds on certain decisions and issues for instance, media content build opinions and set agenda in the public mind. It influence votes, changes attitudes and moderates behaviour. This could be through editorials, articles, commentaries etc.

5.   **Surveillance**: surveillance is scanning the environment closely and constantly and warn about threatening actions to the mass audience that are likely to happen in future in order to decrease the possible loss.

6.   **Socialization**: this is the transmission of cultural heritage from one generation to another. Media are the inflection of society, they socialize people, especially, children and new-comers. Socialization is a process by which people are made to behave in ways that are acceptable in their culture or society.

7.   **Linkage:** this s the process by which the media join different elements of society that are not directly connected for instance, mass advertising attempts to link the needs of buyers with the product of sellers. Again, by broadcasting news of those suffered from the disease or national disasters, media can provide the collected amount to the victims, by so doing, the media become bridge between different groups who may or may not have direct connection.

8.   **Interpretation**: the media go beyond presentation of facts as in straight news to providing explanations and interpretations. Interpretation produces knowledge. This could be in form of news analysis, commentaries, editorials and columns etc.

2.8 Empirical Review

Abdulkadir, I., Umar, L.W., Musa, H.H., Musa, S., Oyeniyi, O.A., Ayoola-Williams, O.M., and Okeniyi, L. (2011) conducted a study to review cases of child sexual abuse at General Hospital Suleja, Niger State. The study views case records of all patents who were presented to the Out Patient Department of the hospital, and were diagnosed and managed as case of sexual abuse between January 1, 2007 and June 30, 2008. A total of 81 cases of sexual abuse were recorded over 18 month period of review. Data obtained were analysed in Epi-Info Software Version 3.40 and results were presented as percentages, contingency tables and charts. There

were 41 cases of sexual abuse reported over 1 year period from January to December, 2007 while 40 were reported during the first half of 2008, giving an average incidence of 3.4 and 6.7 cases per month from 2007 and first half of 2008, respectively. Seventy seven (95.1%) of 81 cases were children and all the victims were girls while the remaining four (4.9%) cases were female adult over the age of 28 years. All the perpetrators were males of whom six adolescent boys constituted 7.6%. The study recommended among other things that there is need for further research on the predisposing factors in order for the government to form policies and preventive strategies as well as efforts to build the capacity of public health systems and care providers.

Akmatov (2010) conducted a study in 28 developing and transitional countries to compare different forms of child abuse across countries and regions, and examine factors associated with different forms of child abuse. The researcher used data from the Multiple Indicator Cluster Surveys (MICS), and standardized questionnaire. Information on child abuse was available in 28 developing and transitional countries from the third round of the MICS conducted in 2005 and 2006 (n¼124,916 children aged between 2 and 14 years). They determined the prevalence of psychological abuse, and moderate and severe physical abuse for the preceding month and examined correlates of different forms of child abuse with multilevel logistic regression analysis. Data were analyzed using Odds Ratios (ORs), Confident Intervals (CIs), Multiple Logistics Regression Analysis, Multivariable Model, Multilevel Logistic Regression Analysis, Statistical Programme Statistical Analysis Software (SAS) for windows 9.2 and Proc Glimmix. The findings indicated a median of 83, 64 and 43% of children in the African region experienced psychological, and moderate and severe physical abuse, respectively. A considerably lower percentage of children in transitional countries experienced these forms of abuse (56, 46 and 9%, respectively). Parental attitudes towards corporal punishment were the strongest variable associated with all forms of child abuse. The risk of all forms of child abuse was also higher for male children, those living with many household members and in poorer

families. The study showed that child abuse is a very common phenomenon in many of the countries examined. They found substantial variations in prevalence across countries and regions, with the highest prevalence in African countries. The study recommended among others that population-based interventions (e.g. educational programmes) should be undertaken to increase public awareness of this problem. Actions on changing parental attitudes towards corporal punishment of children may help to prevent child abuse. The specific local situation in each country should be considered when selecting intervention strategies.

Casillas (2011) conducted a study to find out the prevalence of violent child disciplinary practices in low-and middle-income households in 50 countries. The study adopted Multiple Indicator Cluster Surveys (MICS). Utilizing 33 of over 50 countries in the survey as sample. The MICS child discipline module is a modified version of the Parent-Child Conflict Tactics Scale (CTS-PC). The child discipline module in the MICS survey measured both violent and non-violent disciplinary methods employed by all caregivers in a household towards one randomly selected child 2-14 years of age. Violent disciplinary methods included forms of psychological aggression and corporal (or physical) punishment.

The instrument for data collection was questionnaire which examined mothers' or primary caregivers' attitudes towards the need for physical punishment. The longitudinal data was used (2009 – 2011) to provide the information necessary to understand the natural course of the problem, as well as to effectively guide prevention policies and future interventions. By combining African countries into one group, countries from the CEE/CIS (Central and Eastern Europe/Commonwealth of Independent States) into another (labeled 'transitional countries' by the authors), and the remaining countries into a final category, the authors were able to effectively capture regional differences, at least for the African and CEE/CIS regions. Data were analyzed using mean score and multi variance analysis.

The finding indicated that there was the highest prevalence of attitude that physical punishment is necessary, including psychological violence, moderate physical violence and severe physical violence in Syria and Yemen. In addition to the overall analysis, there were several risk factors for increased prevalence of violent child discipline, including family wealth, child gender and number of household towards one randomly selected child. As a result, higher prevalence occurs also with risk factors such as a higher number of household members, other factors which may be behind the association, such as frequent change in family composition or the presence of distant relatives or unrelated adults. Poverty also had a moderating effect on results. Additionally, psychological and physical discipline greatly overlaps, as analysed in the UNICEF report. Finally, whereas a median of only 27% of parents actually condone the use of physical punishment as reported in the UNICEF report on child discipline, over twice that amount engage in the use of physical punishment (62%;) author's analysis of the complied data set used for the UNICEF report).

The study recommended among others that we need to combat all forms of violence in the home. However, caregivers are engaging in physical violence not because they believe in it, but perhaps because children, in large part because of their vulnerability, need to be provided special care and protection against all levels of violence. Protection is especially necessary within the home, where most violence against children takes place. As a result, countries have a great need for quality data on child discipline in the home.

Georgopoulou (2003) conducted a study that reflects child maltreatment in socio-cultural context; from a syndrome to the convention on the right of the child. The study presents recent empirical findings on the relationship between culture and child maltreatment and discusses the synergies developing between the public health and the child right approach. Goergopoulou came up with the following recent empirical findings;

Further research into the impact of culture upon child rearing practices, in relation to intergenerational continuities in child up-bringing, has come up with interesting findings (Ferrari, 2002). The study aimed at assessing the relationship between a childhood history of abuse in a parent and the cultural beliefs and factors that an individual may subscribe to with current behaviours and attitudes. The hypothesis was that cultural factors would be more predictive of parenting behaviours and attitudes than ethnicity as a demographic variable. The survey population comprised 150 parents of Hispanic, African American and European American descent who completed the Conflict Tactics Scale, a Familism scale, a Machismo Scale, a Valuing Children Scale, the Childhood Trauma Questionnaire while also they rated vignettes on child maltreatment. The results of the study depict that a personal history of abuse in childhood is predictive of the use of both physical and verbal punishment, by mothers, but not for fathers. Contrary, fathers' but not mothers' parenting behaviours were predictable by cultural factors and beliefs. In addition, ethnicity, as a demographic variable continued to be a significant predictor of parenting behaviours and attitudes for all parents, after controlling for cultural factors. The author suggests that ethnicity, as a complex factor, needs further examination as to its content.

Communication plays pivotal role in development. Melkote and Steeves (2001) noted that mass media play the role of a catalyst to bring about change in development process. Deane et al (2002) note that the mass media are fundamental to development. The mass media enable people to learn about issues as well as make their voice heard. They can exert a powerful influence, for good or for ill. Free, independent press are important to ensure freedom of speech guaranteed by the Universal Declaration of Human rights, combat poverty and crime, inform people about issues and enable them participate in public debate.

Okigbo (1991) asserts that the print media can contribute to development by disseminating truth and useful information, correlating the parts of society and sensitizing (or conscientizing) the people to the need for planned development and social change. Other important functions of the print media in development process are persuasion, motivation, providing leaving materials and appropriate development information for educated members of the society.

Media again shape public opinion, and influence public policy. Graves (2007), quoting Jaime Abello Banfi, notes that media are used to give voice to marginalized groups, such as women and ethnic and religious minorities as well as to promote their rights. For example, in Burundi, the association Bonsem produces a weekly radio show and publishes a newsletter designed to encourage discussion about how civil society can work for the political and economic inclusion of the marginalized Twa Communities. In the same vein, according to Panos London's 2007 report At the Heart of Change, information and the media that deliver it are powerful agents of change that can help reduce poverty and the debilitating effects of disease in the developing world.

Goddard and Saunders (2001), draw attention to the essential role of the media in increasing the society's awareness of, and response to, child abuse and neglect. (Baranek and Chan 1987,p.3) observe that Journalist play a major role in constructing what is considered "deviant" in our society and, therefore, what is "normal". Journalist do not merely reflect the work of others who define deviance and attempt to control it, but are themselves in some ways agents of social control; they are "a kind of deviance defining elite" who articulates the proper bounds to behaviour" in our society.

The media have been essential to the growth of awareness of child abuse. According to Goddard:

In Victoria, if not the rest of Australia, the media coverage of child abuse has played a significant part in the development of "solutions" to the problem. A major restructuring of child protection services, together with a large increase in resources, followed one extensive media campaign (Goddard and Carew, 1993).

Another print media campaign following the death of an abused child referred to the police and protective services, led to the introduction of mandatory reporting in Victoria. Such campaigns lead to "policy development developed through community consultation, research, and reflection (1996, p.305).

Study by Olusola on children as invisible and voiceless as ever in the Nigerian media reveals that the extent of coverage given to children's issues by the Guardian and Daily Times, newspapers shows a gross under-reportage of children's issues. The study used agenda setting theory as anchor. According to the study, one can say that children seemed to be invisible in the newspapers content. A total of 300 issues of the newspapers were sampled for analysis for each of the newspapers, making an overall total of 600 issues. It is amazing that only 97 stories (21.4%) came from Daily Times and the Guardian had 96 stories representing (21.4%). That means that there were several days when children's issues did not feature at all in the newspapers' coverage. If the newspapers were to feature a child rights story everyday, they would have 600 stories. Thus, a record of 193 stories shows that adequate attention has not been given to children's issues.

The study recommends that the government formulate a policy guideline to compel newspapers to devote a certain percentage of their news coverage to issues that will serve the purpose of protecting and promoting the rights of the child.

The finding also showed that children's stories lack news-worthiness due to their being buried inside the newspapers' pages. When someone reads newspapers, the first port of call is the front page and then the back page before checking the stories inside those papers. Putting children's stories on the front page will thus increase their newsworthiness.

Study by McManus and Dorfman (2002) on the portrayal of child care in U.S newspapers showed inadequate reportage. They noted that though child care was among the most rapidly growing business in the U.S, it was surprising that the issue was underreported. Moss' (2001) study on the economic impact of the child care industry in California also showed gross under reportage of child care. The study showed that about 5.5% of the stories on news section fronts, editorial and op-ed pages were focused on education. Stories about child care, by contrast, represented a fraction of 1% of the stories, in the sample newspapers.

Also, McNamara's study on the representation of young people in the Irish national newspapers revealed under – representation of children and young people.

Olusola notes that children are generally under reported in the media. explanations for this include: journalists may consider young people to be unimportant in societal decision making processes, immature, ill-informed or indeed, not interested in current affairs. Besides, young people do not purchase newspapers regularly, nor do they usually have disposable incomes to do so. Not only that, some codes of practice suggest that journalists should not interview or photograph those under the age of 18 on subjects involving not their personal welfare in the absence and without the consent of their guardian.

The level of prominence, in terms of page placement, given to a report has implication on the extent to which the newspapers have set agenda for the issue. The results show that reports on child rights were buried within the newspaper pages. For instance, 81.2% of The Guardian Stories were on inside pages, while 82.5% of Daily Times Stories, also both the lead and minor, are found inside the pages of the newspapers. This is an indication of weak newsworthiness of child rights stories. Though, there are many stories competing for the front page, one way around, this is to set some children's news headlines in the front page, while the stories continue

in the inside pages. This will to some extent raise children's issues to the right plane (Olusola, 2009).

The media have also reported other social vices. For instance, Since 2006 media have reported at least eleven more cases of "baby factories" in Nigeria and revealed new facts about this phenomenon evidencing the core elements of human trafficking. According to these reports women and girls are lured into such "factories" through deception and abuse of their vulnerability. Thus, traffickers usually approach their victims with false promises of jobs or safe abortions (Huntley, 2013)

Similarly, a study done on the impact of Ekiti Radio Campaign against human Trafficking in Ido Community of Ido-Osi Local government Area by Oreoluwa shows that Ekiti Radio Campaign plays a vital role in campaign against human trafficking in Ido Community and Edo State at large. The study also reveals that human trafficking is as a result of ignorance, greed and mostly poverty. The study recommended among others that media literacy programs helping youth to better understand and result offers and promise, advertising, counter advertising campaigns illustrating the dangers of human trafficking.

The study was anchored on agenda setting theory and used survey – questionnaire method. The analysis shows that out of 332 respondents 181 people representing 54.5% ticked "Yes" that the campaign on Ekiti Radio helps in reducing the rate of human trafficking, while 151 people representing 45.5% ticked "No" that this campaign does not help in reducing the rate of human trafficking. Thus, the response rate here shows that the campaign on Ekiti radio helps in reducing the rate of human trafficking.

Also a study done by Nwankwo on the role of the media in promoting Human Rights: An analysis of the BBC documentary, Chocolate: the bitter truth in 2011 found out that the media do have impact although the impact might be a bit difficult to prove. The documentary dwelt on the

use of child labour in Cocoa farms in West Africa. Responses from the BBC journalists show that they believe that the documentary had an impact. For example, an interviewee commenting on the programme said that chocolate industry has started to tighten their rules on how to treat people on the ground'. Other said a lot of consumers didn't understand this was going on and the chocolate companies said they didn't know this practice, and that they were going to stop it. So it had an impact …. The media should therefore make a positive impact in the promotion of human right by exposing any abuses and bringing the knowledge of human rights to media audience Nwankwo (2011). The study further recommends that media institutions should be interested in human rights promotion by formulating their policies to make them conducive for human rights coverage.

Also a media campaign to increase Awareness and prevention of Human Trafficking in Asia, Traffic and sold documentaries narratives with stories told from the perspectives of victims, traffickers, law enforces and social workers across different regions in Asia. The documentaries were versioned by local celebrities into local languages for different markets to appeal to local audiences.

The two documentaries were evaluated to measure the effects after exposure. Online survey was employed to assess audience's changes in knowledge, attitude and behavioural intention using the Mind-set Barometer as the measurement tool. Focus groups were also conducted to obtain deeper insights and analysis of the programme's effects on viewers. The documentaries made facts about human trafficking known to the respondents. Also the documentary made people know that it was only women or rural people who were at risk of human trafficking. They now had a better sense of precautions that they needed to take with respect to the credentials of job agents.

Study by Rosaq Kayode Awosola and Osakue Stevenson Omoera in 2008 on child rights and the media: The Nigeria Experience established that the media, particularly the television have to a large extent helped in increasing awareness on child rights, abuse and development in Oredo Local Government area of Edo State, Nigeria. The study employed an exploratory survey design, the study finally concluded that television with reference to programmes such as "12020", "I need to know" and "news line" have been able to conscientize the populace on the rights of the child.

The study however, notes that television through its programmes has not been able to convince people to change their ways of handling children despite the fact that they are aware of child rights.

Also study on the news coverage of child sexual abuse by Berkeley media studies group in 2011 found out that most of the coverage of child sexual abuse was episodic (80%) highlighting a specific crime. The rest of the news on child sexual abuse (20%) was thematic including statistics or other contextualizing information. One thematic article, for instance reported, most victim know their abuses, with about one in three assaulted by a resident, the study went further to say that most say that most of the time, when news consumers read about child sexual abuse, it is in terms of isolated incidents disconnected from larger patterns or circumstances.

The study concludes that clear patterns emerged in three years of news coverage of child abuse. First child abuse remains largely out of view. While child sexual abuse appears regularly in news coverage, there is, on average, less than one story a week on the topic and even fewer that cover the issue in depth.

Second, when sexual abuse is covered, it is usually on incident of child sexual abuse that has achieved some milestone within the court system (e.g. trial of the accused). As a result, when

people are exposed to child sexual abuse in the news, it is likely associated with isolated episodes viewed through a criminal just ………

Third, prevention remains virtually invisible solutions were discussed in less than one third (30%) of the coverage. Most of those stories were about intervention focused on treatment after the fact. Few discussed prevention.

The study further recommends that advocates should create news about child sexual abuse, advocate for system c solution, talk about the context surrounding child sexual abuse, push authorities for solutions etc.

2.9 Theoretical Framework

Theory is a set of systematic generalization based on scientific observation leading to further empirical observation.

The study is anchored on agenda setting and spiral of silence theories.

2.9.1 Agenda-setting theory says that the press just like in a meeting can initiate the topic for discussion. Any issue that is not in the agenda will not be deliberated upon or taken serious. The same way the press/media can raise issues of importance for pubic discussion. The media also moderate and shape the discussion.

The Elements Involved in Agenda-setting:

(i) The quality and frequency of reporting

(ii) Prominence given to the reports

(iii) The degree of conflict generated in the reports

(iv) Cumulative media specific effect over time (Folarin, in Wogu 2008).

Agenda setting refers to the operation of the media which results in prioritization of the issues that arise and engage the attention of the society. Thereby, the issues focused upon by the media became the issues that the public accepts as important for attention and discussion (McQuail, 2005,p.512). In other words, it is the process whereby the news media lead the public in assigning relative importance to various public issues. The media agenda influences public agenda not by saying this issue is important in an overt way by giving more space and time to that issue and by giving it more prominent space and time.

Cohen's (1963,p.13) study of foreign policy has been a stimulant of the agenda setting research. Cohen noted that the press:

> May not be successful much of the time in telling its readers what to think about. And it follows from this that the world looks different to different people depending not only on their personal interests, but also on the map that is drawn for them by the writers, editors and publishers of the papers they read.

McComb and Shaw's (1972) investigation lends great credence to the agenda setting theory. They did content analyses of newspapers and television coverage of the 1968 American presidential election. The analysis considered the time and space accorded to various issues and served as a representative of media agenda. McCombs and Shaw then interviewed 100 issues they believed were most important. The public opinion poll served as representation of the public agenda. In looking at the relationship between the two variables (that is media agenda and public agenda), McCombs and Shaw found an incredible correlation. The public agenda was a virtual reflection of the media agenda.

Severin and Tankard (1997) define this agenda setting process as the media's capability through repeated news coverage, of raising the importance of an issue in the public's mind. It is a causal hypothesis suggesting that media content has an influence in the public perception of the importance of issues. They argue that the media can be used to influence policies and the way

people think. Also, since the treatment of the children's right by individuals hinges heavily on the attitudes and behaviour, the media through agenda setting process, can immensely change them into positive attitudes towards the children's right. Agenda setting concepts raises important questions of responsibility for the journalist. The labels that journalists apply to events can have an important influence on whether the public pays attention to the issues connects with the event (Severin and Tankard, 1997)

The agenda setting theory thus provides the basis for examining if radio has been able to set agenda for the curbing of child abuse by assigning relative importance to them through existence of reports on child abuse, frequency of reporting, prominence giving to such and the conflict generated in them.

2.92   Spiral of Silence

This was propounded by Elizabeth Noelle – Neumann. According to her, the media, because of a variety of factors, tend to present one (or at most two) sides of an issue to the exclusion of others, which further encourage those people to keep quiet and makes it even tough for the media to uncover and register that opposing viewpoints thereby making them to keep quiet because of fear of being isolated, ridiculed or rejected.

According to the proponent, observation made in one context (the mass media) spread to another and encouraged people either to proclaim their views or to swallow them and keep quiet until, in a spiraling process, the one view dominated the public and the other disappeared from the public awareness as its adherents became mute. This is the process that can be called a 'spiral of silence', (Noelle-Neumann, 1984).

The media because of a variety of factors tend to present one (or at most two) side of an issue to the exclusion of others, which further encourages those people to keep quiet and makes

it even tougher for the media to uncover and register that opposing viewpoint. She analysed media output and polled journalists on various issues relating to government and politics in (West) Germany, and came to the conclusion: "To a large extent, it is the media which create opinion"

Noelle-Neumann's focus is not with micro-level conceptualization of the way average people come to perceive the public agenda, rather she is concerned with the macro-level, long term consequences of such perceptions. If various viewpoints about agenda items are ignored, marginalized or trivialized by media reports then people will be reluctant to talk about them. As time passes, those viewpoints will cease to be heard in public and therefore cannot have impact upon political decision making.

Some interesting terms have been coined from the exposition and discussion of this theory. Some of them include

a) Double opinion climate: when media opinion is independent of the real public opinion and the gap is wide enough to be noticeable.

b) Silent majority: when a majority is silent on an issue but a few persons express their views more vociferously.

c) Pluralistic ignorance: when people refuse to exchange ideas, thinking they are in the minority when they may actually be in the majority.

d) Bandwagon: a rise in the popularity and acceptance of an opinion, just because many people hold it. It gives a sense of belonging.

e) Snob-effect: when people leave an opinion because of its commonality. (Folarin, 1998,p.71) in (Wogu,, 2008,p.151)

Spiral of silence is relevant to the study because radio because of a variety of factors present other issues like political issues, sports or entertainment and leave child abuse in the discussion, people may tend to keep quiet because of fear of being marginalized, isolated or ridiculed. People hold to a very high esteem any issue or event reported by the media and tend to hold the same or similar point of view with the media.

SUMMARY OF LITERATURE

The literature reviews conceptual literature and themes related to child abuse and the functions of the mass media which radio is one of. The conceptual review includes an overview of child abuse, forms of child abuse and signs of abuse, issues of child abuse, cause of child abuse and consequences of child abuse, policies on child abuse, radio medium and ideology functions of radio.

Also, the literature reviews studies done on child abuse and the role of the media in curbing social vices by disseminating truth and useful information. For instance, a study by Olusola reveals that children seem invisible in the media.

The study is anchored on agenda setting and spiral of silence theories. Agenda setting theory is relevant to the study because issues deemed important must be in the media vice versa and spiral of silence because people tend to keep quiet or leave a point of view if the media hold an opposing point of view from theirs because of fear of being isolated, ridiculed or avoided.

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CHAPTER THREE

RESEARCH METHODOLOGY

3. 1 Research Design

Research design, according to Ezeh (2011,p.68) is the plan, structure and strategy of investigation conceived so as to obtain answer to research questions through which the problem of the study could be addressed

Survey was used for the study. According to Ohaja (2003, p.74), topics concerning public perception of or responding to issues require survey". She further stated that whenever the major source of primary data for a study would be the views of members of the public or any particular group, a survey would be called for. Many impact, influence or effectiveness studies adopt the survey design.

Also according to (Okoro, 2001, p.37) 'survey is a very vital method of collecting data for the purpose of describing a population too large to be observed directly', citing Barbie (1975), Okoro further stated that, through a careful sampling and construction of a standardized questionnaire, it becomes possible to gather data from a group of respondents whose characteristics may be taken as being representative of the large population.

3.2 Population of the Study

This is generally taken to be the totality of all the elements, subjects or number which possess common and specific characteristics within a given geographical location.

The population for this study was drawn from the south East zone of Nigeria which consists of radio programme consumers and other Nigerians who live within the South East geo-political zone of Nigeria which, according to the 2006 census Report, stood at 16,395560. The South East geo-political zone which was used to represent Nigeria is composed of five (5) states.

3.3   Sample Size

The sample size for this research work was 400. 400 copies of the questionnaire were administered but 384 copies were returned. The sample size was derived using The Australia Calculator as provided by the National Statistical Service (NSS) of Australia. The calculator provides a simplified formula for calculating sample sizes.

To Determine Sample Size

Confidence level: 95

Population size: 16,395,560

Proportion: 0.5

Confidence level: 0.049

Upper :   0.54900

Lower: 0.45100

Standard error: 0.2500

Relative standard error: 5.00

Sample size   :   400

Therefore, for a population 16,395,560, the basic sample size is 400. Hence, a sample size of four hundred respondents was selected to represent the population of the study.

3.4 Sampling Technique

As the population is spread across such a wide area and the expenses that would be incurred in carrying out the survey, the researcher employed Multi-stage sampling technique

Multi-stage Sampling Technique:

Stage I: Simple random sampling technique was used to select three states from the South East and the following states emerged: Enugu, Ebonyi and Anambra. According to Ohaja(2003),it is a kind of balloting. The five eastern states had equal chance of being selected. The five states were written and put in a basket and lucky dip was used to select the states.

Stage II: The purposive sampling technique was used to select individual state capitals for sampling. Purposive sampling is used when the researcher seeks certain characteristics in his sampling elements and he wants to ensure that those chosen have those characteristics (2003,p.82).Hence, Enugu, Abakiliki and Awka. Being the state capitals, equal number (no) of respondents was allocated to each of them and each was to get 133 respondents except Enugu that got 134 respondents in order to make up the number of 400 respondents.

Stage III: Accidental sampling technique was used to arrive at eligible respondents. Accidental sampling technique is when the researcher includes any available person in his sample. Any available adult who can read and write was given a copy of the questionnaire.

The table below shows how the sampling was done:

Sampling procedure

Country	Geopolitical zone	States in the zone	State capitals of selected states	Number of questionnaire
Nigeria	Southeast, Nigeria	Enugu	Enugu	400/3=134
		Ebonyi	Abakiliki	400/3=133
		Anambra	Akwa	400/3=133

3.5 Measuring Instrument

The questionnaire was used as instrument for data collection. The questionnaire has two sections: the demographic and psychographic sections. The demographic section was used to elicit information about the bio-data of the respondents while the psychographic section focuses on the research questions. The questionnaire was drafted in simple sentences and made use of close and open ended techniques in order to give the respondents enough room to fill in their responses to the questions.

3.6 Validity of Research Instrument.

The validity of the instrument was checked using the face validity technique by the research supervisor. This ensures that the research instrument is appropriate in investigating the subject of research. The questions in the research instrument were also tested for clarity and ambiguity. The research instrument was validated by three lecturers in the Department of Mass Communication University of Nigeria, Nsukka.

3.7 Reliability Test.

Asika,(2006, p.73) defines reliability as "the consistency between independent measurements of the same phenomenon, the accuracy and precision of measuring instrument." In testing for reliability therefore, the researcher conducted a pilot study of twenty (20) persons. The test was done after the validity of the instrument had been carried out by the project supervisor. This was to find out if the instrument adequately addressed the research problems.

Guzman's scale of co-efficient was used for the reliability test.

$$1 \quad \frac{Total\ Error}{Total\ Responses}$$

$$1 \quad \frac{2}{20}$$

$$\frac{2}{20} = 0.1$$

$$1 - 0.1 = 0.9$$

Therefore, the reliability of the instrument is 90%.

3.8   Method of Instrument Administration

The instrument was self administered with the help of three (3) trained research assistants in the three (3) states of the study. Copies of the questionnaire were administered face to face and given 30(thirty) minutes to fill to reduce the mortality rate.

3.9   Method of Data Presentation and Analysis.

This involves the presentation of the statistics to confirm or invalidate the research's theses and answer questions he has posed. SPSS Statistical Package for Social Sciences) Descriptive statistics such as frequencies and percentages plus measures of central tendency (the mean, median and mode) were used.

Tables, graphs, histograms pie charts and other kinds of chart were also employed.

3.10   Limitation of Study

      This research work was hampered by short span of gathering adequate data and limited funds. Also, some of the respondents refused to fill in because of their lack of awareness on the topic. Some did not fill all the questions. This extended the duration of data collection.

      However, despite the challenges encountered, the responses of the respondents satisfied the objectives of the research.

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CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND RESULT

In this chapter, all the quantitative data generated through the questionnaire are presented and analyzed in line with the research questions raised in the study.

Total of 384 copies of questionnaire were analyzed. The presentations are as follows beginning with the biographic data of the respondents.

Table 4.1: Age of Respondents

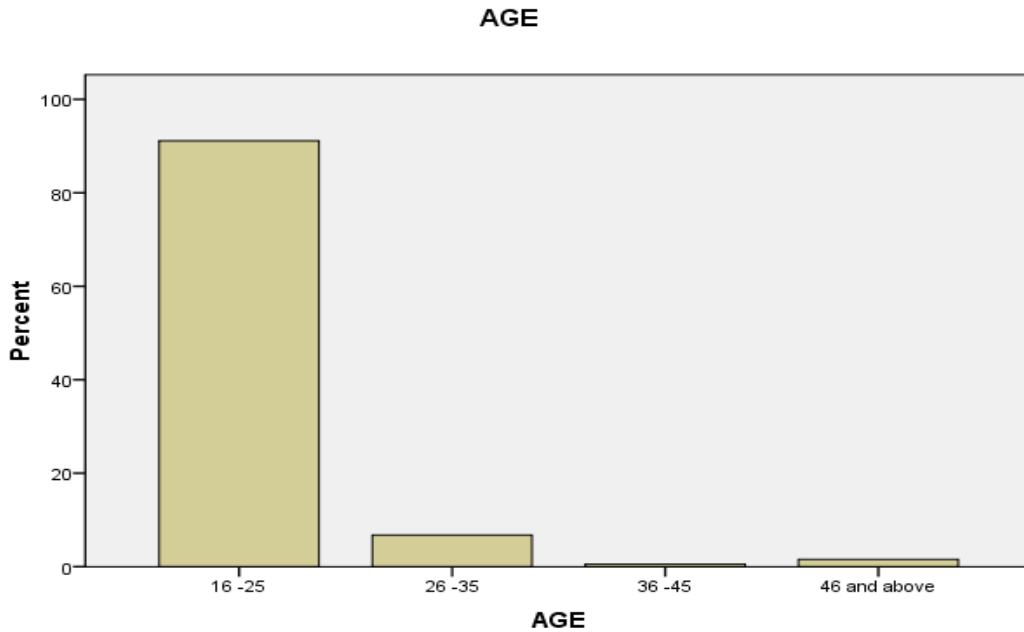| Variable	Frequency	Percentage
16 -25	349	90.9
26 -35	26	6.8
36 -45	2	.5
46 and above	6	1.6
Missing	1	.3
Total	**384**	**100.0**

AGE

Age of Respondents

Table 4.1 and figure 4.1 above shows the age of respondents. From the above, 349, respondents (90.9%) are within the age of 16 – 25, 26 respondents (6.8%) are within the age of 25 – 35, 2 respondents (0.5%) are within the age of 36 – 45, 6 respondents (1.6%) are within the age of 45 and above, and 1 respondent (0.3%) did not respond to the question. This means that the number of respondents with the age of 16 – 25 constitute the largest category.

Table 4.2: Sex of Respondents

Sex	Frequency	Percentage
MALE	172	44.7
FEMALE	211	54.8
Missing	1	.3
Total	**384**	**100.0**

Figure 4.2: Sex of Respondents

Table 4.2 and figure 4.2 above shows the sex of respondents. From the above, 172 respondents (44.7%) are male, 211 respondents (54.8%) are female, however, 1 person did not respond to the question item. This means that the number of female respondents was higher.

Table 4.3: Academic Qualification of Respondents

Variable	Frequency	Percentage
GCE/SSCE	265	69.0
OND/NCE	17	4.4
HND/BA/B.Sc	75	19.5
M.Sc/MA	12	3.1
Missing	15	3.9
Total	**384**	**100.0**

Academic Qualification
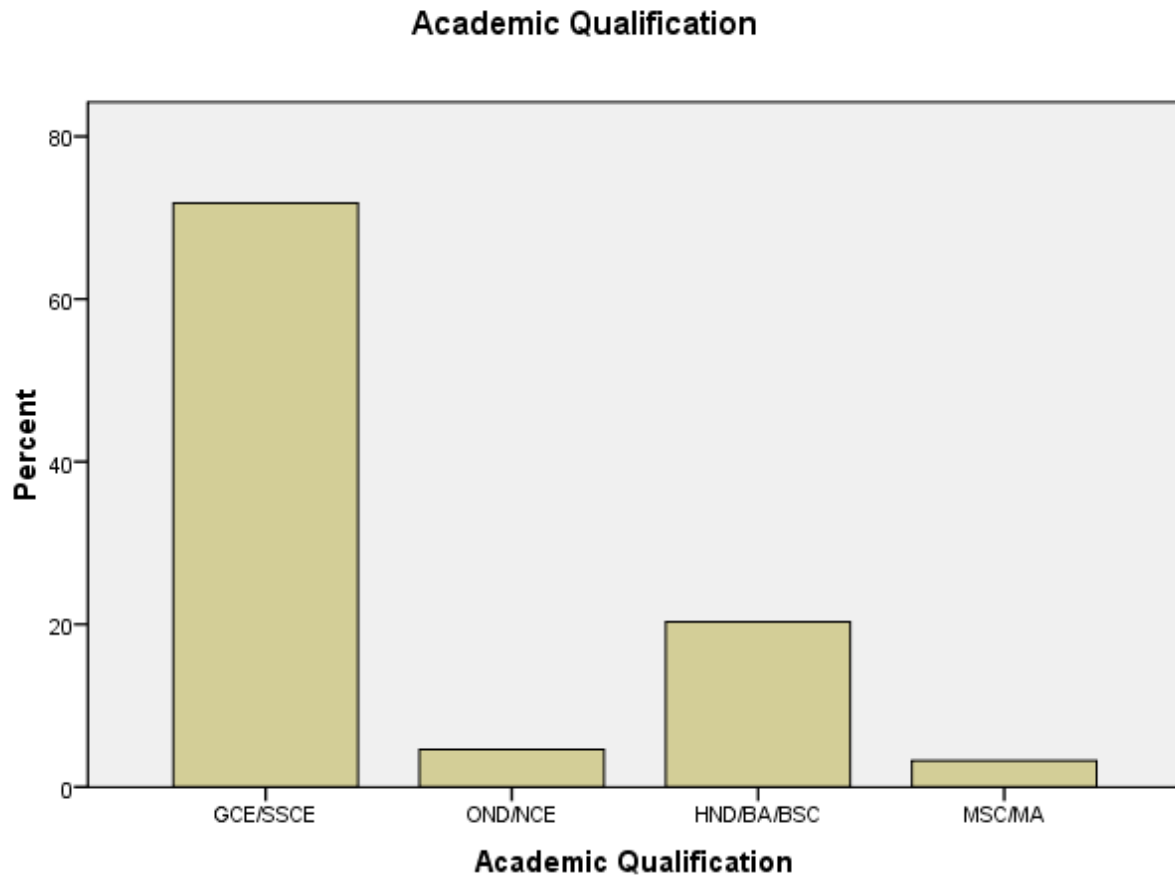
Figure 4.3: Academic Qualification of Respondents

Table 4.5 and figure 4.5 above show the educational qualifications of respondents. From the above, 265 respondents (69.0%) had SSCE/GCE, 17 respondents (4.4%) had OND/NCE, 75 persons (19.5%) had HND/B.Sc/BA, 12 respondents (3.1%) had MSC/MA whereas 15 respondents (3.9%) did not respond to the question item. This means that respondents with SSCE/GCE made up the greater part of the sample.

Table 4.4: Marital status of Respondents

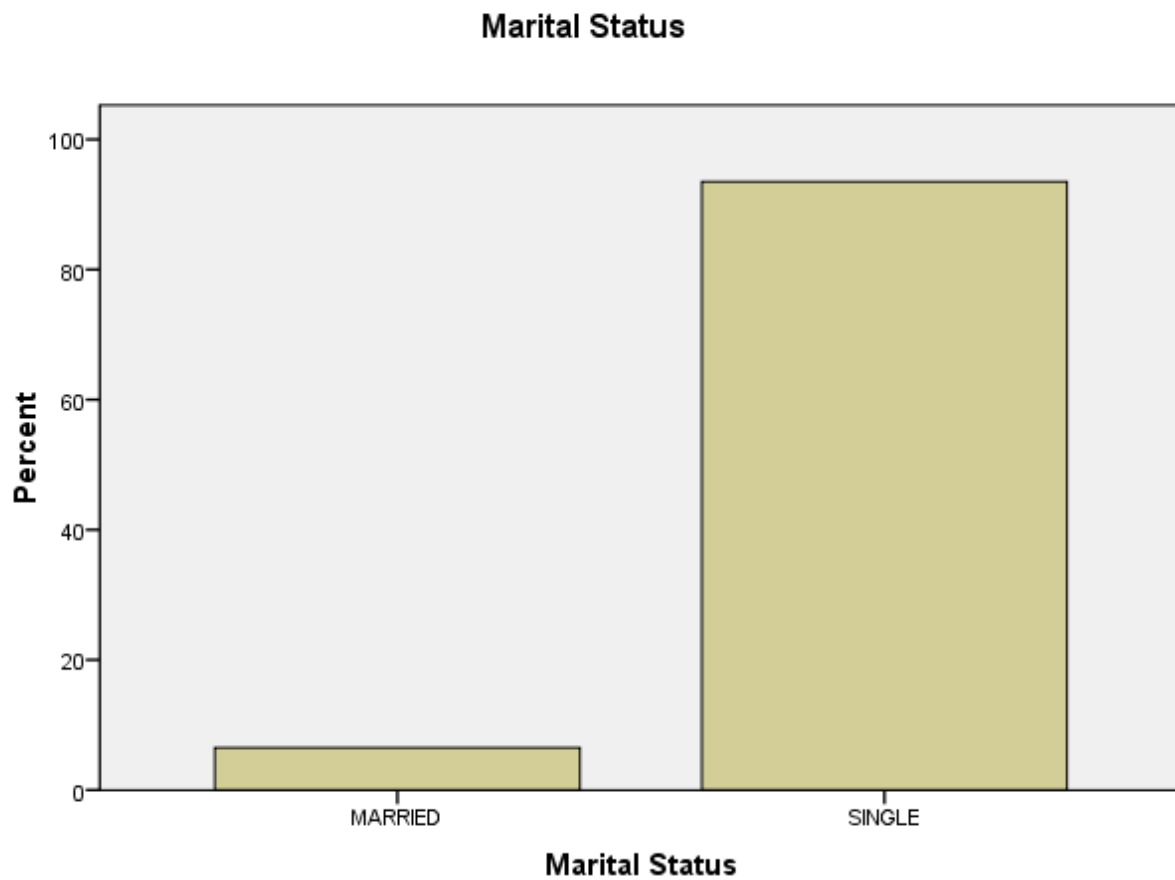| Variable	Frequency	Percentage
MARRIED	25	6.5
SINGLE	359	93.5
Total	**384**	**100**

Marital Status

Figure 4.4: Marital Status of Respondents

Table 4.4 and figure 4.4 above shows the marital status of respondents. From the above, 25 persons (6.5%) are married, however, 357, respondents (93.5%) are single. This means that the number of single respondents was higher.

Table 4.5: Occupation of Respondents

Variable	Frequency	Percentage
STUDENT	357	93.0
PUBLIC SERVANT	18	4.7
SELF-EMPLOYED	8	2.1
Missing	1	.3
Total	384	100.0

OCCUPATION

Figure 4.5: Occupation of Respondents

Table 4.4 and figure 4.4 above show the occupations of respondents. From the above, 357 respondents (93.0%) are students, 18 respondents (4.7%) are public servants, 8 respondents (2.1%) are self-employed, and 1 respondent (0.3%) did not respond to the question item. This means that students had the highest population in the study.

Research Question One: What is the people's awareness level of radio programmes on child abuse?

Table 4.6: Do you have access to radio?

Variable	Frequency	Percentage
YES	343	89.3
NO	38	9.9
Missing	3	.8
Total	**384**	**100.0**

Responses on accessibility to radio
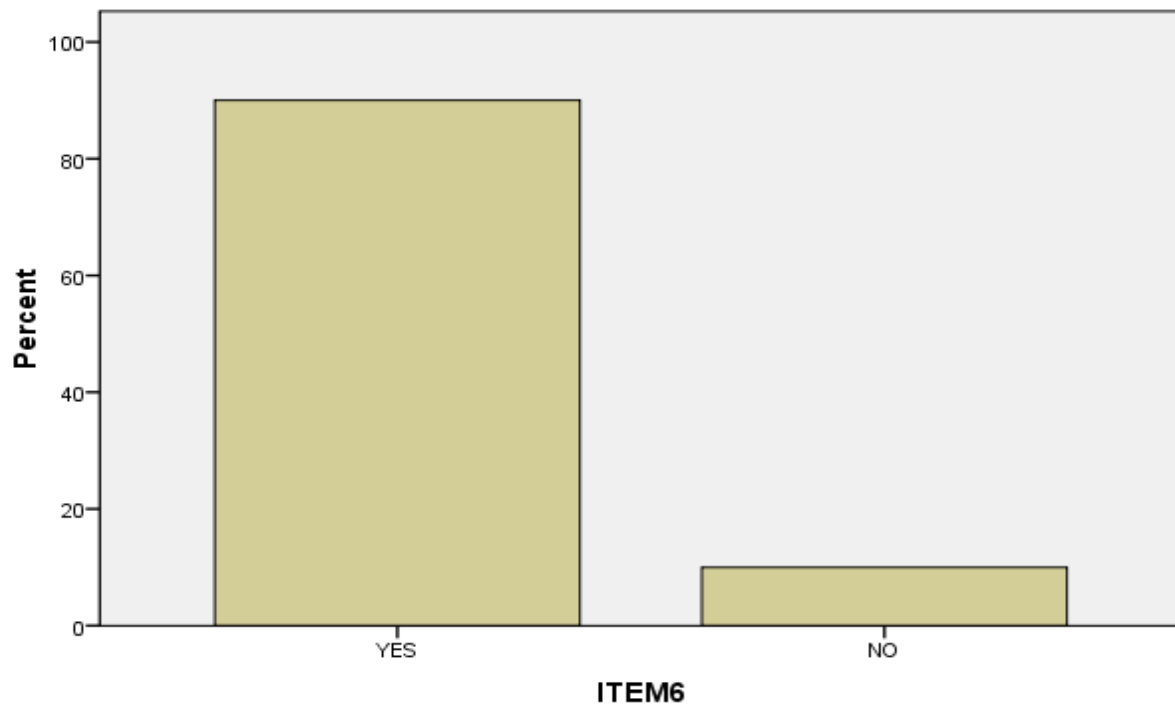
Figure 4.6: Do you have access to radio?

From table 4.6 and figure 4.6 above, 343 respondents (89.3%) said "yes" to having access to radio, 38 respondents (9.9%) said "no" to having access to radio, while 3 respondents (0.8%) did not respond to the item. This implies that majority of the respondents have access to radio.

Table 4.7: Do you listen to programmes on radio?

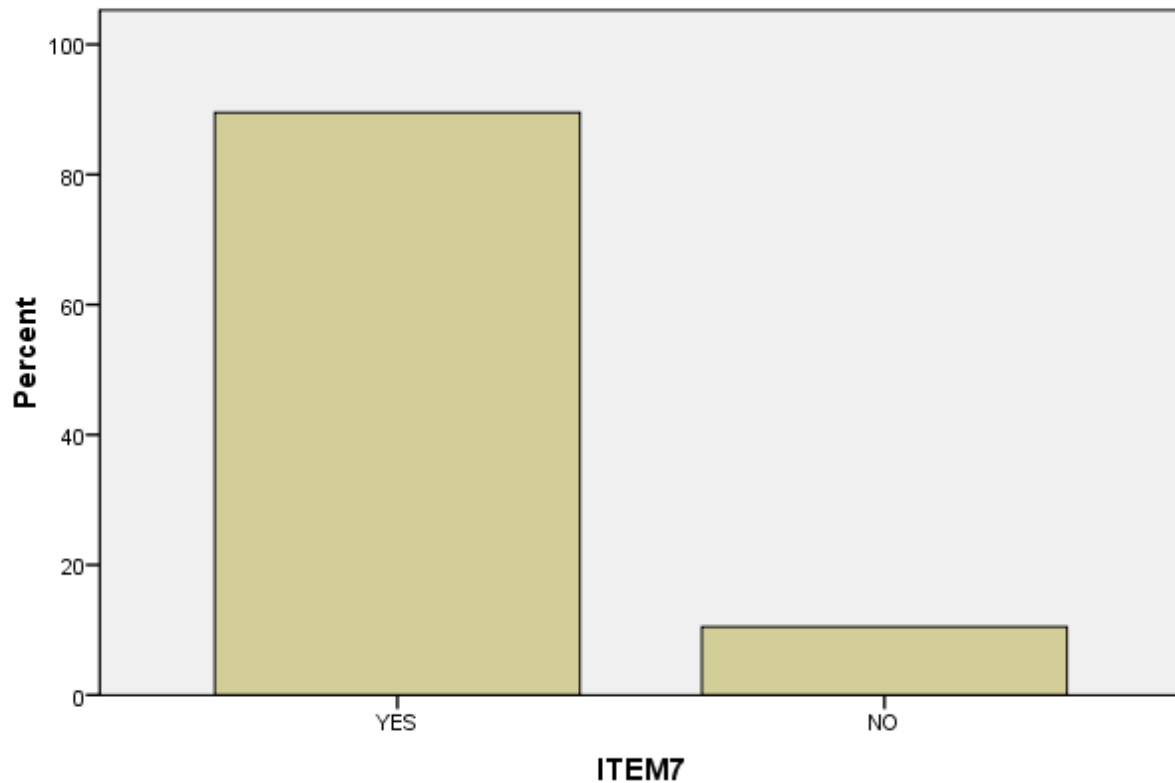| Variable	Frequency	Percentage
YES	342	89.1
NO	40	10.4
Missing	2	.5
Total	**384**	**100.0**

Responses on people that listen to radio

Figure 4.7: Do you listen to programmes on radio?

From table 4.8 and figure 4.7 above, 342 respondents (89.1%) said "yes" to listening to programmes on radio, 40 respondents (10.4%) said "no" to listening to programmes on radio, while 2 respondents (0.5%) did not respond to the item. This implies that majority of the respondents listen to programmes on radio.

Table 4.8: Are you aware of child abuse programmes on radio?

Variable	Frequency	Percentage
YES	229	59.6
NO	143	37.2
Missing	12	3.1

Total	384	100.0

Responses on awareness of child abuse programmes on radio
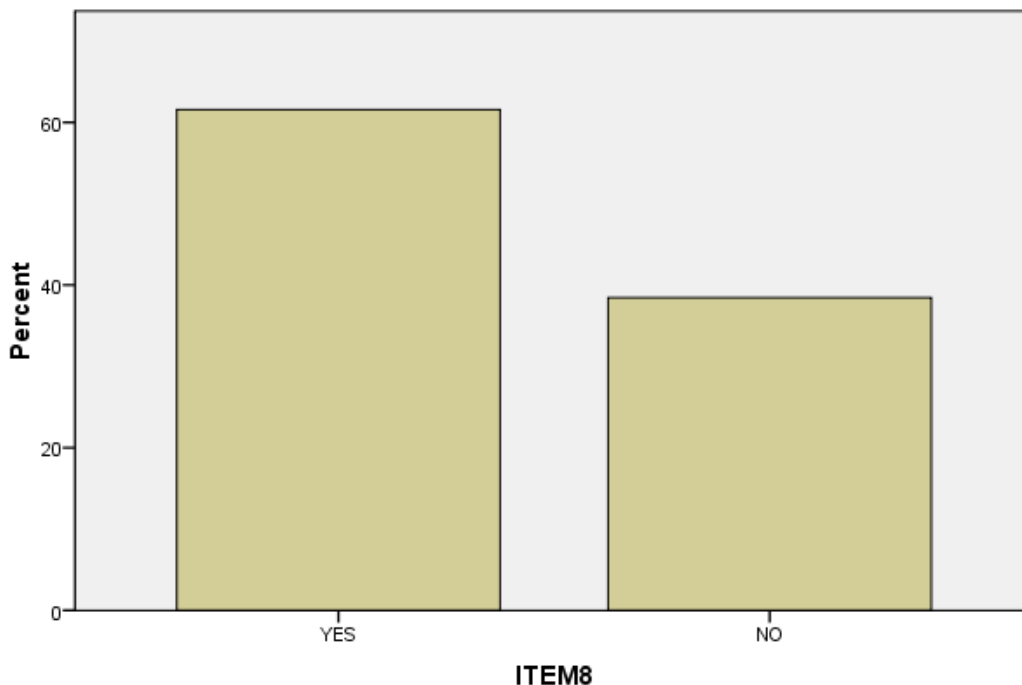

Figure 4.8: Are you aware of child abuse programmes on radio?

From table 4.8 and figure 4.8 above, 229 respondents (59.6%) said "yes" to being aware of child abuse programmes on radio, 143 respondents (37.2%) said "no" to being aware of child abuse programmes on radio, while 12 respondents (3.1%) did not respond to the item. This implies that majority of the respondents are aware of child abuse programmes on radio.

Table 4.9: Identify any of these programmes on child abuse that you are aware of.

Variable	Frequency	Percentage
child abuse	52	13.5
child labour	89	23.2
child trafficking	45	11.7
Discussion	14	3.6

bright stars	20	5.2
oge umuaka	23	6.0
drug abuse	7	1.8
Others	10	2.6
Missing	124	32.3
Total	384	100.0

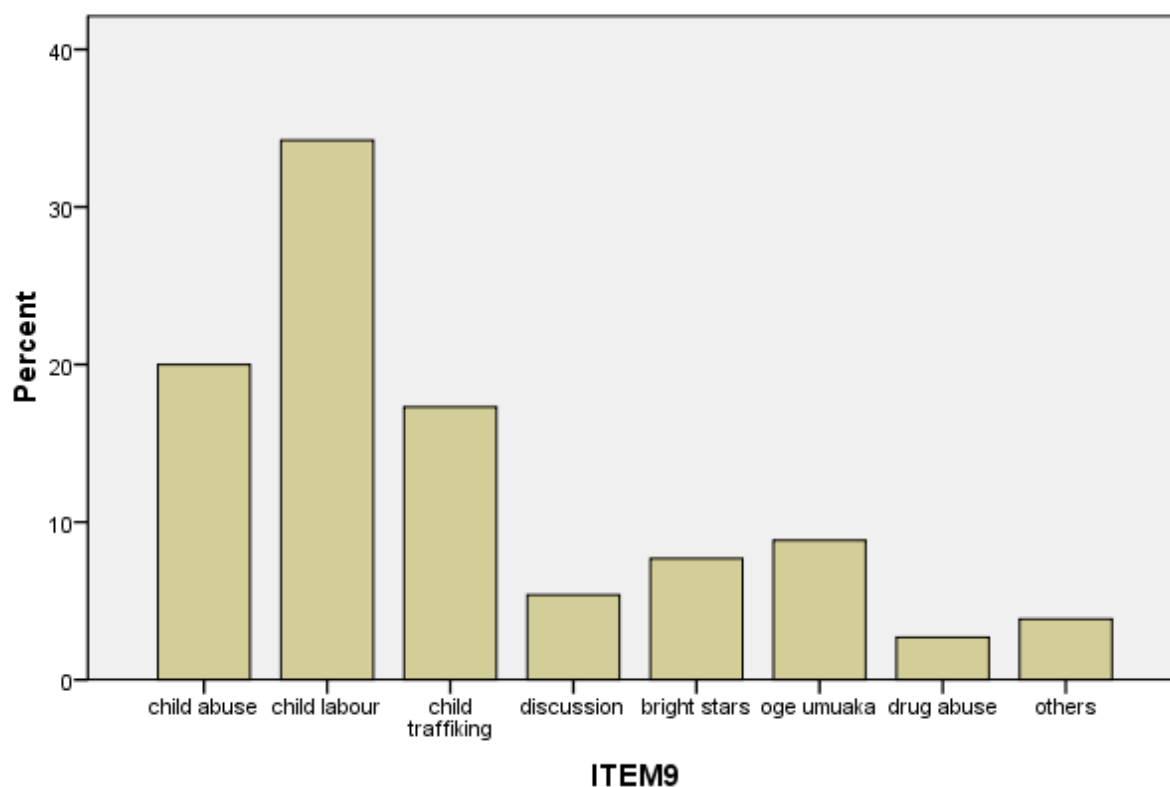Responses on identification of these programmes

Figure 4.9 Identify any of these programmes that you are aware of.

From table 4.9 and figure 4.9 above, 52 respondents (13.5%) identified child abuse as one of the programmes they are aware of, 89 respondents (23.2%) identified child labour as one of the programmes they are aware of, 45 respondents (11.7%) identified child trafficking as one of the

programmes they are aware of, 14 respondents (3.6%) identified discussion as one of the programmes they are aware of, 20 respondents (5.2%) identified bright stars as one of the programmes they are aware of, 23 respondents (6.0%) identified oge umuaka as one of the programmes they are aware of, 7 respondents (1.8%) identified drug abuse as one of the programmes they are aware of, 10 respondents (2.6%) identified other non child abuse programmes as one of the programmes they are aware of, while 124 respondents (32.3%) declined answering the question item. This implies that majority of the respondents could identify some of the child abuse programmes they are aware of.

Table 4.10: How would you rate your awareness of child abuse programmes on radio?

Variable	Frequency	Percentage
VERY HIGH	60	15.6
HIGH	72	18.8
MODERATE	116	30.2
LOW	104	27.1
Missing	32	8.3
Total	384	100.0

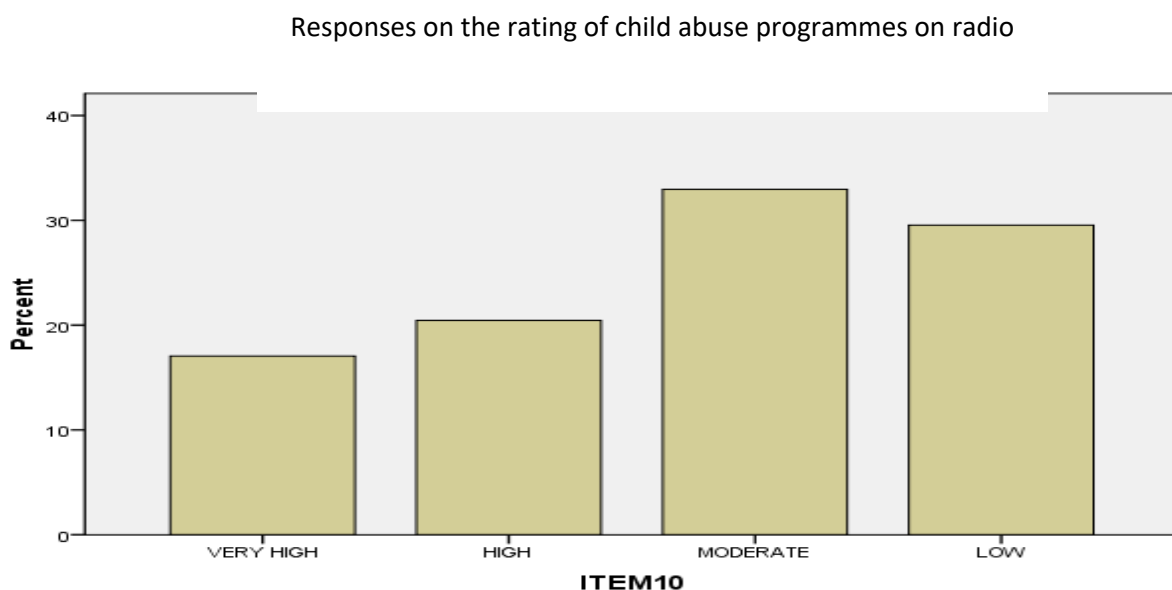Responses on the rating of child abuse programmes on radio

Figure 4.10: How would you rate your awareness of child abuse programmes on radio?

From table 4.10 and figure 4.10 above, 60 respondents (15.6%) rated their level of awareness of child abuse programmes on radio as "very high", 72 respondents (18.8%) rated their level of awareness of child abuse programmes on radio as "high", 116 respondents (30.2%) rated their level of awareness of child abuse programmes on radio as "moderate",104 respondents (27.1%) rated their level of awareness of child abuse programmes on radio as "low", while 32 respondents (8.3%) did not respond to the question item. This implies that majority of the respondents rated their level of awareness of child abuse programmes on radio as being on the low side.

Summary of Research Question One

Here, the study sought to find out the respondents' awareness level of radio programmes on child abuse. The data presented in tables 4.6, 4.7, 4.8, 4.9 and 4.10 revealed that majority of the respondents have access to radio, listen to radio and are aware of child abuse programmes on radio. However, their awareness level of the issue is on the low side

RESEARCH QUESTION TWO: How often does radio cover child abuse programmes in Southeast Nigeria?

Table 4.11: How often do you listen to radio?

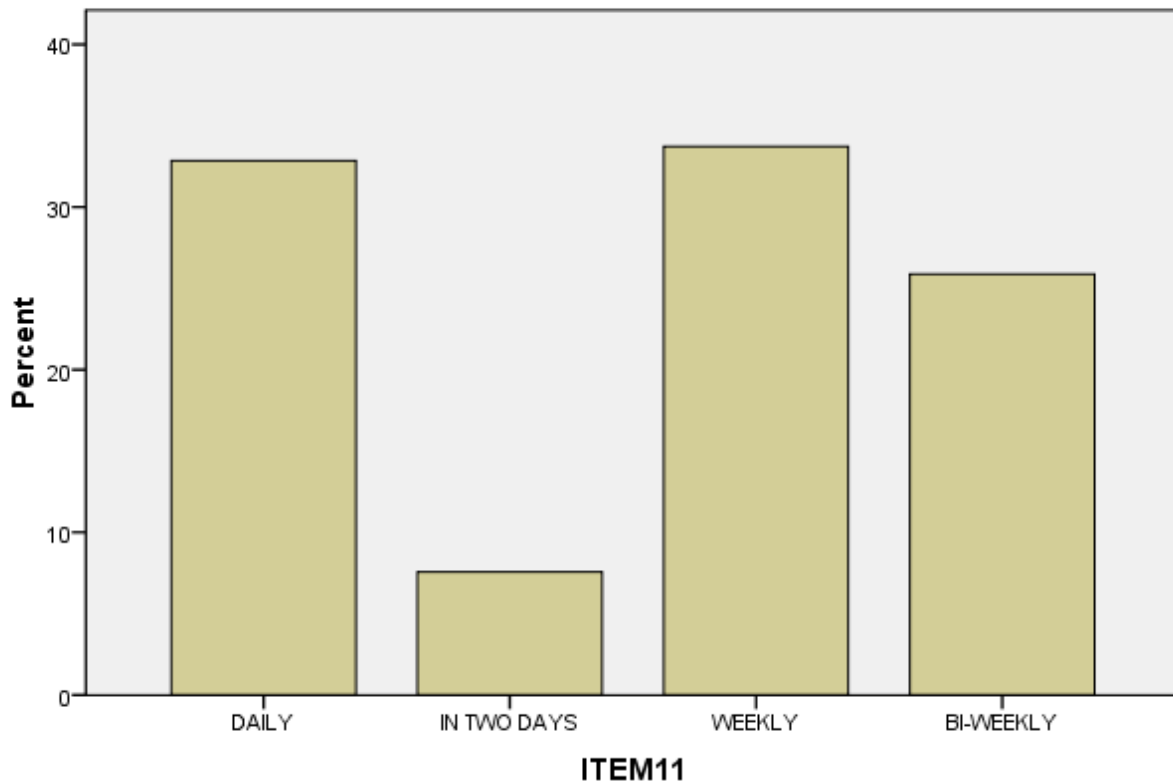| How often respondents listen to radio	Frequency	Percentage
DAILY	113	29.4
IN TWO DAYS	26	6.8
WEEKLY	116	30.2
BI-WEEKLY	89	23.2
Missing	40	10.4
Total	384	100.0

Figure 4.11: How often do you listen to radio?

Table 4.11 and figure 4.11 above shows the result of the respondents' opinions on how often they listen to radio. From above, 113 respondents (29.4%) listen to radio daily, 26 respondents (6.8%) listen to radio once in two days, 116 respondents (30.2%) listen to radio weekly, 89 respondents (23.2%) listen to radio bi-weekly, however, 40 respondents (10.4%) did not respond to the question. This implies that majority of the respondents often listen to radio.

Table 4.12: How often does the radio run programmes on child abuse?

Variable	Frequency	Percentage
ONCE DAILY	50	13.0
TWICE DAILY	25	6.5
ONCE IN TWO WEEKS	37	9.6
ONCE A WEEK	186	48.4
Missing	86	22.4
Total	384	100.0

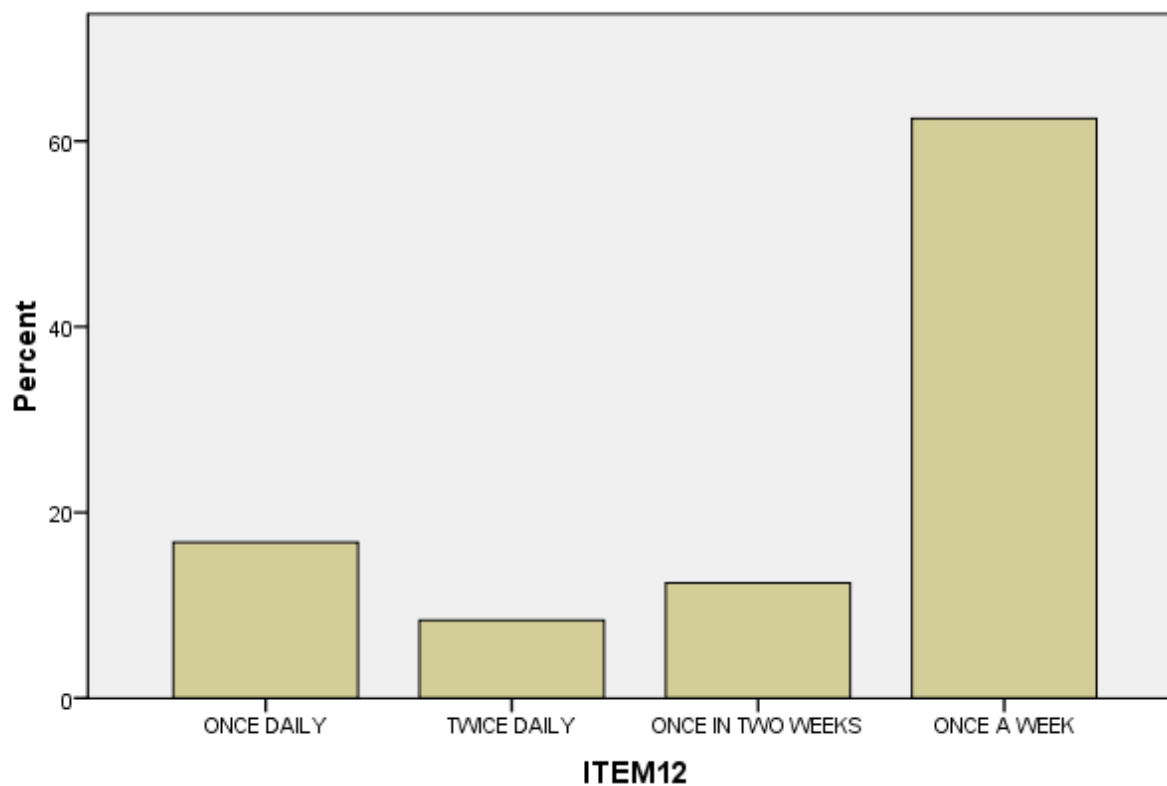Responses on how often radio runs programmes on child abuse

Figure 4.12: How often does the radio run programmes on child abuse?

Table 4.11 and figure 4.11 above shows the result of the respondents' opinions on how often the radio run programmes on child abuse. From above, 50 respondents (13.0%) said once a daily, 25 respondents (6.5%) said twice daily, 37 respondents (9.6%) said once in two weeks, 186 respondents(48.4%) said once a week, however, 86 respondents (22.4%) did not respond to the question. This implies that child abuse programmes are run on weekly basis according to the respondents.

Table 4.13: Would you say that the frequency of these radio programmes is adequate?

Variable	Frequency	Percentage
YES	143	37.2
NO	94	24.5
I DONT KNOW	135	35.2
Missing	12	3.1
Total	384	100.0

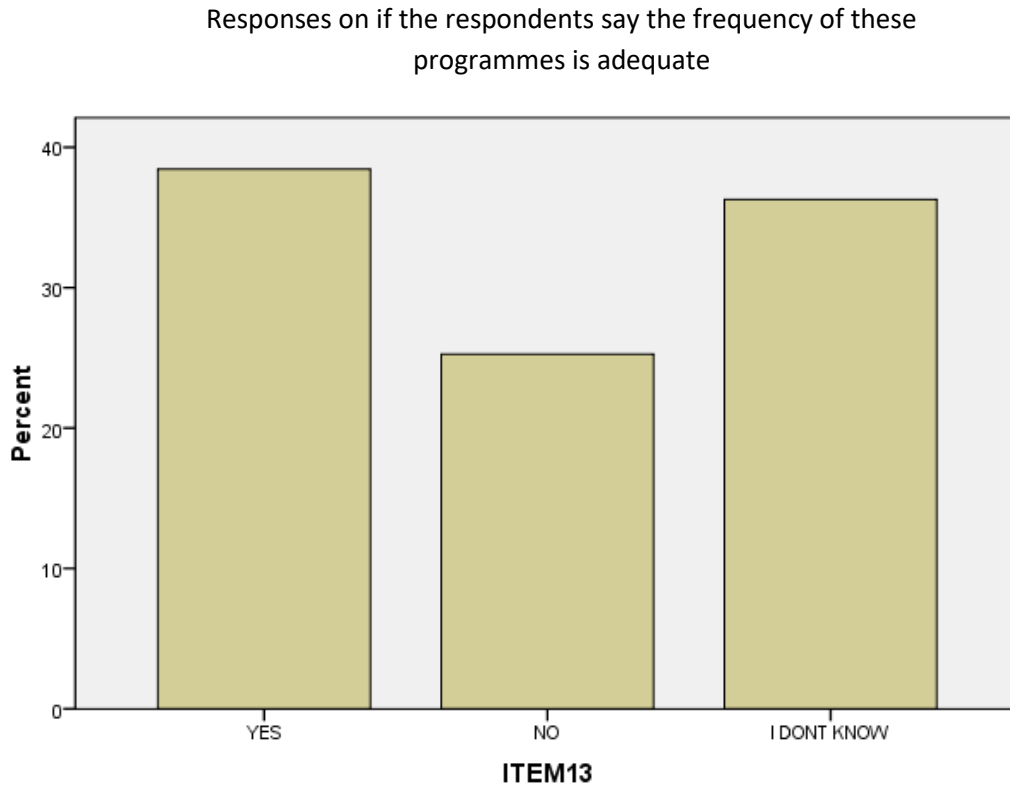Responses on if the respondents say the frequency of these programmes is adequate

Figure 4.13: Would you say that the frequency of these radio programmes is adequate?

Table 4.13 and figure 4.13 above show the result of the respondents' opinions on the adequacy of the frequency of the radio programmes. From above, 143 respondents (37.2%) said "yes" to the adequacy of the frequency of the radio programmes, 94 respondents (24.5%) said "no" to the adequacy of the frequency of the radio programmes, while 135 respondents (35.2%) did not know whether the frequency of the radio programmes is adequate or not. Meanwhile, 12 respondents (3.1%) did not respond to the question item. This implies that majority of the respondents do not believe that the frequency of the radio programmes is adequate.

Summary of Research Question Two

Here, the study sought to find how often radio covers child abuse in Southeast Nigeria. The data presented in tables 4.11, 4.12 and 4.13 revealed that majority of the respondents often listen to

radio, they are exposed to child abuse programmes on radio on weekly basis, but do not believe that the frequency of the radio programmes is adequate.

RESEARCH QUESTION THREE: How effective are these radio campaign messages on child abuse in Southeast Nigeria?

Table 4.14: Would you say that these programmes are effective in combating child abuse in Southeast Nigeria?

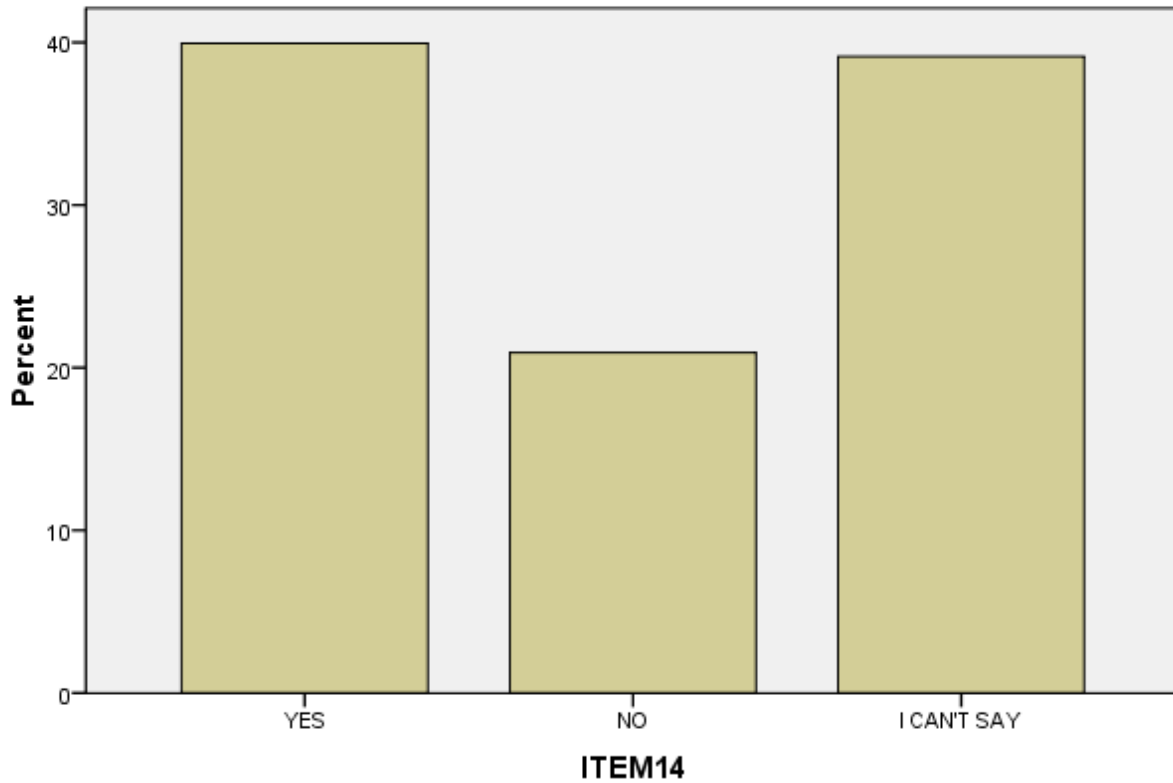| Variable	Frequency	Percentage
YES	147	38.3
NO	77	20.1
I CAN'T SAY	144	37.5
Missing	16	4.2
Total	384	100.0

Figure 4.14: Would you say that these programmes are effective in combating child abuse in Southeast Nigeria?

Table 4.14 and figure 4.14 above shows the result of the respondents' opinions on the effectiveness of the radio programmes in combating child abuse. From data, 147 respondents (38.3%) said "yes" to the effectiveness of the radio programmes in combating child abuse, 77 respondents (20.1%) said "no" to the effectiveness of the radio programmes in combating child abuse, while 144 respondents (37.5%) could not say anything about the effectiveness of the radio programmes in combating child abuse. Meanwhile, 16 respondents (4.2%) did not respond to the question item. This implies that majority of the people does not believe in the effectiveness of the radio programmes in combating child abuse.

Table 4.15: If yes, how would you rate the effectiveness of these programmes?

Variable	Frequency	Percentage
VERY EFFECTIVE	70	18.2
EFFECTIVE	116	30.2
NOT EFFECTIVE	53	13.8
VERY INEFFECTIVE	15	3.9
Missing	130	33.9
Total	384	100.0

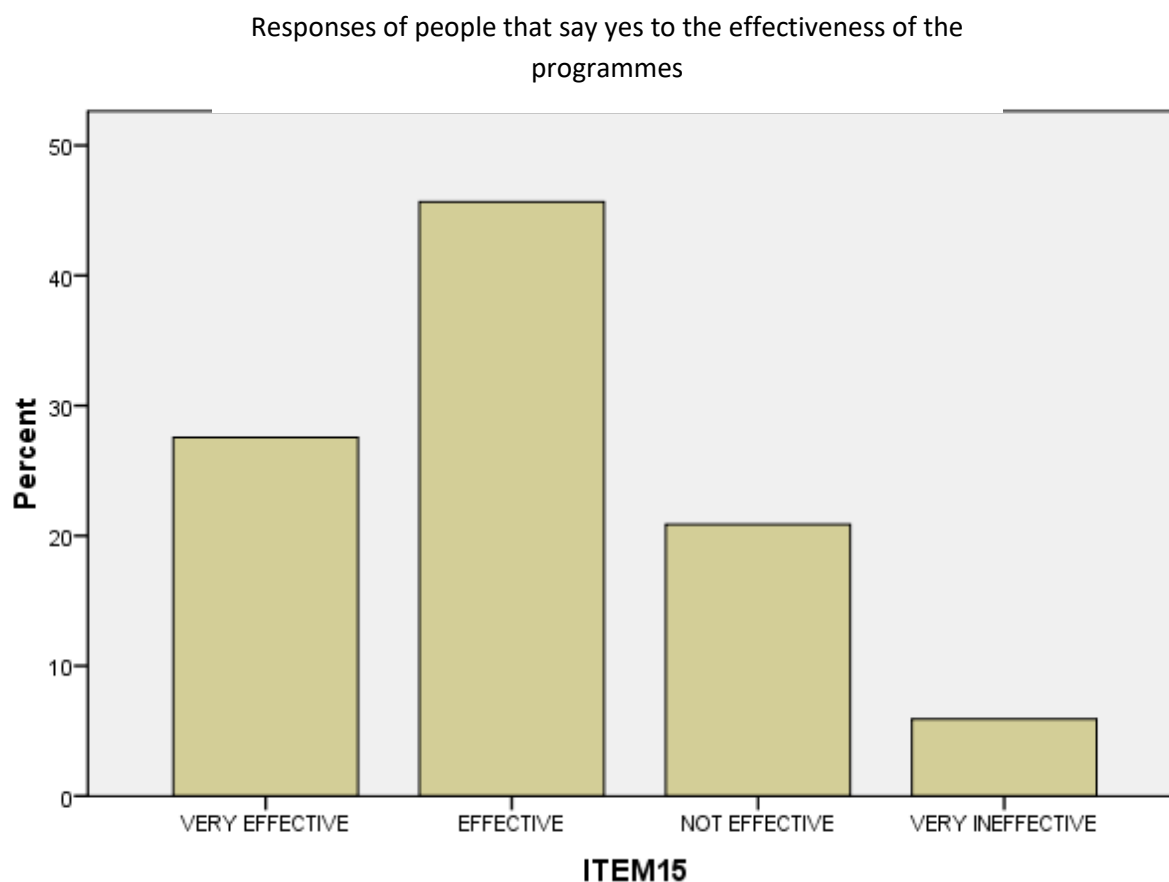Responses of people that say yes to the effectiveness of the programmes

Figure 4.15: If yes, how would you rate the effectiveness of these programmes?

From table 4.10 and figure 4.10 above, 70 respondents (18.2%) rated the child abuse programmes on radio as "very effective", 116 respondents (30.2%) rated the child abuse programmes on radio as "effective", 53 respondents (13.8%) rated the child abuse programmes on radio as "not effective", 15 respondents (3.9%) rated the child abuse programmes on radio as "very ineffective", while 130 respondents (8.3%) did not respond to the question item. This implies that the child abuse programmes on radio is relatively effective.

Summary of Research Question Three

Here, the study aimed at finding the effectiveness of these radio campaign messages on child abuse in Southeast Nigeria. The data presented in tables 4.14, and 4.15 revealed that majority of the respondents believe that the radio programmes in combating child abuse is relatively effective.

Research Question FOUR: What is the extent to which these radio messages influence their actions towards children?

Table 4.16: Would you say that these radio messages have some kind of influence on the audience?

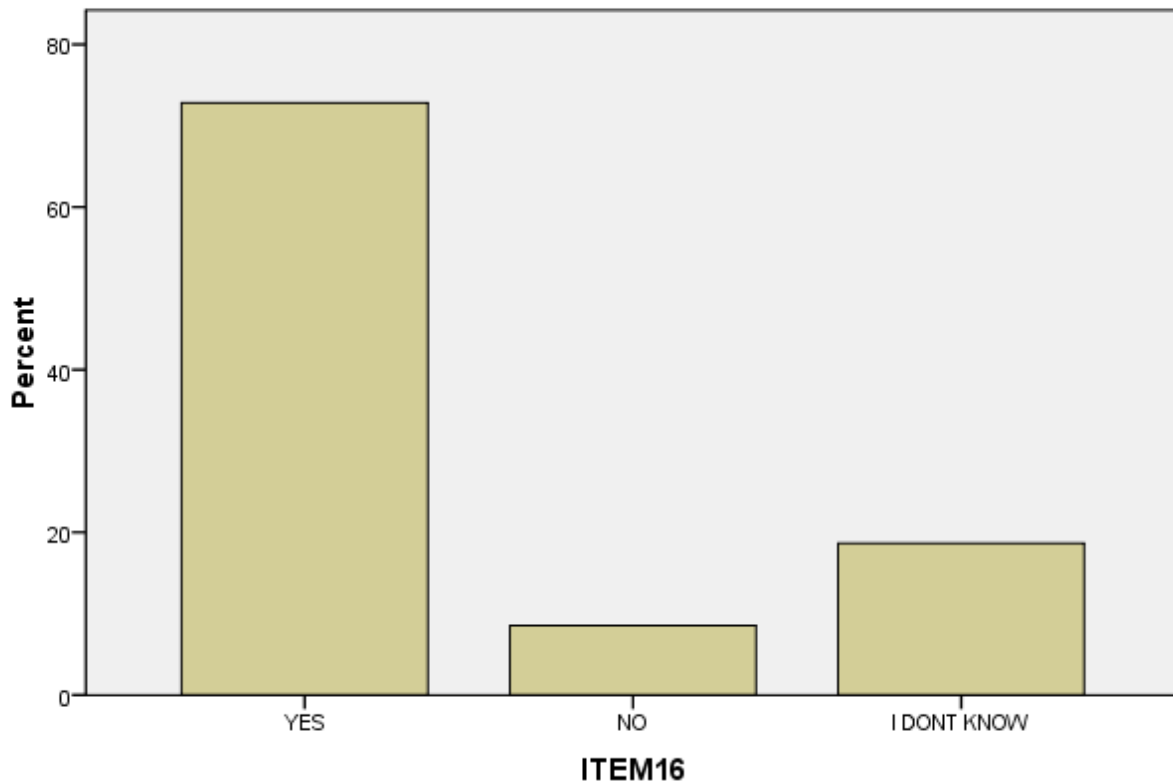| Variable	Frequency	Percentage
YES	273	71.1
NO	32	8.3
I DONT KNOW	70	18.2
Missing	9	2.3
Total	384	100.0

Figure 4.16: Would you say that these radio messages have some kind of influence on the audience?

Table 4.16 and figure 4.16 above shows the result of the respondents' opinions on the influence of radio messages on the audience. From above, 273 respondents (71.1%) said "yes" to the influence of radio messages on the audience, 32 respondents (8.3%) said "no" to the influence of radio messages on the audience, while 70 respondents (18.2%) did not know whether these programmes have some kind of influence on the audience or not. Meanwhile, 9 respondents (2.3%) did not respond to the question item. This implies that majority of the respondents believe that the radio messages have some influence on the audience.

Table 4.17: If yes, how would you rate the influence?

Variable	Frequency	Percentage
VERY HIGH	26	6.8
HIGH	205	53.4
LOW	68	17.7
VERY LOW	14	3.6
Missing	71	18.5
Total	384	100.0

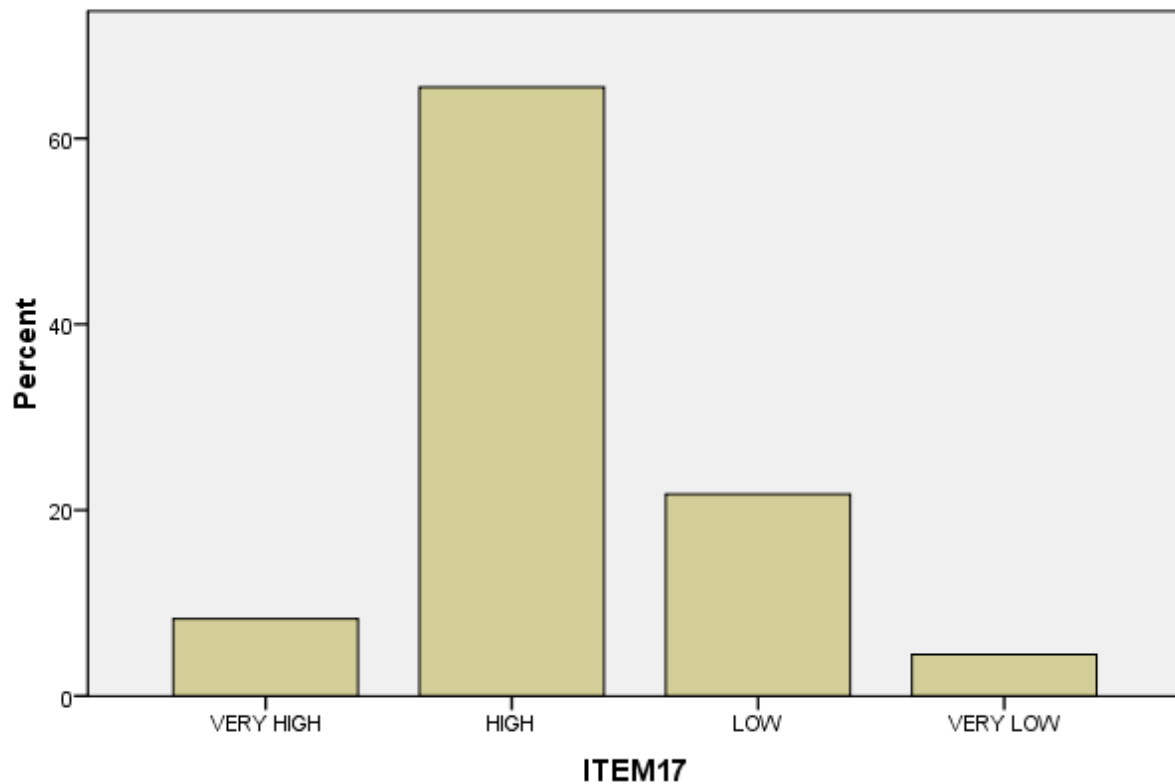Responses of people that rate the influence of the radio messages

Table 4.17: If yes, how would you rate the influence?

From table 4.17 and figure 4.17 above, 26 respondents (6.8%) rated the influence of the radio messages as "very high", 205 respondents (53.4%) rated the influence of the radio messages as "high", 68 respondents (17.7%) rated the influence of the radio messages as "low", 14 respondents (3.6%) rated the influence of the radio messages as "very low", however, 71 respondents (18.5%) did not respond to the question item. This implies that the child abuse radio messages have high influence on the audience.

Summary of Research Question Four

Here, the study sought to find out the extent to which these radio messages influence their actions towards children. The data presented in tables 4.16 and 4.17 revealed that majority of the respondents believe that the radio messages have some influence on the audience and that the influence is high on the audience.

Research Question Five: What challenges beset radio in their efforts against child abuse?

Table 4.18: Do you think radio encounters some challenges in this regard?

Variable	Frequency	Percentage
YES	186	48.4
NO	65	16.9
NO OPINION	121	31.5
Missing	12	3.1
Total	384	100.0

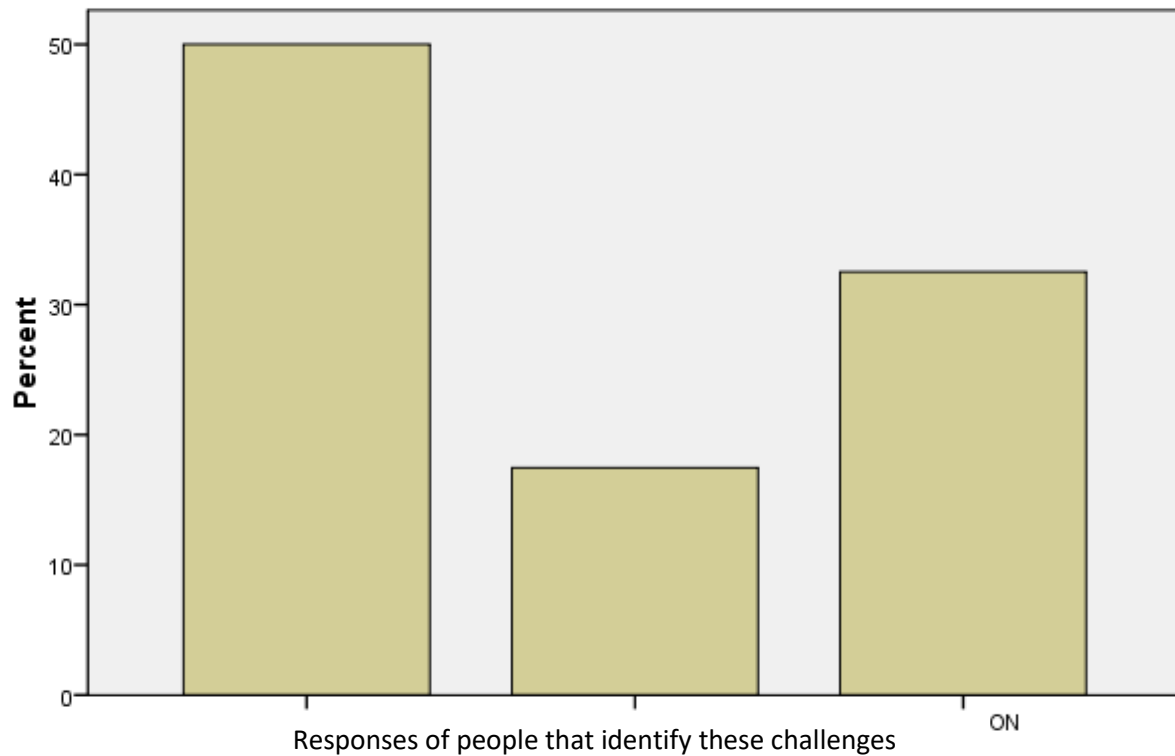Responses of people that think radio encounters challenges in this regard

Figure 4.18: Do you think radio encounter some challenges in this regard?

Table 4.18 and figure 4.18 above shows the result of the respondents' opinions on whether or not radio encounters some challenges regarding their effort in combating child abuse. From above, 186 respondents (48.4%) said "yes" to acknowledge that radio encounter some challenges in this regard, 65 respondents (16.9%) said "no", and 121 respondents (31.5%) had no opinion to the question item. Meanwhile, 12 respondents (3.1%) did not respond to the question item. This implies that there exist some challenges encountered by radio in the line of their duty against child abuse.

Table 4.19: If yes, what are these challenges?

Variable	Frequency	Percentage
insult from people	5	1.3
inadequacy of time	73	19.0
changing audience's mindset	9	2.3
Funding	73	19.0
epileptic power	39	10.2
apathy towards radio programmes	21	5.5
Missing	164	42.7
Total	384	100.0

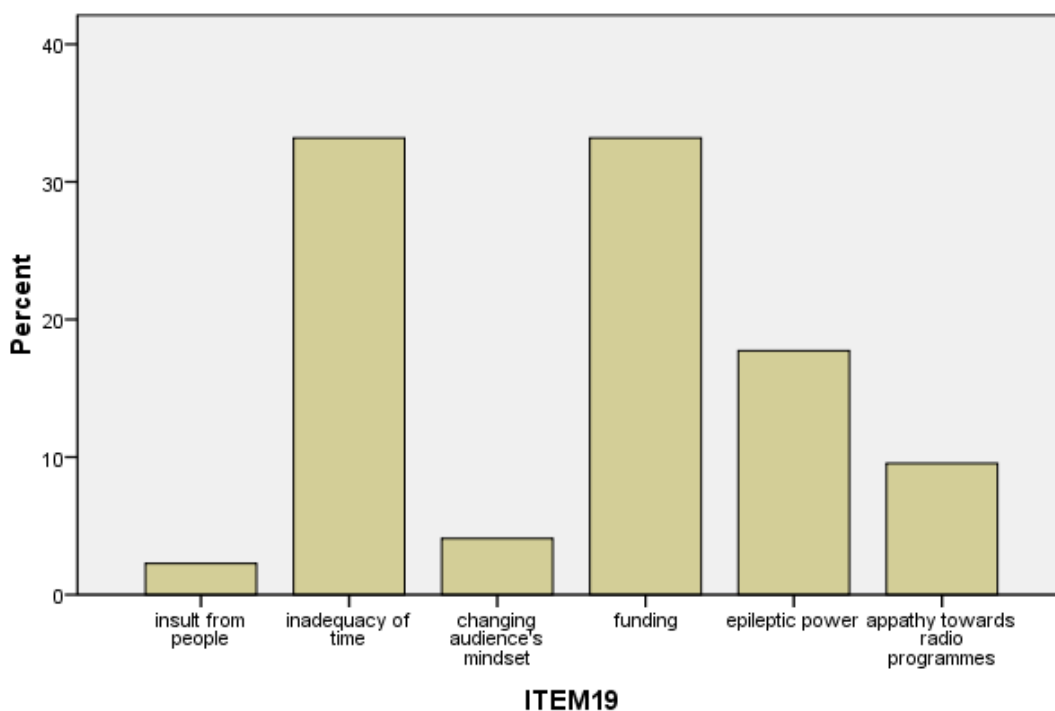Responses of people that identify these challenges

Figure 4.19: If yes, what are these challenges?

From table 4.19 and figure 4.19 above, 5 respondents (1.3%) identified insult from people as one of the challenges radio encounter in their fight against child abuse, 73 respondents (19.0%) identified inadequacy of time as one of the challenges radio encounter in their fight against child abuse, 9 respondents (2.3) identified changing the audience's mindset as one of the challenges radio encounter in their fight against child abuse, 73 respondents (19.0%) identified funding as one of the challenges radio encounter in their fight against child abuse, 39 respondents (10.2%) identified epileptic power as one of the challenges radio encounter in their fight against child abuse, 21 respondents (5.5%) identified apathy towards radio programmes as one of the challenges radio encounter in their fight against child abuse, while 164 person (42.7%) declined answering the question item. This implies that varied challenges beset radio in their effort against child abuse.

Table 4.20: Do you think that these problems can be overcome?

Variable	Frequency	Percentage
YES	250	65.1
NO	14	3.6
I DONT KNOW	88	22.9
Missing	32	8.3
Total	384	100.0

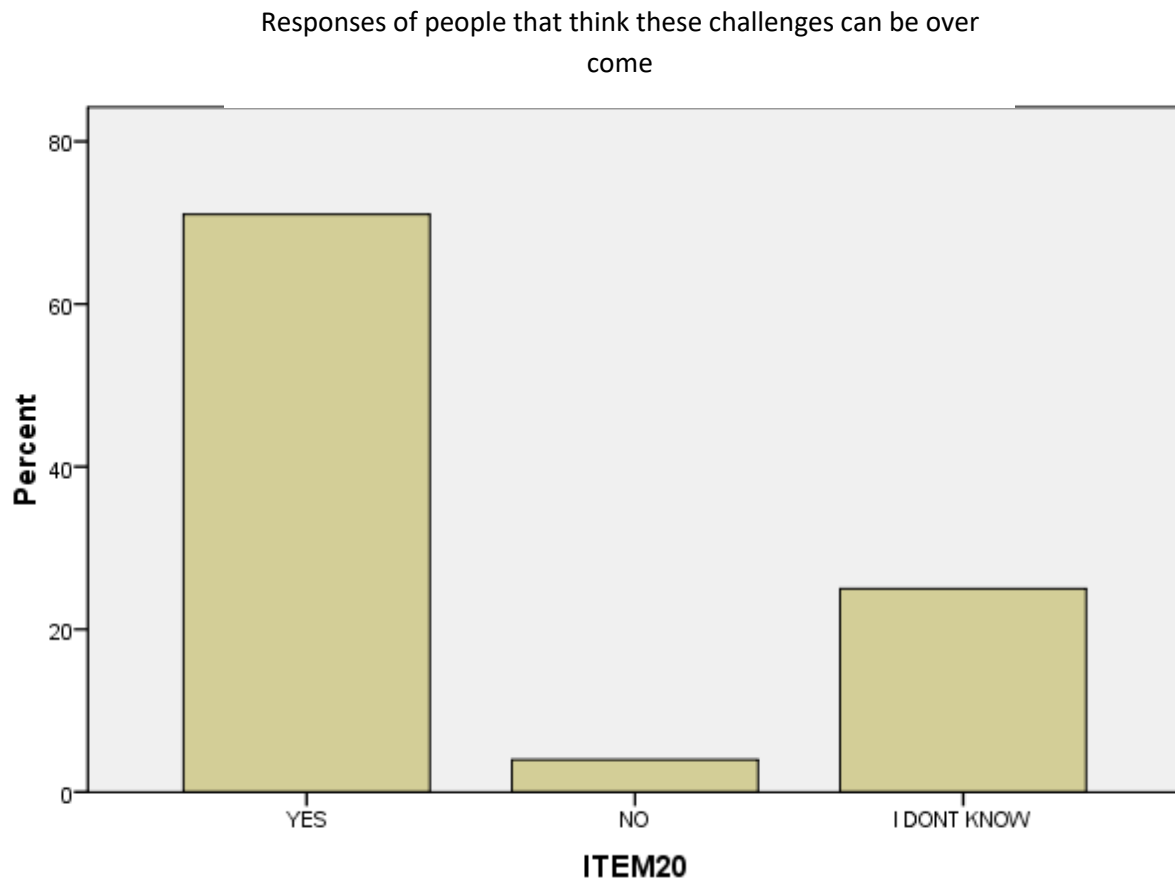Responses of people that think these challenges can be over come

Figure 4.20: Do you think that these problems can be overcome?

Table 4.20 and figure 4.20 above show the result of the respondents' opinions on whether or not the problems that beset radio can be overcome. From the data, 250 respondents (65.1%) said "yes" to acknowledge that these problems can be overcome, 14 respondents (3.6%) said "no", and 88 respondents (22.9%) did not know if these problems can be overcome. Meanwhile, 32 respondents (8.3%) did not respond to the question item. This implies that these challenges encountered by radio in the line of their duty against child abuse can be overcome.

Table 4.21: Kindly suggest ways in which these challenges can be overcome

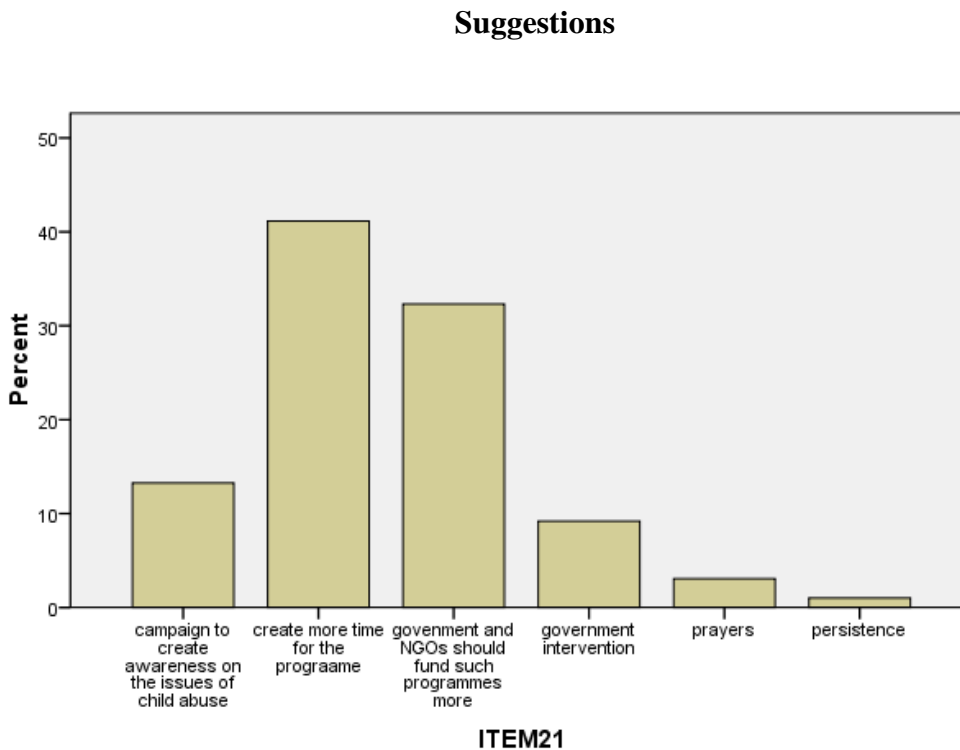| Variable	Frequency	Percentage
campaign to create awareness on the issues of child abuse	39	10.2
create more time for the prograame	121	31.5
government and NGOs should fund such programmes more	95	24.7
government intervention	27	7.0
Prayers	9	2.3
Persistence	3	.8
Missing	90	23.4
Total	384	100.0

Suggestions

Figure 4.21: Kindly suggest ways in which these challenges can be overcome

From table 4.21 and figure 4.21 above, 39 respondents (10.2%) suggested campaign to create awareness on the issues of child abuse, 121 respondents (31.5%) suggested create more time for the programme, 95 respondents (24.7%) suggested government and Non Governmental Organizations should fund such programmes more, 27 respondents (7.0%) suggested government intervention, 9 respondents (2.3%) suggested Prayers, 3 respondents (0.8%) suggested persistence, while 90 respondents (23.4%) declined answering the question item. This implies that varied suggestions for solution to these challenges are available.

Summary of Research Question Five

Here, the study aimed at finding the challenges that beset radio in their efforts against child abuse The data presented in tables 4.18, 4.19, 4.20 and 4.21 revealed that majority of the respondents agreed that some challenges encountered by radio in the line of their duty against child abuse, and that they can be overcome

Discussion of Findings

In this section, all the data presented under each research question above are discussed and linked to empirical studies reviewed in chapter two.

Research Question One: what is the people's awareness level of radio programmes on child abuse?

Here, the study sought to find out the respondents' awareness level of radio programmes on child abuse. The data presented in tables 4.6, 4.7, 4.8, 4.9 and 4.10 revealed that majority of the respondents have access to radio, listen to radio and are aware of child abuse programmes on radio. However, their awareness level of the issue is on the low side. This is in line with the findings of Akmatov (2010) who studied 28 developing and transitional counties to compare different forms of child abuse across countries and regions and examined factors associated with

different forms of child abuse. The study found that child abuse is a very common phenomenon in many of the counties examined.

Research Question Two: How often does radio cover child abuse in Southeast Nigeria?

Here, the study sought to find how often radio covers child abuse in Southeast Nigeria. The data presented in tables 4.11, 4.12 and 4.13 revealed that majority of the respondents often listen to radio, they are exposed to child abuse programmes on radio on weekly basis, but do not believe that the frequency of the radio programmes is adequate. Specifically from table and figure 4.11, 113 respondents (29.4%) listen to radio daily, 26 respondents (6.8%) listen to radio once in two days, 116 respondents (30.2%) listen to radio weekly, and 89 respondents (23.2%) listen to radio bi-weekly. From table and figure 4.12, 50 respondents (13.0%) said once a daily, 25 respondents (6.5%) said twice daily, 37 respondents (9.6%) said once in two weeks, 186 respondents (48.4%) said once a week. Also in table and figure 4.13 majority of the respondents do not believe that the frequency of the radio programmes is adequate. This agrees with a study done by Nwankwo on the role of the media in promoting Human Rights: An analysis of the BBC documentary, Chocolate: the bitter truth in 2011 found out that the media do have impact although the impact might be a bit difficult to prove.

Research Question Three: How effective are these radio campaign messages on child abuse in Southeast Nigeria?

Here, the study aimed at finding the effectiveness of these radio campaign messages on child abuse in Southeast Nigeria. The data presented in tables 4.14, and 4.15 revealed that majority of the respondents believe that the radio programmes in combating child abuse is relatively effective. Many of the respondents could not categorically vouch for the effectiveness of the programmes as seen in table and figure 4.14. This agrees with a study done by Nwankwo on the role of the media in promoting Human Rights: An analysis of the BBC documentary, Chocolate:

the bitter truth in 2011 found out that the media do have impact although the impact might be a bit difficult to prove.

Research Question FOUR: What is the extent to which these radio messages influence their actions towards children?

Here, the study sought to find out the extent to which these radio messages influence their actions towards children. The data presented in tables 4.16 and 4.17 revealed that majority of the respondents believe that the radio messages have some influence on the audience and that the influence is high on the audience. In table and figure 4.16, 273 respondents (71.1%) said "yes" to the influence of radio messages on the audience, 32 respondents (8.3%) said "no" to the influence of radio messages on the audience. Also in table 4.17, 26 respondents (6.8%) rated the influence of the radio messages as "very high", 205 respondents (53.4%) rated the influence of the radio messages as "high", 68 respondents (17.7%) rated the influence of the radio messages as "low", 14 respondents (3.6%) rated the influence of the radio messages as "very low". This is in line with a study by Rosaq Kayode Awosola and Osakue Stevenson Omoera in 2008 on child rights and the media: The Nigeria Experience, which established that the media, particularly the television have to a large extent helped in increasing awareness on Child rights, abuse and development in Oredo Local Government area of Edo State, Nigeria. It also support the recommendation of Nwankwo (2011) who opined that the media should make a positive impact in the promotion of human rights by exposing any abuses and bringing the knowledge of human rights to media audience.

Research Question Five: What challenges beset radio in their efforts against child abuse?

Here, the study aimed at finding the challenges that beset radio stations in their efforts against child abuse The data presented in tables 4.18, 4.19, 4.20 and 4.21 revealed that majority of the respondents agree that some challenges encountered by radio in the line of their duty against

child abuse, and that they can be overcome. From table and figure 4.18, 186 respondents (48.4%) said "yes" to acknowledge that radio encounter some challenges in this regard, 65 respondents (16.9%) said "no", and 121 respondents (31.5%) had no opinion to the question item. From table and figure 4.19 5 respondents (1.3%) identified insult on radio stations from people as one of the challenges radio encounter in their fight against child abuse, 73 respondents (19.0%) identified inadequacy of time as one of the challenges radio encounter in their fight against child abuse, 9 respondents (2.3%) identified changing the audience's mindset as one of the challenges radio encounter in their fight against child abuse, 73 respondents (19.0%) identified funding as one of the challenges radio encounter in their fight against child abuse, 39 respondents (10.2%) identified epileptic power supply as one of the challenges radio encounter in their fight against child abuse, 21 respondents (5.5%) identified apathy towards radio programmes as one of the challenges radio encounter in their fight against child abuse.

Fortunately, the respondents also agree that these challenges can be overcome as seen in table and figure 4.20 where 250 respondents (65.1%) said "yes" to acknowledge that these problems can be overcome, 14 respondents (3.6%) said "no", and 88 respondents (22.9%) did not know if these problems can be overcome. They also went on to suggest possible ways of overcoming these challenges as in table and figure 4. 21 where 39 respondents (10.2%) suggested campaign to create awareness on the issues of child abuse, 121 respondents (31.5%) suggested create more time for the programme, 95 respondents (24.7%) suggested government and Non Governmental Organizations should fund such programmes more, 27 respondents (7.0%) suggested government intervention, 9 respondents (2.3%) suggested Prayers, 3 respondents (0.8%) suggested persistence.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter deals with the summary of the research, recommendations and conclusion.

5.1 SUMMARY

This project examines the effectiveness of radio in helping to curb child abuse in Southeast Nigeria. The researcher formulated five research questions to guide the study. The researcher reviewed related literature both conceptually and empirically. The researcher hinged the research project on agenda setting theory propounded by Mccomb and Shaw in the year 1874 and spiral of silence theory by Elizabeth Noelle-Neumann in 1984. Agenda setting theory describes the powerful influence of the media which is the ability to tell us what are important in the society, such as child abuse. Spiral of silence posits that people tend to be silent if the media don't report an issue or a topic or hold a different point of view on a topic from the members of the society.

Findings from the study show that radio is effective in combating child abuse in Southeast Nigeria. Surveywas used for the study and 400 copies of questionnaire were distributed. However, 384 copies were returned. Multi stage sampling technique was used. Simple random sampling was used to select three states from the five southeastern states. Purposive sampling was used to select the state capitals while accidental sampling technique was used to select eligible respondents, that is, respondents from the age of 18 who can read and write.

The result of the study shows that 38.3% said Yes that radio programmes are effective in combating child abuse, 20.1% said No while 37.5% could not say anything about the effectiveness of radio messages in combating child abuse and 4.2% did not respond to the

question item. This implied that majority of the people believe in the effectiveness of the radio programmes in combating child abuse although the number is not overwhelming.

5.2 Conclusion

From the findings of the research, radio is considered effective in reducing child abuse. However, its effectiveness is relative as some respondents do not vouch that radio is effective and influences people's action towards children. Some challenges also beset radio in this regard. Some of the challenges include lack of sponsorship, corruption, time management, language problem, low listenership of radio programmes etc.

Child abuse remains the worst crime against children according to the study and through the help of radio campaigns against child abuse, this menace could be curbed.

5.3 RECOMMENDATIONS

Based on the findings of the study, the following recommendations were made:

1) People should be encouraged to listen to radio as some don't listen at all to radio programmes not to talk of knowing if radio is effective in curbing the menace.

2) Government and other well meaning Nigerians should sponsor and fund child abuse programmes on radio.

3) Quality time should also be given to child abuse programmes on radio. Less important programmes should be minimized by radio stations.

4) Radio stations should be re-oriented to carry out their function of reporting the plights of vulnerable children in the society. They should operate from ideology where everybody will be represented, including children..

5) Adequate power supply and well equipped machines to enhance production of programmes like child abuse programmes.

6) Radio should also develop interesting programmes that are entertaining as well as educative.

7) Programmes on child abuse should be in local languages and dialects.

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