Social Actors in Framing the Abduction of Chibok Girls in Selected Nigerian Newspapers

Amina Abana, Ph.D.
Department of Mass Communication, University of Maiduguri

Abstract

This study examines Daily Trust, Vanguard, Leadership, The Guardian, Premium Times and Daily Post online editions from 15th April, 2014 to 14th April, 2016 to reveal the salient social actors and their roles in framing the Chibok girls' abduction. The study adopts framing theory and uses content analysis to examine news, features, editorials, cartoons, photos and videos under the framing categories of problem definition, causal interpretation, moral evaluation, treatment recommendation; and consequences. A total of 350 editions of the selected publications are coded and analysed. Data reveal salient social actors such as FG, BBOG movement, foreign government, concerned citizens, elder statesmen, NGOs, Groups, Chibok elders and the military among others, and the various roles they played in framing the abduction. These roles contribute positively and negatively to the Chibok girls' abduction discourse. The study concludes that there is interplay between the roles played by social actors (statements of social actors) and the framing of the Chibok girls by the professional news handlers as evidenced by the contents of media reports. It is the recommendation of this study, therefore, that the media should increase focus on reporting stories where people demand justice and change in the society as this study reveal that social actors make contributions to framing discourses in negotiating the choice of words with professional news handlers which ultimately give meaning to reports that become audiences' frames of interpretation. And due to dearth of researches on the roles of social actors in framing issues, future researchers should increase focus on such a neglected area.

Keywords: *Social actors, framing, Abduction, Chibok girls, Online newspapers*

Introduction

News is part of the process through which social meanings are created and the world is constructed; hence news is "putting reality together" (Schlesinger, 1978). News is the product of journalistic judgements concerning societal relevance of given events and situations based on assumptions concerning their human-interest value, their importance and certain societal news values. News selection processes are therefore believed to be more important than the news events themselves because they determine what is reported and how. Accordingly, Archetti (2010) posits that "news product of each media organisation is the unique output of patterns of social interactions among media professionals and between them and the rest of the society".

News contents are representations of events unfolding in the society while framing is how these events are presented to the audience through the choice of words and concepts that deliberately create meanings in order to achieve an intended communication goal. In other words, frames are the products of journalists and media gate keepers' language and perceptions that help interpret social realities. This means that the media rely on frames to organise and present news reports and messages to intended audiences. By framing issues and events using a wide variety of themes and concepts in order to deliver intended messages to the public, audiences on the other hand interpret issues based how they are framed and presented to them. Hence, Gitlin (1980, p.7) describes frames as 'persistent patterns of cognition, interpretation, and presentation, of selection, emphasis and exclusion by which symbol handlers routinely organize discourse.

Media framing analysis is a growing area in communication research which focuses on how media represents a specific topic by drawing attention to specific issues at the expense of others. This includes the various factors and actors that may exert influence on this selection processes and the potential impact news framing may have on its audience's perceptions and actions. A commonly cited definition of media framing is from Entman (1993) which states that: "Framing essentially involves selection and salience. To frame is to select some aspects of perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described". This means that the media present to the public not the picture of the world as it is but a selection of reports influenced by a myriad of factors.

In this respect, Reese (2001) points out that news is the product of five levels of influence with each level subsuming the one prior: 1) individual preferences, training and background of media professionals constrained by 2) routines (a multitude of limits imposed by technology, time, space and norms). Routines are in turn shaped by 3) organisational aspects such as policies of the news organisation and the way power is exercised within it. The news organisation is then part of the society at large, and is subject to 4) extra media influences: institution such as the government or advertisers, other media organisations, making a media an instrument of social control. The last level of control is 5) ideological.

Shoemaker, Eichholz, Kim, and Wrigley (2001) sum it up thus:

> The process by which vast array of potential news messages are winnowed, shaped and prodded into those few that are actually transmitted by the news media is often defined as a series of decision points at which news items are either continued or halted as they pass along news channels from source to reporter to a series of editors.

This submission suggests that news coverage is shaped by a number of influences that are beyond the control of journalists and other media professionals. In other words, a number of factors influence the content of news including ownership pattern, societal values and social actors among others. This therefore means that news on Chibok girls' abduction must have met certain values to be selected, reported and framed in a particular manner. And in the process of news gathering and reporting; the media organisations and news handlers must have relied on a number of sources and reported different actors playing different roles in the Chibok girls discourse. This is in line with Entman's (1993) statement that frames have several locations, including the communicator, the text, the receiver, and the culture. These components are integral to a process of framing that consists of distinct stages: frame-building and frame-setting; individual and societal level consequences of framing (d'Angelo, 2002; Scheufele, 1999; de Vreese, 2001).

This study therefore investigated the roles of salient social actors in framing the Chibok girls' abduction. The study examined the contents of 6 selected online newspapers from 15th April, 2014 to 14th April, 2016.

Statement of the Problem

The news selection process in the media is usually influenced by multiple factors such as news values and editorial policies but is also dependent on the availability of various sources of information and their specific attributes such as perceived credibility, legitimacy, power status etc. Literature revealed that media frames are manifested by Journalists' choice of key words, key phrases and images that reinforce a particular representation of the reality. This can be observed from journalist's selection of whom to quote, what to quote and where this quote will be placed in the story, hence emphasising the contributions of social actors in framing a particular story.

The abduction of 257 Chibok school girls gained widespread media coverage and caused worldwide outcry which resulted in widespread publicity. This gained

global attention from international human rights groups, nongovernmental organisations and other donor agencies; foreign governments and celebrities among others. As a result, notable personalities such as the then British Prime Minister David Cameron, former US President Barrack Obama and his wife, Michelle Obama; celebrities like Angelina Jolie, Ellen DeGeneres and Malala Yousafzai among others called for action and supported the campaign to rescue the Chibok school girls with the hashtag *#BringBackOurGirls*.

Based on the literature available to the researcher, data revealed that not much is done in investigating the role of social actors in framing the Chibok girls' abduction. Most researches are focused on other aspects of framing the Chibok girls abduction (see for example: Abana, 2019, 2020; Jibril, 2015; Smith, 2015; Edogor, Dike, & Agbana, 2015; Ngwu, Ekwe, & Chiaha, 2015; Ireju, Nwigoh, Nwigoh, & Ojo 2014). Volkmer (2009) points out that the framing theory has been conceptually refined as recent researches address specific sets of frames such as those around elite discourses since many news stories favour the perspective of the powerful societal stakeholders. However, this area has appeared to have been overlooked by researchers in the controversial Chibok girls' abduction discourse hence the interest to investigate this seemingly neglected area.

Therefore, it is based on the above premise that this study examined, analysed and described the salient social actors and their roles in framing the Chibok girls' abduction by *Daily Trust, The Guardian, Vanguard, Leadership*; *Premium Times* and *Daily Post* online editions from 15th April 2014 to 14th April 2016.

Objectives

The paper seeks to meet the following objectives:

1) To reveal the salient social actors in framing the Chibok girls' abduction.
2) To reveal the roles of the social actors in framing the Chibok school girls' abduction by the selected online newspapers.

Theoretical Framework

This study hinges its theoretical framework on framing theory. Framing theory focuses on issues selected and framed by the news media and their effects on audiences' perception and response. The theory was propounded by a Sociologist Erving Goffman in 1974 but has found application in different fields such as Political Science, Psychology and Economics; and has received a number of contributions from scholars such as Kahneman and Tversky (1979), Entman

(1991, 1993), Iyengar (1991), de Vreese (2005), Volkmer (2009), and Scheufele and Tewksbury (2011) among others.

de Vreese (2005) for instance submits that frames are abstractions that organise the meanings of a message and are used in the communication disciplines to expose the frames used in news or the effects of the frames on the public. He further states that framing as a process includes production, content and media use perspectives. Accordingly, the framing concept lies in the focus of the communication process. And communication process is dynamic involving ***frame building*** (how frames emerge) and ***frame setting*** (the interplay between media frames and audience predispositions) which ultimately may have consequences on individuals and societies (d'Angelo, 2002; Scheufele, 1999; de Vreese, 2001).

Frame building are factors that are internal to journalism practice that determine how journalists and media professionals frame issues through news selection processes and certain societal influences such as elites and social movements (example, the #BBOG campaign on twitter, demonstrations, calls for the girls rescue by notable personalities). The outcome of such interactions is usually manifest in the news text (de Vreese, 2005).

This study therefore adopts framing theory to serve as a guide in examining the roles of salient social actors in framing the Chibok girls' abduction as the theory is sufficient in "explaining how professional news handlers frame issues through news selection processes and certain societal influences" (de Vreese, 2005).

Methodology

This research adopted both quantitative and qualitative content analysis to investigate the salient social actors and their roles in framing the abduction of the Chibok girls by the selected online newspapers. Wimmer and Dominick (2006) explain that the uses of content analysis include describing communication content, testing hypothesis of message characteristics, comparing media content to the real world, assessing the image of a particular group and establishing a starting point for media effects studies.

The universe of this study is defined as all Nigerian newspapers published online and the study population is *Daily Trust*, *Vanguard, Leadership, The Guardian*, *Premium Times* and *Daily Post* online editions from 15th April 2014 to 14th April 2016. Purposive sampling technique was used to select online newspapers based

on circulation and geographical considerations, while systematic sampling technique was employed to select newspaper editions. A total of 354 newspapers were selected from a sampling frame of 4380 using an electronic sample size calculator by *Macorr* with a sampling interval of 12 days.

The units of analysis are news, editorials, features, photos, cartoons and videos while the content categories are Problem definition, causal interpretation, moral evaluation, treatment recommendation and consequences. Manual data coding was employed where the researcher manually searched the units of analyses from the sample dates of the selected online newspapers to identify social actors mentioned and their roles in framing the Chibok girls' abduction.

Reliability and validity was conducted with 10% of the sample size using Holsti's formula of co-efficiency of reliability where the percentage of the total agreement yielded 98% of co-efficiency of reliability. As there is no statistical tool to measure validity, the researcher took all steps necessary, including revising and refining the coding booklet to ensure the study produced a valid and reliable data on the roles of salient social actors in framing the abduction of the Chibok girls.

Findings and Discussion

The objectives of this research are to **find out the roles of salient social actors in framing the Chibok girls' abduction.** The table below presents the summary of the salient social actors and their roles in framing the Chibok girls' abduction by the selected online newspapers. Social actors were extracted from the text of news reports, editorials, video contents and photo/cartoons captions.

Salient social actors and their roles in framing the Chibok girls' abduction

Framing category	Salient social actors	Role (Context)
Problem definition	1) FG 2) Boko Haram 3) FG 4) Chibok girls 5) FG 6) FG 7) FG 8) Boko Haram 9) Boko Haram 10) Military 11) FG 12) Chibok girls 13) Boko Haram 14) Military 15) FG 16) Chibok girls 17) Boko Haram 18) FG 19) Military 20) Boko Haram 21) FG 22) Military	1) Pressure to find girls 2) Girls abduction 3) Military equipment 4) Abduction victims 5) Politicising insurgency 6) Corruption 7) Poor governance 8) Girls' abduction 9) Girls' abduction/ Insurgency 10) Insecurity 11) Poor governance/ irresponsibility 12) Abduction 13) Insurgency/Chibok girls abduction 14) Insecurity/low intelligence information 15) Corruption/irresponsibility/ negligence 16) Abduction 17) Abduction of 276 Chibok girls/ Boko Haram insurgency/ Insecurity 18) Irresponsible government/Inept government/lack commitment 19) Laxity/ lack of equipment 20) Insecurity/insurgency 21) Ineptitude/unseriousness/terrorism 22) Laxity/lack of equipment/ lack of intelligence report
Causal interpretation	1) FG 2) FG 3) BBOG 4) Families/commun	1) Deteriorating security 2) Denies abduction 3) Accused Jonathan 4) Failing family values

	ities 5) Military 6) Military 7) Boko Haram 8) Boko Haram 9) FG 10) Military 11) Politicians 12) FG 13) FG 14) Boko Haram 15) Military 16) FG 17) Boko Haram 18) FG 19) FG 20) Chibok elders 21) Military 22) FG 23) Group 24) Boko Haram 25) FG 26) Military	5) Corruption 6) Laxity and failure 7) Girls abduction 8) Terror and insurgency 9) Negligence 10) Laxity 11) Scheme for power 12) Delay response 13) Negligence/irresponsibility/corruption/ laxity 14) Insecurity /abduction/terrorism 15) Weapons/equipment 16) Ineptitude 17) Abduction of girls 18) Failure/lacks security information 19) Poor governance 20) Insurgency caused abduction 21) Lack equipment/ Intelligence information/ corruption 22) Irresponsible governance/poor governance 23) Almajiri system caused Boko Haram and abduction/ Lack of religious understanding 24) Abduction of girls/insecurity 25) Caused abduction 26) Weak/lack security info
Moral evaluation	1) Chibok elders 2) Foreign govt 3) Group 4) Group 5) Elder statesman 6) Elder statesman 7) Chibok elders 8) Elder statesmen 9) FG 10) Politicians	1) Blasts and blames FG 2) Expressed shock 3) Condemned the act 4) Faults FG 5) Blames FG 6) Doubts swap 7) Govt insincere 8) Condemns abduction 9) Blamed for abduction 10) Accused western powers

	11) Group 12) FG 13) BBOG movement 14) Politicians 15) Group 16) Sen. Ali Sheriff 17) Gen Ihejirika 18) FG 19) Military 20) Foreign govt 21) Chibok elders 22) BBOG movement 23) Chibok elders 24) Chibok girls 25) FG 26) Chibok girls 27) Group 28) BBOG 29) FG 30) FG 31) FG 32) FG 33) Military 34) Group 35) Group 36) Chibok elders 37) BBOG 38) Group 39) NGO 40) Presidency 41) Elder statesman 42) FG 43) Chibok elders/ 44) Elder statesmen 45) Group 46) FG 47) Group 48) Concerned	11) Blames FG 12) Insensitive to girls abduction 13) FG spreading falsehood 14) Faults FG's security 15) Jonathan can't contest 16) Boko Haram sponsor 17) Boko Haram Sponsor 18) Playing politics with abduction 19) Failure 20) Accused FG of turning down support 21) Condemns FG 22) Condemns FG 23) Don't belief in GGSS Chibok project 24) No sign of maltreatment 25) Committed to girls rescue 26) Blames FG for failure 27) Buhari government should fulfil promises 28) Holds sitting 29) Insensitivity 30) Poor governance 31) Slow response 32) Ultimatum to rescue 33) Weak military 34) Military to be blamed/ corrupt 35) Abduction of Chibok girls unfair 36) Government irresponsible 37) Government insensitive/ Absent President 38) Corruption led to abduction/ Government officials corrupt 39) Abduction affects education 40) Insensitivity 41) FG did not take prompt action 42) Poor governance

	citizens 49) FG 50) NGO 51) Celebrities 52) BBOG 53) FG 54) Military 55) Group 56) Chibok elders 57) Buhari 58) Group 59) FG 60) Military 61) Concerned citizens 62) Boko Haram	43) Blamed FG for abduction 44) Accused FG 45) Blamed Northern elites/ conspiracy against Jonathan 46) Military involved in abduction 47) Poor governance/ Unconcerned government 48) Reckless statements 49) Abduction caused international outrage 50) Irresponsible amid insurgency 51) FG failed/ insensitive/ careless/ see abduction as a lie/ reacted with disbelief and indifference/failed to act on time/failed to seek international support 52) Blamed over abduction/ corrupt 53) Condemned Chibok girls abduction 54) Government responsible for abduction/ can't be trusted 55) Buhari failed to fulfil campaign promises 56) Girls dreams were truncated by Boko Haram/ Religious leaders blamed 57) FG Slow response/ poor governance/unconcerned/ condemned over abduction 58) Blamed for abduction/ corruption 59) Northern elders encouraged insurgency/ Power tussle and conspiracy 60) Boko Haram are terrorists
Treatment	1) Foreign govt	1) Aid

recommendation	2) Borno govt 3) Concerned citizen 4) Group 5) Chibok elders 6) FG 7) Boko Haram 8) Foreign govt 9) Concerned citizens 10) Chibok elders 11) Group 12) Group 13) Group 14) Borno govt 15) Chibok Panel 16) Chibok elders 17) NGO 18) FG 19) Negotiator 20) Group 21) celebrities 22) FG 23) FG 24) FG 25) FG 26) FG 27) Foreign govt 28) Group 29) Group 30) BBOG 31) Group 32) Foreign govt 33) Group 34) NGO 35) FG 36) Group 37) Chibok elders 38) FG	2) Reward for info 3) Support to rescue girl 4) Rescue girls 5) Rescue girls 6) Reviews swap offer 7) Offer swap deal 8) Rescue girls 9) Rescue girls 10) Rescue girls alive 11) Calls for rescue 12) Advocate for rescue 13) Urge FG to rescue girls 14) Borno cooperating with military 15) Submits results 16) Meet the president 17) Urges FG to sustain rescue effort 18) Meeting with president to re-strategise 19) Talks with Boko Haram to release girls 20) Involved in swap deal 21) Pleads for rescue of girls 22) Negotiate for girls release 23) Provides military weapons 24) Canvas for support 25) Deploys military 26) Dialogue with terrorists 27) Provides foreign aid 28) Gives FG ultimatum 29) FG should invite international support/ Accept international support 30) Demand for rescue 31) Call for strong military action/ Strengthen military might 32) Rebuild Chibok school

	39) BBOG 40) Elder statesmen 41) NGO 42) Chibok elders 43) Negotiator 44) Elder statesmen 45) NGO 46) FG 47) UN 48) Buhari 49) Concerned citizens 50) Group 51) FG 52) BBOG 53) Concerned citizens 54) FG 55) military 56) Foreign govt 57) Group 58) Concerned citizens 59) Group 60) FG 61) BBOG 62) Chibok elders 63) Foreign govt 64) Elder statesmen	33) Accept swap offer/ negotiate with Boko Haram/ Rescue Chibok girls 34) Security support 35) Report on Chibok girls/ Government meeting Chibok parents 36) Increase security surveillance 37) End insurgency 38) Committed to finding Chibok girls 39) *BringBackOurGirls* 40) Rescue Chibok girls 41) Group demands for action 42) Rescue our children alive 43) Negotiates with insurgents 44) FG calls for regional support to rescue girls 45) FG provides military equipments/reiterates commitment to rescue girls 46) Pleads for girls rescue 47) President elect promised rescue 48) Group pledges rescue support 49) Calls for girls rescue 50) Government intensifies rescue effort 51) *#BringBackOurGirlsNow* 52) Group demands for girls rescue/ 53) Committed to rescue girls 54) Call for Strong military action/ to re-strategise 55) Military to increase surveillance 56) Provide military equipment 57) #MiamiDemandsOurGirlsBack

		Now 58) Rescue Chibok girls/Seek regional support 59) FG to provide additional weapons/ reiterates commitment to rescue girls/ made additional military posting/to negotiate with insurgents / to solicit community support 60) Bring back our girls 61) Chibok elders want the girls alive 62) International body provides support/ Foreign government pledge support / 63) Demands the girls be rescued alive
Consequences	1) BBOG 2) Chibok girls 3) Osun Government 4) Chibok elders 5) Celebrities 6) Group 7) Chibok elders 8) BBOG 9) BBOG 10) Group 11) Delta Govt 12) NGO 13) Group 14) Abducted girl 15) BBOG 16) Chibok elders 17) Military 18) BBOG 19) Elder statesmen 20) Military	1) Protest for girls rescue 2) Held hostage 3) Offer prayer for girls 4) Demands for rescue 5) Protest for rescue 6) Protest for rescue 7) Collapsed after watching video of the girls 8) Anniversary lecture 9) Demonstrate to presidency 10) Calls for rescue 11) Pray for girls 12) Holds children's day in prayer for Chibok girls 13) Training families and communities to support victims 14) Pregnancy 15) Protest at Chad Embassy 16) Weep at 2nd anniversary

	21) FG 22) BBOG 23) Chibok elders 24) Group 25) Military 26) Group 27) BBOG 28) Chibok elders 29) Groups 30) Police 31) Group 32) Group 33) Military 34) BBOG 35) Chibok elders 36) Group 37) BBOG 38) FG 39) Military 40) Group 41) BBOG 42) FG 43) FG 44) Group 45) Chibok elders 46) Group 47) BBOG 48) Chibok elders 49) NGOs	17) Rescued 200 other women from sambisa 18) Holds one week activity 19) Prays for girls 20) Moved to Maiduguri 21) Meeting Chibok parents 22) Protests 23) Demonstrate 24) Prays for girls rescue 25) Rescued other girls 26) Girls victimised 27) BBOG protest 28) Weep/ Government meets parents 29) Protest across the nation 30) Police stops protesters 31) Group protest for girls rescue/Prayer for Chibok girls 32) Protest dying down 33) Women rescued from sambisa/some girls rescued 34) Anniversary lecture 35) Weep for abducted girls/demonstrate 36) International campaign for girls rescue launched 37) BBOG protest 38) FG negotiate with Boko Haram 39) Troops sent to Sambisa/rescued women, girls. 40) Girls are used as suicide bombers 41) BBOG movement created/ BBOG movement ensured girls are not forgotten 42) Protests across the nation/ Protests take international

		dimension/ Chibok girls abduction caused global outrage 43) FG entered into image management contract/ meets Chibok parents 44) #BringBackOurGirls campaign set Twitter on fire/ Girls used as sex slaves/ Girls used as human shield 45) Two years without Chibok girls/ Chibok parents weep 46) Demonstration/protest 47) Protest 48) Protest/demonstration/victims 49) Protest has gone international

The above table shows the list of social actors that were persistently mentioned and their roles in framing the Chibok girls' abduction by the selected online newspapers. These social actors were identified and categorised under each framing category based on persistent mentions and the salient roles they played in framing the Chibok girls' abduction. Social actors are those who shaped the dialogue and contributed both positively and negatively to the discourse on framing the Chibok girls' story.

Social actors in framing the Chibok girls' abduction were grouped under common names as categories to avoid confusion and information overload. Hence, all social actors mentioned as a registered body are put under "Group"; nongovernmental organisation are categorised under "NGOs"; past leaders and notable personalities are called "elder statesmen"; parents and people from Chibok community are tagged "Chibok elders"; other personalities and small groups are grouped as "concerned citizens". The federal government, its officials and spokespersons are called "FG"; various state governments are tagged "state governments" while Boko Haram, Borno government, the BBOG, politicians, celebrities, the military, foreign government, and others are specifically mentioned to ensure clarity of discussion.

Therefore, to meet the objectives of this study, the salient social actors in framing the Chibok girls' abduction are: FG, groups, NGOs, elder statesmen, celebrities,

foreign government, politicians, Chibok elders, Boko Haram, Borno government, BBOG, concerned citizens and foreign government among others. They are used in connection with particular roles played, opinions or voices expressed, or statements of fact provided on the Chibok girls' abduction. The federal government (FG) for instance has been persistently mentioned in connection with various contradictory statements which, consequently, attracted various judgements, condemnation and blames on them; and invited other responses where there were several calls, protests and demands to rescue the abducted Chibok girls. In addition, the FG was also salient in several rescue efforts made including deployment of military equipment and personnel, inviting and seeking community, regional and international support and other rescue efforts, thus becoming the salient social actors in those roles. Similarly, the military's role was also salient in corruption, lack of commitment, and failure to prevent the girls abduction or rescue the abducted Chibok girls; and also in several rescue efforts.

Furthermore, foreign governments were persistently mentioned in roles such as calls for the girls rescue and several aids offer and support pledges aimed at rescuing the Chibok girls. The role of the BBOG movement was salient in spearheading the #BringBackOurGirls campaigns both online and on ground; and several rescue demand efforts, protests and demonstrations, advocacies and peaceful sittings among others. NGOs, celebrities, elder statesmen, concerned citizens and Chibok elders were persistently and saliently mentioned in direct connection with several calls, demands, protests, demonstrations and advocacy for the rescue of the Chibok girls alive; and as victims affected by the abduction of the Chibok girls. Boko Haram were the main actors mentioned as abductors and those who hold the Chibok girls captive, while the Chibok girls were the abducted school girls, the victims. These social actors provided divergent roles and voices of media discourses on the Chibok girls' abduction story.

These social actors quoted and framed in the Chibok girls' abduction were selected based on the salient roles played, persistent mentions and whether they have provided a statement of fact or expressed an opinion, view or lend a voice in the Chibok girls story. And they were included on the basis of the number of appearances in the news report. Therefore, the salient social actors in the framing of the Chibok girls' abduction can be classified into these categories: the abductors (Boko Haram), the victims (Chibok girls, Chibok elders), the supposed protectors (FG, the military) and the supporters of the victims (BBOG movement, groups, NGOs, foreign governments, concerned citizens, elder statesmen and celebrities among others).

Literature revealed that in the world of creating meanings, which is the focus of the framing theory, news handlers (journalists, gatekeepers) and social actors "negotiate" the choice and use of words. The outcome is seen in media frames that give meaning to media reports (Gamson, 1992). Similarly, scholarly contributions to the framing theory posit that ***frame building*** (how frames emerge) and ***frame setting*** (the interplay between media frames and audience predispositions) have consequences on individuals and societies (d'Angelo, 2002; Scheufele, 2000; de Vreese, 2002). Frame building according to de Vreese (2005) are factors that are internal to journalism practice (like news values, 5Ws & H) that determine how journalists and media professionals frame issues through news selection processes; and certain societal influences such as elites (for example, elder statesmen, groups, celebrities, demanding for the girls rescue) and social movements (for example #BBOG campaign). The outcome of such interactions usually manifest in the news text as revealed by this study.

These submissions therefore are consistent with the findings of this study as the contents of reports on the Chibok girls' abduction revealed the interplay on how the professional news handlers were influenced by the social actors in framing of abduction of the Chibok girls in their reports.

Conclusion

It is the conclusion of this study that there were a number of **social actors** that were salient in the framing of the Chibok girls by the selected publications. These various social actors (FG, BBOG movement, foreign government, concerned citizens, elder statesmen, NGOs, Groups, Chibok elders, the military) played a number of roles and contributed both positively and negatively to shaping the Chibok girls' abduction discourse.

This means that there is the interplay between statements of social actors and the framing of the Chibok girls by professional news handlers as evidenced by the contents of media reports examined as the outcome of their interactions is manifest in the news text as revealed by this study. Therefore, from the findings of this research, it is safe to assume that the media framing of the Chibok girls' abduction and the salient roles played by social actors may have contributed in bringing the issue to international attention and action. Similarly, the campaign launched on twitter tagged '*#BringBackOurGirls'* managed by social actors may have pushed the government to work extra hard leading to the rescue of over 100 girls currently under rehabilitation and subsequent reintegration in the society and the commitment to rescue the remaining ones.

Recommendation

Based on the findings of this research, it is evident that social actors play important roles in framing issues. This study therefore recommends that the media should increase focus on reporting stories where people demand justice and change in the society as data reveals that social actors make contributions to framing discourses which ultimately give meaning to reports that become audiences' frames of interpretation. From the literature reviewed, there appears to be dearth of researches on social actors in framing. This study therefore recommends that researchers should increase focus on such a neglected area.

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