Anambra State Residents and their Attitudes toward Security Awareness Campaign in the Media

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Abstract
The study is an evaluation of Anambra State residents' attitude toward security awareness campaign in the media. The rationale behind the study is to ascertain the directions of influence of security awareness campaign on the respondents. The objectives of the study are to find out the level of exposure to the security awareness campaign in the media; determine the major mass media channels through which they access security awareness campaign; find out whether respondents could recall specific aspects of the security awareness campaign messages; and to ascertain respondents' view on the impact of security awareness campaign in the media on crime rate in Anambra State. The study adopts survey research method and utilises the questionnaire as instrument of data collection. Anchored on the agenda setting theory of the media, the study uses a sample size of 210 respondents purposively drawn from Onitsha, Awka and Nnewi. Findings of the study show that the media campaign on security has positive influence on respondents and that the level of exposure of the respondents, to the security awareness campaign is high. The study recommends that the current massive security awarenesscampaigns in the media in Nigeria be continued or sustaineduntil peace is restored in the country.

Keywords: Security, Awareness, Campaign, Media, Residents, Attitude, Anambra State, Exposure and Influence.

Introduction

Nigeria, just like many developing countries, is currently faced with serious security challenges. One of the greatest security threats confronting Nigeria today is the Boko Haram attacks. Boko Haram, a terrorist group headquartered in Maiduguri, North Eastern part of Nigeria is noted for its many disastrous attacks on government interests (such as Force Headquarters, Police Stations, etc., and non-governmental interests (such as churches, markets and living residence of people) in North East and some parts of North West and North Central geopolitical zones of the country (Edegoh, Kenechukwu and Asemah, 2013; Udoudo and Dariyai 2012). The dreaded organisation whose activities are a major source of nightmare to Nigerian security operatives, added to their notoriety lately by launching deadly attacks on innocent, harmless school children in some places in the North East; an action that has necessitated the closure of schools in the affected areas. This gorilla warfare approach being adopted by Boko Haram members perhaps to beat the security operatives in the area has triggered off a lot of economic and social consequences. First, there is palpable fear in the land. People are afraid to attend social gathering, attendance in places of

worship is declining, and children no longer go to school. The overall economic damage occasioned by Boko Haram insurgence is incalculable. But the suffering is more on people living in the northern part of the country, particularly those in North East. One of the major functions of the mass media is the provision of adequate information about ongoing or current events in society as a way of serving the public need to know. The news media, in particular, serve this basic human needs by providing information on what, who, why and where of a particular event, which the media consider worthy of relaying to the public (Asemah, 2013). Mass media play the role of the watchdog of the society. The mass media can be viewed from two different angles. First, as technological devices employed to disseminate information to a large and heterogeneous audience. These devices are radio, television, newspapers, magazines, books, films, cinema, GSM, etc. Second, as a social institution; they refer to those highly organised or defined authority relationships and are responsible for the gathering, processing, packaging and dissemination of information for public consumption (Ogwo, Nnaemeka and Asemah, 2013). Information is central toall forms of human activity no matter the field, be it medicine, agriculture, tourism or engineering. There is the need for exchange of information to ensure completion of tasks. Inefficiency will be the results, where this exchange of information is slow or there is a break down. For this reason, information is regarded as a vital resource that needs to be properly developed, because it has boomerang effect on society. Consequently, a society that has poor communication and information infrastructure perpetually lags behind others that have efficient information infrastructure (Moemeka, 1985), cited in Asemah, Edegoh and Anum (2013). The media are a collective means of communication by which the general public or populace is kept informed about the day to day happenings in the society. The media are also said to be an aggregation of all communication channels that use techniques of making a lot of direct personal communication between the communicator and the public (Asemah, Edegoh and Ogwo, 2013).

People living in other parts of Nigeria cannot be said to be free. In the South East and South-South, to be specific, kidnapping has taken the centre stage in criminal activity ranking. There is virtually no single day that a person or two is/are not kidnapped. As the business of kidnapping continues to blossom, that of armed robbery appears to be decreasing because notorious robbers who noticed that kidnapping is more lucrative are turning to kidnapping. Armed robbery kingpins such as *"Osisikankwu",* "Stone" and "Tallest" later became notorious kidnappers (Udoudo and Diriyai, 2012, p. 82; Edegoh, Kenechukwu and Asemah, 2013). Kidnapping began in the Niger Delta region of Nigeria when angry youths in the area took up arms against the Federal government of Nigeria in protest at the marginalisation of the region by the oil multinationals operating in the area and by successive governments in Nigeria. The struggle produced several security-threatening organisations such as The Niger Delta People's Volunteer Force (NDPVF) led by Mujahid Dokubo Asari, Movement for the Emancipation of Niger Delta (MEND), Coalition for Military Action in the Niger Delta (COMA), Niger Delta Militants (NDM), Niger Delta Freedom Fighters (NDFF), Martyrs Brigade, among others. Soon after, what started as hostage taking to draw attention to the plights of people in the region metamorphosed into financially motivated kidnapping. Ajaero and Azubuike (2006) report that on October 3, 2006, NDFF abducted seven expatriate oil workers of Mobil in Akpan Estate in Eket, Akwa Ibom State, and demanded $10 million ransom for their release. This feat brought a lot of courage to the militants as they spread their dragnet for more hostages cutting across oil and non oil sectors of the economy. Thus, Onuoha (2011) submits that between 2000 and 2010,

nofewer than 4,000 persons have been kidnapped in Nigeria with most of them released after ransom was paid.

Armed robbery is still a major security challenge in the South West, South South and south East as well as other parts of Nigeria. There were times when banks were not opened for business because of armed robbers (Edegoh, Kenechukwu and Asemah, 2013). Though armed robbery is no longer a regular occurrence as it used to be, it is, nonetheless, a serious security threat confronting the nation's security forces. Added to these problems are other socio economic and political challenges that have become reoccurring decimal in the chequered political history of Nigeria. These other threats are ritual killing for money making or power acquisition, human trafficking, especially against women and children which is a regular occurrence among the people of Edo State and many violent land/boundary conflicts that are ravaging some of the communities in southern and other parts of Nigeria, among others. The list is infinite. Suffice it to say that Nigeria is far from being secure at the moment.

These many security challenges are not without effect. In fact, the consequences of security threats in Nigeria are immense. Economic and social life of the people is adversely affected. Several businesses crumbled. Lives and properties worth hundreds of millions of naira are destroyed. Several worship centres are crushed. Lots and lots of people are turned into refugees seeking and living on assistance from government and non-governmental organisations. Government at all levels in Nigeria is investing huge sums of money into security to curb the challenges posed by the different categories of criminals in the country and to ensure security of lives and properties of the citizens. Among the areas in which government has voted in a lot of money in the fight against insecurity in Nigeria is awareness creation. Both Federal and State governments in Nigeria through their many agencies are mounting awareness campaigns in the media aimed at sensitising people on the dangers of terrorism and other criminal activities, as well as the need for peace and unity. The campaigns also admonish the youths and every one to shun violence and to say no to wanton destruction of lives and properties. The campaigns make a passionate appeal to Nigerians to assist Nigerian security forces in fishing out the callous perpetrators of the violence. The awareness campaigns also preach tolerance, the need to uphold the unity of the nation and use of dialogue in addressing societal problems. The campaigns emphasise the need for dialogue as a viable way to register one's grievances stressing that no religion teaches violence; every religion condemns violence.

In the television version of the security awareness campaigns, three important personalities are used to endorse the campaign messages, namely: the Senate President of the Federal Republic of Nigeria, Senator David Mark; former military Head of State, Gen. Abdusalami Abubakar and the Sultan of Sokoto, Sultan Sa'adu Abubakar III. The use of these three great leaders to endorse the campaign is an indication of the high priority that the present democratic administration of President Goodluck Ebere Jonathan places on security of lives and properties in Nigeria. The government is employing every resource at its disposal to tackle insecurity and restore the cherished unity in diversity feature of Nigerian nation.

At the state level, Anambra State government is carrying out a lot of awareness campaigns in the media on matters bordering on security. Both the state owned media (Anambra State Broadcasting Service, radio and television stations) and Federal radio and television stations (Nigerian Television Authority, NTA) and Federal Radio Corporation of Nigeria (FRCN) in the

state are utilised in enlightening the public and urging them to report any suspicious movement around them to security forces in the state as security is everybody's duty. The campaigns also make available (both in the broadcast and print media) phone numbers of security personnel that could be contacted in the event of suspicious movement or security breach. The State Governor, Mr. Peter Obi has ordered every traditional ruler in the state to set up a vigilante group to curtail the rising incidences of kidnapping and other criminal activities in the state. Also charged to ensure smooth operations of the vigilante groups are the President General of each town union in the state. Only recently, the Governor bought and distributed security patrol vehicles to all the vigilante groups in Anambra State. This is in addition to much monetary and logistic support the state government has given to Nigerian Police Force (NPF) and other security organisations in the state that are involved in the security war.

Therefore, one can state without fear of contradiction that security awareness campaigns have gained ground in Anambra State. It is also cristally clear that the media of mass communication in Anambra State are saturated with security awareness campaign messages. What has remained largely unknown is the attitude of the good people of Anambra State regarding the security awareness campaigns that are beamed at them on daily basis. Also the directions of influence of the media campaign messages on security on the media audience in Anambra State are yet to be established. This study is, therefore, very crucial as it seeks to fill this gap and also assess whether the massive media campaigns have resulted in reduction in crime rate in the state.

Objectives of the Study

The following objectives are formulated to guide the conduct of the study.
They include:

i. finding out whether residents in Anambra State are exposed to media awareness campaign on security;
ii. ascertaining their level of exposure to the campaign;
iii. determining the major media channels through which the respondents access security awareness campaign;
iv. finding out the specific aspects of the security awareness campaign the respondents could recall;
v. assessing the directions of influence of security awareness campaign on the respondents; and
vi. ascertaining respondents' views on the impact of security awareness campaign in the media on crime rate in Anambra State.

Research Questions

In pursuance of the study's objectives, the following questions are posed for investigation.

i. Are residents in Anambra State exposed to media awareness campaign on the security?
ii. What is their level of exposure to the campaign?
iii. What are the major media channels through which respondent's access security awareness campaign?
iv. What specific aspects of the security awareness campaign could the respondents recall?
v. What are the directions of influence of security awareness campaign on the respondents?
vi. What are the views of the respondents on the impact of security awareness campaign on crime rate in Anambra State.

Theoretical Framework

Severin and Tankard (1982) cited in Anaeto, Onabajo and Osifeso (2008, p. 42) opine that a theory "is a set of ideas of systematic generalizations based on scientific observation (and) leading to further empirical observation". Daramola (2003) cited in Edegoh and Asemah (2013, p. 181) asserts that communication theory is a "set of ideas which provides an explanation for communication phenomena". Theories are important in any academic endeavour as they lend themselves to various texts and analysis such that the phenomenon central to the study gets explained, clarified and even predictedas the case may be (Asemah, 2010, p.345; Edegoh, Asemah and Udo-Akpeh, 2013; Edegoh, Asemah and Nwammuo, 2013). Thus, like any other academic endeavour, this work is pegged on a theory, which is that of agenda setting.

The notion of agenda setting, as observed by Asemah (2011) can be traced back to Walter Lippman (1922) who suggested that the media were responsible for the pictures in our heads. Forty years later, Cohen (1963) further articulated the idea when he argued that the media may not always be successful in telling people what to think, but they are successful in telling what to think about. Lang and Lang (1966), cited in Asemah (2011) reinforced this notion by observing that the mass media pay attention to certain issues; they are constantly presenting objects; suggesting what individuals should think and have feeling about. Maxwell McCombs and Donald L. Shaw wrote in 1972 that in choosing and displaying news, editors, newsroom staff and broadcasters play an important part in shaping political reality (Asemah, 2011). Thus, the major assumption of the theory is that the media set agenda for the public to follow. The theory holds that most of the pictures we store in our heads, most of the things we think or worry about, most of the issues we discuss, are based on what we have read, listened to or watched in different mass media. The mass media make us to think about certain issues, they create in us the thought that certain issues are more important than others in our society. This explains why Wimmer and Dominick (2000) cited in Edegoh, Ezebuenyi and Asemah (2013) opine that the agenda setting theory of the mass media proposes that the public agenda or what kinds of things people talk about, think or worry about is powerfully shaped and directed by what the mass media choose to publicise.

The agenda setting theory is relevant to the study in that the media set agenda for the public to follow and have the ability to influence what people think about (Edegoh and Asogwa, 2012). Thus, the security campaign in the media is being utilised to create positive attitude in people toward security issues, and to persuade and appeal to people to be security conscious for the overall good of every one. The media set security agenda for safety of lives and properties through the massive awareness campaign messages, thus, setting agenda that the people are supposed to follow.

Review of Related Literature

Attitude is seen as an expression of favour or disfavour towards a person, place, thing or event (the attitude object). Also, attitude can be viewed as a positive or negative evaluation of people, objects, events, activities, ideas or just about anything in your environment (Wikipedia, 2013). According toEagly and Chaiken (1998) cited in Edegoh and Asemah (2013, p. 182) "an attitude is a psychological tendency that is expressed by evaluating a particular activity with some degree of favour or disfavour. Though it is sometimes common to define an attitude as effect towards an object, effect is generally understood to be distinct from attitude as a measure of favourability". The authors aver that the definition advanced above allows for one's evaluation of an attitude

object to vary from extremely negative to extremely positive though people can be conflicted or ambivalent toward an object meaning that they might at different times express both positive and negative attitude toward the same object.

Kendra (2010) opines that attitude is a learned tendency to evaluate things in a certain way and that it involves evaluation of people, issues, objects and events. The author also identifies the different components that make up attitude. They are:

a. An Emotional Component: This refers to how the object, person, issue or event makes you feel;
b. A Cognitive Component: This has to do with our thoughts and beliefs about the subject; and
c. A Behavioural Component: This refers to how the attitude influences our behaviour.

Two types of attitudes can be distinguished, namely: explicit and implicit, whereas explicit attitudes are those that we are consciously aware of and that clearly influence our behaviours and beliefs, implicit attitudes are unconscious but still have an effect on our beliefs and behaviours (Kendra, 2010, cited in Edegoh and Asemah, 2013). Wikipedia (2013) explains that attitude can be formed from a person's past and present, and is also measurable and changeable as well as influencing the person's emotion and behaviour. In line with this thinking, Kendra (2010) rightly notes:

> Attitudes form directly as a result of experience. They may emerge due to direct personal experience, or they may result from observation. Social roles and social norms can have a strong influence on attitudes. Social roles relate to how people are expected to behave in a particular role or context. Social norms involve society's rules for what behaviours are considered appropriate.

Thus experience and observation are crucial for attitude formation and social roles and norms influence attitude. On how attitudes change and influence hahaviour, Kolman (1938) identifies three processes that are the bases for attitude change. These include:

i. Compliance: This refers to a change in behaviour based on consequences, such as an individual's hope to gain rewards or avoid punishment from another group or person. The individual does not necessarily experience changes in beliefs or evaluation towards an attitude object, but rather is influenced by the social outcomes of adopting a change in behaviour. The individual is also often aware that he/she is being urged to respond in a certain way.

ii. Identification: This explains a person's change of beliefs and affects in order to be similar to someone who he/she admires or likes. In this case, the person adopts the new attitude, not because of the specific content of the attitude object, but more so due to its association with the desired relationship.

iii. Internalisation: This refers to the change in beliefs and affect when one finds the content of the attitude to be intrinsically rewarding, and thus resulting in actual change in beliefs or evaluation towards an attitude object. The new attitude or behaviour is consistent with the person's value system, and tends to be merged with the person's existing values and beliefs. Therefore, behaviours adopted through internalisation are based on the content of the attitude object.

Daniel Katz cited in Wikipedia (2013) identifies the different functions which attitude can serve. These include instrumental, adjustive or utilitarian, ego defensive, value expressive, or knowledge functions. The source argues that the functional view of attitudes suggests that in order for attitudes to change (e.g., via persuasion), appeals must be made to the function(s) that a particular attitude serves for the individual. Based on the functions of attitudes, Daniel Katz cited in Wikipedia (2013) classifies attitudes into four different groups, namely:

1. Utilitarian: This provides us with general approach or avoidance tendencies;
2. Knowledge: This helps people organise and interpret new information;
3. Ego-defensive: These are attitudes that can help people protect their self-esteem; and
4. Value-expressive: This refers to the need to express central values or beliefs.

Security is the degree of resistance to or protection from harm. It applies to any vulnerable and valuable asset, such as a person, dwelling, community, nation or organisation (Wikipedia, 2013). Security is the quality or state of being secure. As noted by the Institute for Security and Open Methodologies (ISECOM) cited in Wikipedia (2013), security provides "a form of protectionwhere a separation is created between the asset and the threat. These separations are generally called "controls", and sometimes include changes to the asset or the threat". Among the many types of security known to humans, physical security is the most important and most valued because it involves the safety of human lives and life-supporting systems. Physical security describes security measures that are designed to deny unauthorized access to facilities equipment and resources, and to protect personnel and property from damage or harm (such as espionage, theft, or terrorist attacks) (Wikipedia, 2013). The source further explains that physical security involves the use of multiple layers of interdependent systems which include CCTV, surveillance, security guards, protective barriers, locks, access control protocols and many other techniques. All these are deployed to safeguard lives and properties, and to detect and foil any form of insecurity that may occasion harm.

Certain crucial concepts reoccur throughout different fields of security (Wikipedia, 2013). These are:

- Assurance - This refers to the level of guarantee that a security system will behave as expected.
- Countermeasure - A countermeasure is a way to stop a threat from triggering a risk event.
- Defense indepth - Never rely on one single security measure alone.
- Exploit - This is a vulnerability that has been triggered by a threat - a risk of 1.0 (100%).
- Risk - A risk is a possible event that could cause a loss.
- Threat - A threat is a method of triggering a risk event that is dangerous.
- Vulnerability - This is a weakness in a target that can potentially be exploited by a security threat.

Thus, security is viewed as the condition of being protected from risk, danger or harm, something that guarantees safety of lives and properties and necessarily involves government adopted, well articulated measures to forestall attack, sabotage and other criminal activities.

Media campaign refers to a planned series of newspaper articles, television interviews, etc., that are intended to achieve a particular aim (Cambridge Business English Dictionary, 2013). A media campaign is also seen as the universe of measures in order to fulfil a specific objective. Mass communication involves the process of disseminating message to a large, scattered, heterogeneous and anonymous audience at the same time. This is made possible through some forms of technology which are called mass media. Mass media perform several crucial functions

and powerfullyinfluence the society. These functions according to The Online Media (2012) are as follows:

• Information: Dissemination of information is a major function of the mass media in most societies of the world. The mass media function to provide authentic and timely facts, figures, and opinions on various national and international issues, events, situation, etc., to mass audience as informative news. Mass media information could be in form of objective, subjective, opinionated, primary and secondary. Through these forms, the media inform the audience about happenings in the society, using the many media channels such as television, radio, newspapers and magazines, among others. These media channels are all deployed in the war against terrorism in Nigeria and in providing adequate and timely information on the need to be security conscious to all Nigerians. The reason for this being that information begets knowledge and knowledge is power.

• Education: The mass media of communication provide education side by side with information. Media education is tailored to cover different subjects and to meet the needs of people of all levels. Media education could be direct or indirect involving different forms and contents such as drama, documentary, interview, feature stories, and many others. The mass media are effective tools for mass awareness creation in developing countries. Consequently, all levels of government in Nigeria utilise the mass media in generating a lot of awareness campaign contents about security issues in the land.

• Entertainment: Entertainment is the most obvious function of the mass media and could come in the form of infotainment (fusion of information and entertainment) and/or edutainment (fusion of education and entertainment programme). Entertainment function of the media is performed when the media provide amusement, relaxation and help in reducing tension in the audience. Mass media channels such as radio, television, newspapers, magazines and online forms provide stories, films, serials, music, songs, dance, sports, news, film review, and comics to entertain their audience. These entertainment programmes make audience recreational and leisure time more enjoyable. A large part of the media campaign against insecurity in Nigeria employs music, song and dance in delivering the campaign messages. Notable musicians are also utilised in the campaigns.

• Persuasion: Persuasion involves creating impact in the mind of people. Media messages persuasively influence audience in a number of ways. Through building of opinion and setting of agenda, media content persuadesaudience, changes attitude and moderates behaviour. The media perform persuasion function through editorials, articles, commentaries, among others. The media campaign on security in Nigeria employs persuasion in all its ramifications in appealing to the people to shun violence and embrace peace for the good of all Nigerians.

Other major functions of the media include surveillance, interpretation, linkage, socialisation and integration. Among these other functions, surveillance is very crucial and is more related to the study. Surveillance simply means observation; to watch the society closely. It is the duty of the mass media to observe the society closely and continuously and to warn about threatening actions to the mass audience that are likely to happen in future to minimise possible loss. It is also the duty of mass media to inform about the misconducts happening in the society to the concerned authority and discourage malpractices among mass audience in the society (The Online Media, 2012). Warning surveillance takes place when the media inform us about threats from hurricanes, erupting volcanoes, depressed economic conditions, increasing inflation, military attack, suicide attack, Boko Haram terrorism, kidnapping activities, etc. According to

the Online Media (2012) "These warning can be about immediate threats or chronic threats". Also included in surveillance role of the mass media are news about drug abuse, human trafficking, crimes, ritual killing, political assassination, etc., which may occasion harm to peace and security in the society. Thus, the media function primarily to ensure harmonious co-existence among the various segments of the population of the country and to guarantee peace, safety of lives and properties of the citizens as well as to assist in fostering oneness or unity of the nation.

Methodology

The study adopts survey research method. Survey focuses on people, the vital facts of people; their beliefs, opinions, attitudes, motivations and behaviors (Asemah, Gujbawu, Ekhareafo and Okpanachi, 2012, p.109 cited in Edegoh, Nwanolue and Eze, 2013). The questionnaire is used as instrument of data collection. A sample size of 210 urban residents were purposively drawn from Onitsha, Awka and Nnewi (all in Anambra State) to represent the population of study. Data obtained from the administered questionnaire is collated and configured for analysis and simple percentage method and frequency tables are adopted for data analysis.

Presentation of Findings

Table 1: Return Rate of Questionnaire

Item	**Frequency**	**Percentage**
Returned and found usable	200	95.2
Not usable	5	2.4
Not returned	5	2.4
Total	**210**	**100**

Table 1: shows the return rate of questionnaire. Ninety-five percent (n = 200) were returned and found usable while 5% (n = 10) represent the mortality rate. The return rate is higher than the mortality rate. The mortality rate of 5% does not affect the study because it is insignificant compared to the return rate of 95%. Thus, the copies were considered adequate to represent the population. The presentation and analysis of data obtained from the questionnaire was based on the two hundred (200) copies that were returned and found usable.

Research Question One

Are residents of Anambra State exposed to media awareness campaigns on security?

Table 2: Exposure to media awareness on security by respondents

Response	**Frequency**	**Percentage**
Yes	**196**	**98**
No	**4**	**2**
Total	**200**	**100**

Table 2: provides data on respondents' exposure to media awareness campaign. Ninety-eight percent of the respondents (n = 196) said "Yes", meaning that they were exposed to the media campaigns on security. However, 2% (n = 4) said "No" implying that they were not exposed to the security campaign in the media. Data on table two bear testimony to the fact that an overwhelming majority of the respondents are exposed to the security campaign in the media.

Research Question Two

What is their level of exposure to the campaign?

Table 3: Respondents' level of exposure to the campaign

Response	Frequency	Percentage
More than four times per day	196	98
1 to 3 times per day	90	45
Weekly	6	3
Don't know	4	2
Total	**200**	**200**

Table 3: highlights respondents' level of exposure to campaign. One hundred respondents (or 50%) exposed themselves to media campaign or security more than four times per day, 90 respondents (or 45%) exposed themselves between one to three times daily and six respondents (or 3%) had weekly exposure to the campaign. However, four respondents (or 2%) remained neutral. The revelation in the data on table three is that respondents' level of exposure to media campaign on security is very high.

Research Question Three

What are the major media channels through which respondents' access security awareness campaign?

Table 4: The major media channels through which respondents access security awareness campaign

Response	Frequency	Percentage
Television	130	65
Radio	40	20
Newspaper	20	10
Magazine	10	5
Others	0	0
Total	**200**	**100**

Table 4: chronicles the major media channels through which respondents in Anambra State access campaign on security. Respondents that accessed campaign through television were 130 (representing 65%), those who accessed campaign through radio were 40 (representing 20%; respondentswhose source of information on security campaign was newspaper were 20 (constituting 10%) and those who accessed campaign through magazine as a media channel were 10 persons (representing 5%). The import of data in table four is that the broadcast/electronic media channels of television and radio constitute the major source of information on security awareness campaign to respondents (audiences) in Anambra State.

Research Question Four
What specific aspects of the security awareness campaign could the respondents recall?

Table 5: Recall of specific aspects of the awareness campaign message by the audience.

Response	Frequency	Percentage
Songs	70	35
Messages	50	25
Endorsers	70	35
Others	10	5
Total	**200**	**100**

Table 5: shows that different aspects of the campaign that the respondents were able to recall. Thirty-five percent of the respondents (n = 70) recalled that songs were used in the campaign, particularly the song that stated that "peace is the answer" to ensure sustainable development in all facets of the nation's life. Twenty-five percent (n=50) recalled the messages used in the campaign, 35% of the respondents (n = 70) recalled the prominent Nigerians used as endorsers in the campaign while 5% (n = 10) recalled other aspects of the campaign such as the time the campaign message usually come on air (particularly during Nigeria Television Authority's (NTA) prime time, during NTA network news and other network programmes of the NTA.

Research Question Five
What are the directions of influence of security awareness campaign on the respondents?

Table 6: Directions of influence of security awareness campaign on the respondents

Response	Frequency	Percentage
The campaign makes me security conscious	196	98
The campaign does not make me security conscious	0	0
Don't know	4	2
Total	**200**	**100**

Table 6: identifies directions of influence of security awareness campaign messages on the respondents. One hundred and ninety-six respondents, representing 98% asserted that the campaign makes them security conscious. However, 2% of the respondents (n = 4) did not have knowledge of the question. The implication of data on the table above is that the campaign has only positive influence on majority of the respondents.

Research Question Six

What are the views of the respondents on the impact of security awareness campaign on crime rate in Anambra State?

Table 7: The views of respondents on the impact of campaign on crime rate.

Response	Frequency	Percentage
It has contributed to reduction in crime rate	120	60
It has not contributed to reduction in crime rate	60	30
Don't know	20	10
Total	**200**	**100**

Table 7: shows the views of respondents on the impact of campaign on crime rate in Anambra State. Sixty percent of the respondents (n = 120) were of the view that media campaign on security has led to reduction in crime rate in the state, 30% (n = 60) disagreed, saying that campaign has not led to reduction in crime in the state while 10% (n = 20) had no view on the question. The import of data in table seven is that majority of the respondentsbelieved that the campaign has impacted positively on crime through reduction in crime rate.

Discussion of Findings

Findings of the study show that many residents in Anambra State are exposed to security campaign in the media in the State. This finding is in line with the expectations of the researchers. Security campaign in the media is a regular feature of both the print and electronic/broadcast outfits in the state. The broadcast media particularly, run campaign messages as often as possible, particularly during network services of the NTA. The 9.00 pm news as well as other news programmes of the NTA carry security campaign messages. With over 40 million viewership of the NTA network news being exposed to the awareness campaign messages, the campaign is expected to be very popular, thus, generating very high viewership exposure. Also, the campaign is so often repeated that the media atmosphere is saturated with its messages. This makes every media audience in the state exposed to the campaign.

Findings of the study also show that respondents' level of exposure to the campaign is very high. Majority of the respondents come into contact with campaign messages as many as four times or more each day. The very high level of exposure of the respondents to the campaign is a product of the frequent relay of the campaign messages especially by the broadcast media; particularly the television. Respondents' high level of exposure is necessary to\ guarantee adequate awareness and knowledge of the message of the campaign for effective evaluation that this study demands.

The study further found that the major media channels through which the respondents access security campaigns include the broadcast media channels of television (in the main) and radio. Others include the print media of newspapers and magazines. Television relays the campaign messages more often than any other medium. Television with its technology and feature of audio-visual seems to make a better presentation of the campaign than radio. It has been successfully argued that seeing is believing. The perfect combination of audio and visual to

depict the devastating effect of violence, bomb attacks, etc. and the arrest of terrorists, among other scenes in the campaign, make television an enviable and unrivalled medium for the campaign. Indeed, a picture is worth more than a thousand words.

The study found that the specific aspects of the campaign which the respondents could recall include songs used in the campaign. The campaign boasts of a number of well composed songs including the one that preaches that "peace is the answer" if Nigeria is to develop and become a strong and virile nation. One other song that respondents recalled as part of the campaign is the Pidgin English song which admonishes that violence, crime, kidnapping, etc. *I no goodo o,* meaning that these listed crimes are not good. Respondents also identify the three eminent Nigerians that are used to endorse the campaign, namely: Gen. Abdusalami Abubakar (retired), former military head of State; Sultan Sa'adu Abubakar III, the Sultan of Sokoto; and Senator David Mark, the Senate President of Federal Republic of Nigeria. Respondents also recalled some of the messages of the campaign like "I call on all Nigerians to assist security forces in fishing out these callousperpetrators of violence", and ".....no religion teaches violence, every religioncondemns violence". Apart from all these, some respondents recalled that the security awareness campaign has been a regular feature of NTA news bulletin particularly at 9.00 p.m. every day and that the campaign came into being shortly after the advent of Boko Haram insurgence in the Northern part of the country.

On the directions of influence of the campaign on respondents, the study found that the campaign had positive influence on respondents as overwhelming majority of them said that the campaign made them to be security conscious. Inculcation of security consciousness in the citizens is a major objective of the media campaign on security in Nigeria as it has been successfully argued that security of lives and properties is not government business alone but the duty of every one. It is noteworthy to assert that the campaign has not impacted negatively on any one among the study sample. This finding means that the pattern and approach adopted by the campaign is adequate and effective. It also means that the sensitisation campaign is actualizing its most important and crucial objective.

Finding shows that respondents were of the opinion that the security awareness campaign has resulted in crime reduction in Anambra State. Since the commencement of the media campaign on security and since the time government doubled efforts against criminals in the state, there appear to be a decrease in crime in the state. Although there are still incidences of crime here and there within the state, the rate of crime today cannot be said to be what it used to be before the massive media awareness campaign began. There has been a steady decrease in crime rate in the state.

Conclusion and Recommendation

This study evaluated the attitude of Anambra residents towards the massive security awareness campaign in Nigerian media. Its major purpose was to ascertain the directions of influence of the campaign on therespondents. As could be gleaned from the findings of the study, the campaign had positive influence on the respondents. This is because the campaign made the respondents to be security conscious. We therefore conclude that the security awareness campaign in the media makes residents of Anambra State to develop positive attitude towards security matters. Based on this conclusion, we recommend that massive, multi-media campaign approach be adopted by government (at the state and federal levels) in the war against violence in Nigeria.

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