

## NTA and FRCN Pedophilia Programmes in South- East Nigeria: An Evaluative Study

Chioma Rose Chime-Nganya<sup>1</sup>, Nwoga Chibuzor Cosmas<sup>2</sup>, Chukwuemeka Ononuju Nwankiti<sup>3</sup>, Obin Ogban Obin<sup>4</sup>, Sanita Ekwutosi Nwakpu<sup>5</sup>

<sup>1,2,3,4</sup>Department of Mass Communication, Alex Ekwueme Federal University Ndufu Alike, Ebonyi State

<sup>5</sup>Edge Hill University UK

### Abstract

*This study investigated the influence of NTA and FRCN pedophilia messages on residents of South-East Nigeria. The study has two objectives and one theoretical framework. It used survey research method in which 384 respondents were reached with a structured questionnaire out of which 375 valid responses were obtained. The data were analysed using descriptive statistics and Chi-Square tests using SPSS 20. The study ascertained that residents of Southeast, Nigeria got exposed to NTA & FRCN pedophilia programmes majorly through jingles, phone-in programmes and documentaries. The study also established that residents of Southeast, Nigeria, were aware of their responsibilities towards eradicating the menace of pedophilia in the society and were willing to take positive sections in that direction, as their exposure to broadcast media programmes on the subject of pedophilia increased their motivation to report cases of such to the appropriate authorities. The study recommended that media houses in South-East, Nigeria, should maintain their advocacy of child rights protection as well as call on public figures to get more involved by instituting formal or informal campaigns against pedophilia, among others.*

Broadcast Media;  
Programmes; Residents;  
Evaluation; Pedophilia



### I. Introduction

Empirical evidences suggest that the world is plagued with sexual abuse of children, among other anti-social behaviours. Among these incidences of sexual abuse is pedophilia which is viewed as a persistent sexual interest in children as reflected by one's sexual fantasies, urges, thoughts, arousal, or behaviour. Adults with a persistent sexual interest in children who have either acted on this interest or suffered distress from it, would meet the diagnostic criteria for Pedophilic Disorder (American Psychiatric Association, 2013). As a global problem, pedophilia has occurred and ravaged human society throughout history; it was not formally named, defined or studied until the late 19th century. The term 'pedophiliaerotica' was coined in an 1886 article by the Viennese psychiatrist Richard von Krafft but did not enter the author's PsychopathiaSexualis until the 10th German edition (Gavin, 2019). In PsychopathiaSexualis, the term appears in a section titled "Violation of Individuals under the Age of Fourteen", which focuses on the forensic psychiatry aspect of child sexual offenders in general. Krafft-Ebing describes several typologies of offender, dividing them into psychopatology and non-psychopathological origins and hypothesizes several apparent causal factors that may lead to the sexual abuse of children (Gavin, 2019).

Describing the prevalence of pedophilia, the World Health Organisation (WHO) in Afolabi (2020) estimated that 73 million boys and 150 million girls under the age of 18 years had experienced various forms of sexual violence. Nigeria like other countries of the world is presently grasping with this societal menace that is threatening the future of children and the values Nigerians cherish as a people. Behavioural pattern that could be likened to pedophilic activity in Nigeria is child marriage. This ranges from region to region in the country, with figures as high as 76% in the North-Western Region and 10% in the South-Eastern Region. In many states of Nigeria, though more prolific in the Northern states, girls are already being groomed for marriage from age five, teaching them how to makeup, clean the house, cook, respect elders, fertility and keeping a man, while being married off from age ten, consequently, leading to the birth of children who roam around the streets, begging for alms and owned by nobody (popularly called Almajiri), overpopulating the Northern regions (Lisa, 2019). UNICEF (2016) in Ogochukwu and Onwuagba (2021) lamented that eight out of ten girl-children in Nigeria experience emotional and physical sexual abuse before the age of fifteen (Owens-Ibie & Aondover, 2024).

The broadcast media play a significant role in forming and influencing people's attitudes and behavior. Its role is in mediating information and forming public opinion. It presents the opportunity to communicate to large numbers of people and to target particular groups of people usually referred to as the audience. The media audience is conceptualized as a large, loosely connected mass on the receiving end of the media. They constitute the recipients and consumers of the services of the media. As observed by Gamble and Gamble (1999) in Bernadette and Chris (2012), broadcast media is significantly different from other forms of communication; it has the capacity to reach simultaneously many thousands of people who are not related to the sender. It depends on technical devices or machines to quickly distribute messages to diverse audiences, often unknown to each other. Broadcast media is accessible to many people but may be avoided. It is orchestrated by specialists whose intent is to persuade potential audiences of the benefits of their attention. It is controlled by gatekeepers who censor the contents of messages. And finally, unlike one-to-one communication, it produces only minimal, delayed feedback to its senders. However, broadcast media simultaneously presents opportunities and limitations, both of which require consideration when planning mass media assisted eradication of social problems such as pedophilia and neglect. According to Wellingsand Macdowall (2018) the strength of the broadcast media lies in helping to put issues on the public agenda, in reinforcing local efforts, in raising consciousness about issues and in conveying simple information. In view of the above, this study assessed NTA/FRCN pedophilia programmes on advocacy against the menace in South-East, Nigeria.

### **1.1 Statement of the Problem**

Empirical facts attest to claims that the broadcast media have social responsibility of educating and informing the general public on issues affecting the society. Thus, by setting agenda on societal issues to educate the public, children could learn to protect themselves from perpetrators and avoid being victims of sexual abuse. Older people in the society could also join the advocacy against abuse of children sexually (Aondover et al., 2022). Moreover, unlike in the past, there are now many broadcast media in south east Nigeria, which many believed, would boost the information needs of the people.

Despite the preponderance of broadcast media in south east and their perceived influences on people, it is worrisome that pedophilia still remains prevalent in Nigeria,

especially south east Nigeria (Hile et al., 2023). This situation has raised question as to the potency of the broadcast media in their advocacy against pedophilia. This problem necessitated this study.

## **1.2 Objectives of the study**

The objectives of this study are to:

1. identify sources of NTA/FRCN programmes through which residents in South East Nigeria get exposed to pedophilia messages;
2. ascertain whether or not south east residents' exposure to NTA/FRCN messages on pedophilia helped in reducing the menace in the region.

## **1.3 Overview of Broadcast Media**

Broadcast media have been defined in different way by different scholars. Chieme (2019) views broadcast media as the vehicle through which diverse audiences get abreast with the events or happenings in the society, especially in this era of globalization. Akpan (2002) in Chieme (2019) made this fact more explicit when he described broadcasting as the systematic dissemination of entertainment, information, educational and other features for simultaneous reception by a scattered audience individually or in group. Hitesh (2022) declared that broadcast media is an inclusion of various medium that are used for communicating, transmitting and broadcasting to the public or masses. It uses wide range of audio-visual materials as well as electronic or electro-magnetic mediums to share news, information, entertainment, etc with the target audiences or general public. Hitesh identified examples of broadcasting media as television news, audio production, video and print media production, and television and radio programs among others (Msughter et al., 2021). He added that it provides recorded content, digital and written content or live recording on radio, television or any other means through satellite signals.

Similarly, Onoyume (2018) defines broadcast media as the different media channels or broadcasters such as the television, internet, audio podcast, video content and others. The primary purpose of the broadcasting according to Onoyume is to broadcast and communicate with the public. It lets the masses know about everything that happens around the world as well as being used for entertaining people. Broadcast media could be called the whole package of broadcasting information, entertainment and news. Some examples of broadcast media are television, radio, live streaming, internet media such as podcasts, websites, blogs etc. Features of broadcast media include that: it is relevant, in that it comes up with new innovative idea to impress people, digital, direct and clear (Onoyume, 2018) Odetoyinbo (2021) contends that broadcasting has been found to be a force to be reckoned with in the development of nations all over the world. It presupposes that broadcasting is a bridge building tool for development.

## **1.4 Pedophilia**

Pedophilia is a psychiatric disorder in which an adult or older adolescent experiences a primary or exclusive sexual attraction towards prepubescent children. Although girls typically begin the process of puberty at age 10 or 11 and boys at age 11 or 12, criteria for pedophilia extend the cut-off point for prepubescence to age 13. A person must be at least 16 years old and at least five years older than the prepubescent child, for the attraction to be diagnosed as pedophilia. Pedophilia is termed pedophilic disorder in the Diagnostic and statistical Manual of Mental Disorder (DSM) while Orji (2021) defines it as a paraphilia involving intense and recurrent sexual urges towards and fantasies about prepubescent

children that have either been acted upon or which cause the person with the attraction distress or interpersonal difficulty (Aondover et al., 2023).

The term pedophilia is derived from the Greek word “país orpaidós”, meaning "child", and “philia” meaning "friendly love" or "friendship". Pedophilia is used for individuals with a primary or exclusive sexual interest in prepubescent children aged 13 or younger. It emerges before or during puberty and is stable over time. It is self-discovered not chosen. For these reasons, pedophilia has been described as a disorder of sexual preference, phenomenological similar to a heterosexual or homosexual orientation. These observations, however, do not exclude pedophilia from being classified as a mental disorder since pedophilic acts cause harm, and mental health professionals can sometimes help pedophiles to refrain from harming children. In popular usage, the word pedophilia is often applied to any sexual interest in children or the act of child sexual abuse including any sexual interest in minors below the local age of consent and/or age of minority, regardless of their level of physical or mental development. This use conflates the sexual attraction to prepubescent children with the act of child sexual abuse and fails to distinguish between attractions to prepubescent and pubescent or post-pubescent minors. No cure for pedophilia has been developed, but there are therapies that can reduce the incidence of a person committing child sexual abuse.

### **1.5 Pedophilia: Nigerian Perspective**

In the submission of Stella (2019), Nigeria has not been left out in the pedophilia epidemic that has its tentacles stretched across all continents of the world. Pedophilia has become a trend in the country; while it has become a norm for a plethora of child sexual assault to be reported on daily basis, thousands of other cases yet remain or are left unreported, leaving the perpetrators to go scot free and continue in their vicious line of molestations therefore posing greater danger to the nation. Various newspapers are flooded frequently with child molestation cases in their different numbers and forms. For instance, on the 2nd day of February, 2018, the Punch Newspaper reported the case of sexual assault of one eight-year-old girl by one chemist in Otuocha, Anambra State, simply identified as Onwuegbuka. The same newspaper reported a 30-year-old man, Lamidi Alabi, who allegedly touched and rubbed the private part of a seven-year-old girl. More so, UNICEF reported in 2015 that one in four girls and one in ten boys in Nigeria had experienced sexual violence before the age of 18years. Also, the Centre for Environment, Human Rights and Development reported that 1,200 girls had been raped in 2012 in Rivers, a coastal state in southeastern Nigeria. In Nigeria, defilement of underage boys and girls is provided for in sections 216 and 218 of the Nigerian Criminal Code, in which anyone found guilty of indecent treatment of boys and unlawful carnal knowledge of an underage girl is liable to imprisonment for 7years and imprisonment for life respectively (Stella, 2019). Nigeria has been recognized to have the highest number of child brides in Africa and the eleventh highest rate of child marriages in the world (Maradun et al., 2021). These practices are not only a breach of the fundamental human rights of children but they also create a safe haven for the propagation and practice of sexual abuse of the girl-child in the nation and around the globe (Okunna, 2012).

In Nigeria, pedophilic activities have moved from being perpetrated by strangers to close relatives and family members of the victims. Daily Trust Newspaper reported a case of a ten-year-old girl that delivered a baby girl through a caesarean section at Makurdi Hospital, Benue State, having been impregnated by her uncle (Nwodu, 2018). Similarly,

the same news outlet reported the case of a thirteen-year-old Ochanya that died due to complications from the sexual abuse perpetrated on her by her uncle and cousin for years. Another case of pedophilia that is rarely discussed is that of parents to children.

## II. Review of Literature

### 2.1 Theoretical Framework

This study is anchored on Moral Responsibility theory and the theory of Child Sexual Abuse (CSA). The Moral Responsibility theory was propounded by P.F Strawson in 1962. The main idea of moral responsibility theory is that making judgments about whether a person is morally responsible for her behavior and holding others and ourselves responsible for actions and the consequences of actions, is a fundamental and familiar part of our moral practices and our interpersonal relationship. The argument of Strawson is that if one is to be truly responsible for one's actions because one has chosen the desires which lead to act as one does, then one must clearly be truly responsible for this choice of his desire (Mojaye & Aondover, 2022).

Generally, it is accepted that media organizations play an important role in democratic society and media is the fourth pillar of that society. Not only does it have to be transparent and unbiased in her reportage but it also has the responsibility of educating the public and propagating reform in public opinion as well as sensitization. It also serves as a platform for public discussion and sharing of viewpoints on issues of national interest. Information in journalism is understood as a social good and not as a commodity, which means that journalists share responsibility for the information transmitted and is thus accountable not only to those controlling the media but ultimately to the public (Obasi & Aondover, 2023a). The theory of moral responsibility is the status of morally deserving praise, blame, reward, or punishment for an action or omission in accordance with one's moral obligations. The theory portrays that a particular organization, or individual has ethical obligation to act for the benefit of society as well as to maintain a balance between the ecosystem and business activities.

Another theory adopted for this study is theory of Child Sexual Abuse, propounded by Finkelhor and Browne in 1985. The theory of Child Sexual Abuse (CSA) also known as the Traumagenic Dynamics Model (TDM) was developed by David Finkelhor and Angela Browne in 1985. These two scholars, came up with this model after conducting intensive literature reviews on the effects of sexual abuse on children (Obasi & Aondover, 2023b). Based on this intensive review, they concluded that the experiences of sexually abused children can be analyzed in terms of four factors which they referred to as trauma genic or trauma causing factors (Makhija, 2014). These factors are: traumatized sexualisation, betrayal, powerlessness and stigmatization. Two of these factors, namely, powerlessness and stigmatization are considered in this study. Powerlessness refers to a victim's inability to escape from sexually abusive experiences or the inability to get help from others. It is also known as disempowerment. Powerlessness is a state in which the child's desire to rid herself of the abusive experience is frustrated. Traumagenic Dynamics Model postulates that powerlessness is increased when children express fear and are unable to make adults understand or believe what is happening.

The second traumagenic factor which this study considered is stigmatization. This refers to the negative messages that arise out of sexually abusive incidents. Sexual messages which are communicated either covertly or overtly serve to undermine child's self-worth. This is done by creating a sense of worthlessness, shamefulness and guilt on the child. The Model posits that stigmatizations linked to the child's level of awareness (Taiwo

et al., 2024). Young children may, for instance, be unaware of social attitudes related to sexual abuse and may thus be less socially stigmatized where older ones are more ashamed. This can be interpreted to mean that children may feel more stigmatized from sexually harassing experiences than those in lower classes. The stigmatization factor according to the model covers all the mechanisms that undermine children's positive self-image and therefore their self-esteem.

## 2.2 Empirical Studies

Onamrewo (2020) conducted a study on Social Studies, Sex Education and Curbing Pedophilia in Delta State, Nigeria. The purpose of the study was to investigate how sex education, when taught in Social Studies can be used to curb cases of pedophilia in Delta State, South-South Nigeria (Onyejelem & Aondover, 2024a). Results showed that sex education can be used to curb pedophilia through raising children awareness on sexuality, pedophilia and tactics used by pedophiles. Results also showed that value education through Social Studies can help to develop human relationship, highlight the right and dignity of children and internalize the right values to curb pedophilic behaviours. Finally, findings revealed a high prevalence of pedophilia in Delta State. The study recommended amongst others that sex education in Social Studies curriculum should be fully implemented across primary as well as secondary schools in Delta State.

Daniela and Sara (2020) carried out a research on media coverage of Pedophilia: Benefits and Risks from Healthcare Practitioners' Point of View. The study adopted a descriptive survey design and made use of semi-structured qualitative interviews for data collection. A sample of 11 healthcare practitioners of the German Prevention Network was randomly selected. The results showed that media coverage of pedophilia has a range of potential risks and benefits; most importantly, the emotionalized, stigmatizing, and uniformly negative media coverage of pedophilia, which is common in the yellow press (i.e., no differentiation between pedophilia as sexual preference, pedophilic disorder as a mental disorder, and sexual offenses against children) appears to be most harmful. The study recommended that both mental health practitioners who are sexologically qualified and treat people with pedophilic disorder and journalists should actively cooperate to increase the quality of media reporting about pedophilia, pedophilic disorder, and child sexual abuse.

Ogochukwu and Onwuagba (2021) also conducted a study on the implication of pedophilia absurdity news narrative on girl-child behaviour in Delta and Anambra state, Nigeria. Survey design was adopted for the study while questionnaire was used for data collection. A purposive sampling of 73 respondents was derived from two federal government owned hospitals in Delta and Anambra state. Findings revealed three types of pedophile's sexual molestation of prepubescent girl-children, which include: anal, vaginal and fingering sustained from perpetrators who are mainly family members and close neighbours with significant number of victims living with anal and vaginal stitches - Deep penetration caused internal lacerations and bleedings and in extreme cases, implications are death and destruction of victim's reproductive organs which maim the person for life. The study recommended media agenda setting, non-violent protest and strict regulations as solutions. The implications according to the study was that if neglected, the issue may worsen by year 2030 proposed by WHO to get rid of cervical cancer in Africa (Onyejelem & Aondover, 2024b). The above study is related to the present one in that it focused on pedophilia. However, it is different from it because it did not include media coverage of responsibilities of the audiences in reducing the menace in southeast, Nigeria.

### III. Research Method

The research design used in this study is the descriptive survey. Survey method was considered appropriate because the study involves measuring awareness, knowledge and responsibility of the audience in reducing the menace of pedophile with the application of broadcast media messages. The population of the study is 21955414 consisting of all the people spread across the five states that make up south east of Nigeria. However, the sample size for this study is 384. It was derived using finite sample statistical formula while proportionate stratified sampling technique was okayed for the study. This is because the region has already existing strata (divisions) which is five states. So, to ensure effective representation of those strata, the researcher selected 50 respondents from Ebonyi state, 77 respondents from Enugu, 65 respondents from Abia state, 95 respondents from Imo state and 97 respondents from Anambra state. The proportion of each of the stratum in relation to the sample size was determined based on the population of the various states.

The researcher used questionnaire to illicit responses from respondents. To ensure reliability of the instrument, a pilot study was conducted. The instrument was subjected to a test of reliability in a trialtest using 20 respondents from Cross River state which is not part of the study area. After two weeks, the researcher went back to Cross River and administered the same set of questionnaires and the results were later analyzed and compared. At the end of the exercise, the researcher found out that the same results were gotten from the respondents which showed the reliability and consistency of the research instrument (Yar'Adua et al., 2021).

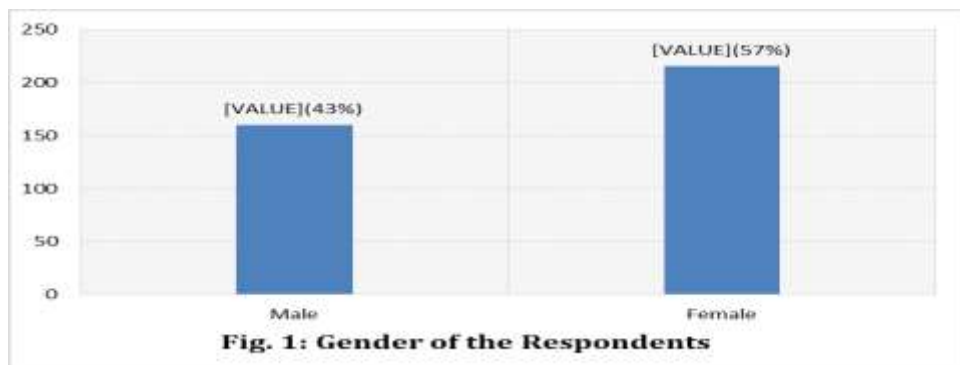
The primary data collected through copies of the questionnaire, were analysed using descriptive statistics such as means, standard deviation and skewness. The clusters of items addressing the research questions were preliminarily presented using descriptive statistics too and then further analyzed using Chi-Square test. The results of the data analyses were then used to test the null hypotheses of the study.

#### 3.1 Data Presentation and Analysis

A total of 9 copies, or 2.3% of all administered questionnaires, were unaccounted for after the survey; leaving us with 375 copies of returned questionnaires. Consequently, the retrieval rate is 97.6% which is highly adequate.

##### a. Gender of the Respondents

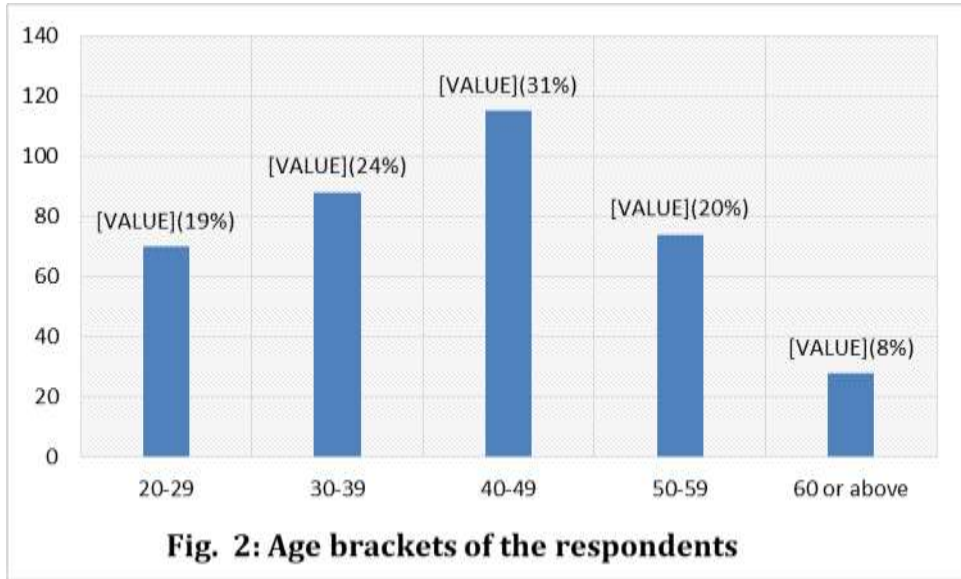
The gender distribution of the respondents in the survey is presented in Figure 1.



The data presented in Fig. 1 shows that the respondents comprised of more females (57%) than males (43%).

b. Age Brackets of the Respondents

The data regarding the distribution of the respondents into various age brackets is presented in Figure 2.

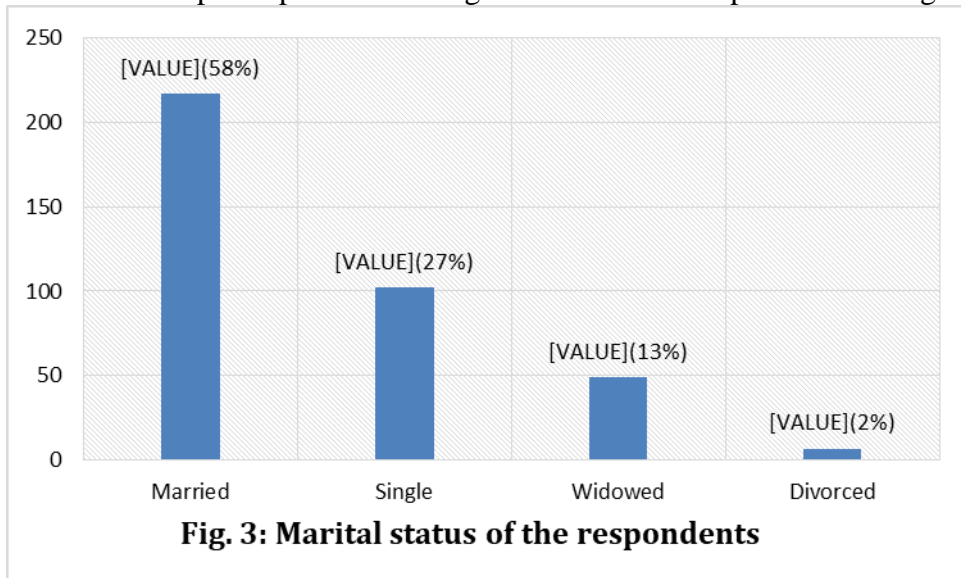


Source: Field work (2022)

As depicted in the bar chart, the bracket with the highest number of respondents is '40-49' constituting 32% of the respondents.

c. Marital Status of the Respondents

The distribution of the participants according to marital status is presented in Figure 3.

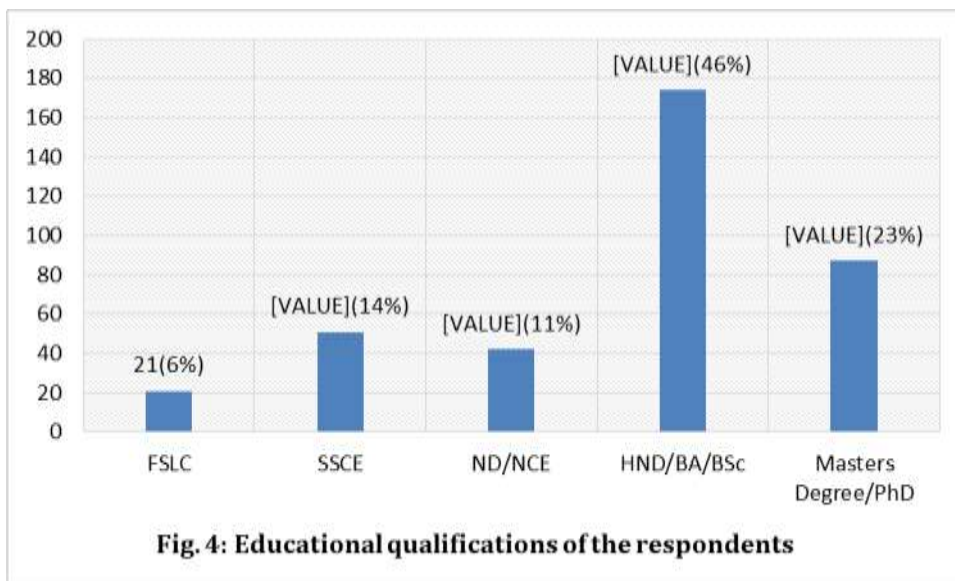


The data depicted in Fig. 3 shows that majority (58%) of the participants were married while 27% were single.

d. Educational Qualification of the Respondents

The participants were asked to indicate their highest educational attainments and the data obtained are presented in Figure 4.



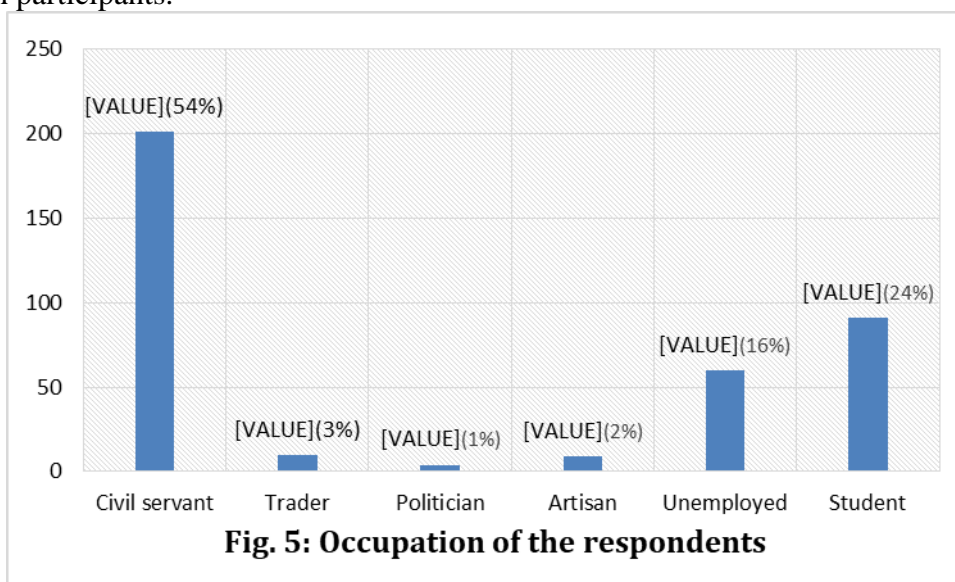


Source: Field survey (2022)

Fig. 4 shows the number of respondents with similar educational qualifications and the corresponding percentages. Clearly, the figure above shows that (46%) of the respondents are holders of first degree in the form of Higher National Diploma (HND) or Bachelors degree.

### 3.2 Occupation

The occupational distribution of the research participants is presented in the diagram below. This gives us insight into the various occupational activities engaged by the research participants.



Based on data contained in figure 5 above, most of the respondents (54%) were civil servants, 24% were students, 16% were unemployed, 3% were traders, 2% were artisans, and 1% politicians.

**Table 1:** Data relating to Southeast, Nigeria, Residents' Exposure to messages on pedophilia through broadcast messages

S/N	Getting messages on pedophilia through NTA's:	SA (4)	A (3)	D (2)	SD (1)	TR	TW	Mean	SD	Skw	Conclusion
1	Straight news	41	61	200	73	375	820	2.19	0.873	0.623	Rejected
2	Jingles	67	168	80	60	375	992	2.65	0.953	- 0.356	Accepted
3	Talk shows	40	81	209	45	375	866	2.31	0.818	0.554	Rejected
4	Phone-in Programmes	94	150	56	75	375	1013	2.70	1.055	- 0.409	Accepted
5	Commentaries	31	20	276	48	375	784	2.09	0.711	1.260	Rejected
6	Documentaries	107	82	91	95	375	951	2.54	1.153	- 0.025	Accepted
	Averagemean (14.48 ÷ 6)							2.41			

As seen in the table above, residents in Southeast, Nigeria, got messages relating to pedophilia through NTA's jingles, phone-in programme, and documentaries, but not through straight news.

**Table 2:** Data relating to exposure of South-east, Nigeria, residents to NTA & FRCN messages on pedophilia and their taking positive action against the menace

S/N	Exposure to broadcast messages on pedophilia has:	SA (4)	A (3)	D (2)	SD (1)	TR	TW	Mean	SD	Skw	Conclusion
21	Boosted my interest in getting help for victims of pedophilia.	110	115	97	53	375	1032	2.75	1.029	- 0.273	Accepted
22	Increased my motivation in reporting cases of pedophilia.	204	97	66	8	375	1247	3.33	0.837	- 0.892	Accepted
23	Increased my effort in being sensitive/watchful over our surrounding against pedophiles.	108	47	146	74	375	939	2.50	1.106	0.192	Accepted
24	Facilitated my education of children on pedophilia.	133	88	89	65	375	1039	2.77	1.112	-0.30	Accepted
25	Increased my moral in teaching younger ones on how to protect themselves against pedophiles.	140	71	80	84	375	1017	2.71	1.185	- 0.242	Accepted

26	Increased my involvement in campaign against pedophilia.	60	66	154	95	375	841	2.24	1.007	0.448	Rejected
	Averagemean (16.3÷ 6)							2.72			

Source: Field work (2022)

Items 21, 22, 23, 24, and 25 each has a mean value of at least 2.5, which means that the respondents agreed that exposure to broadcast messages on pedophilia has encouraged them to take positive actions against the menace such as getting help for victims (Item 21), reporting such cases (Item 22), being sensitive/watchful over their surroundings against potential pedophiles (Item 23), educating children on the subject (Item 24), and teaching younger ones on how to protect themselves against pedophiles (Item 25). On the other hand, Item 26 has a mean value less than 2.5 which means that the respondents disagreed with the statement that exposure to broadcast messages on pedophilia has increased their involvement in campaigns against the act.

## IV. Result and Discussion

### **4.1 Research objective 1 Identify sources of NTA/FRCN programmes through which residents in South East Nigeria get exposed to pedophilia messages**

Residents of Southeast, Nigeria, got messages relating to pedophilia through NTA's jingles, phone-in programmes and documentaries, but not through straight news. Meanwhile, given that the grand mean was computed, and we obtained a value equal to 2.41. Grand means tells us whether the respondents' answers imply that all the items in the table can be accepted. We obtained a value equal to 2.41 in Table 4, which is less than 2.5, which implies that residents of the study area are not adequately exposed to messages on pedophilia through NTA's broadcast messages in the various forms listed.

### **4.2 Has exposure to NTA & FRCN messages on pedophilia helped to reduce the menace in South-East Nigeria?**

A cursory look at the data from the survey indicated that residents in Southeast, Nigeria, were aware of their responsibilities towards eradicating the menace of pedophilia in the society and were willing to take positive actions in that direction. For example, the point that ranked first owing to its highest withed mean (3.33) among the many considered under this objective was that exposure to broadcast media messages on the subject of pedophilia has increased their motivation to report cases of such to the appropriate authorities, with 80% of the 375 respondents agreeing or strongly agreeing compared to the 18% that disagreed or the 2% that strongly disagreed. In addition to the willingness to take several positive actions to win the fight against pedophilia in the Southeast region of Nigeria, the study also x-rayed the feelings of the audience towards their responsibility in reducing the menace of pedophilia occasioned by their exposure to broadcast messages. Among the nine items examined, one came out on top and that is parents and guardians being watchful of their children and close associates.

In general, the findings relating to the research question four of this study agree with those of previous study by Bernard (2016) who carried out a research on media coverage of child sexual abuse prevention in Kenya and reported that only a few news items (28% of 27 such items) included messages on how to prevent child sexual abuse in

the study area. The similarity with the findings of this study is that in this study, especially with regard to the discussion of the fourth research objective, the researcher identified key positive actions, as well as key areas of responsibility, that the audience to broadcast media messages on pedophilia in Southeast, Nigeria, are willing to take to curb the menace of child sexual abuse by adults in the study area.

## V. Conclusion

Based on the findings, the study concludes that residents of Southeast, Nigeria got exposed to NTA & FRCN pedophilia programmes through jingles, phone-in programmes and documentaries. The study also established that residents of Southeast, Nigeria, were aware of their responsibilities towards eradicating the menace of pedophilia in the society and were willing to take positive sections in that direction, as their exposure to broadcast media programmes on the subject of pedophilia increased their motivation to report cases of such to the appropriate authorities, with 80% of the 375 respondents agreeing or strongly agreeing compared to the 18% that disagreed or the 2% that strongly disagreed.

## References

- Afolabi, C. Y. (2020) Child Sexual Abuse: Consequences and the Way Forward. *Global Journal of Arts, Humanities and Social Sciences*,8(6)40-60
- Akpan, C.(2006) Pedophilia and Sexual Offending against Children: Theory, Assessment, and Intervention. *Journal of American Psychological Association*; Washington,23(4)45-49
- Aondover, E. M., Maradun, L. U., & Yar'Adua, S. M. (2022). Mediatization of the net and internetization of the print media in Northern Nigeria. *Unisia*, 40(2), 335-356.
- Aondover, E. M., Oyeleye, S. A., & Aliyu, M. A. (2023). New World Information and Communication Order and its changing role in Nigerian Television Authority (NTA) Kano. *Unisia*, 41(1), 17-38. <https://doi.org/10.20885/unisia.vol41.iss1.art2>
- Aondover, P. O., Aondover, E. M., & Babele, A. M. (2022). Two nations, same technology, different outcomes: Analysis of technology application in Africa and America. *Journal of Educational Research and Review*, 1(1), 001-008.
- Bernadette J and Chris G(2012) The role of mass media in facilitating community education and child abuse prevention strategies.*Journal of Australia Institute of family studies*, 16(7)34- 48.
- Bernard O. O. (2016) Media coverage of child sexual abuse prevention strategies in kenya: a content analysis of selected programs at citizen TV. *Journal of Mass communication, Kenya*.34(9)45-57.
- Brawley, Y., (2015). Paedophile raped babies, toddlers while in Malaysia. Retrieved from <http://www.thestar.com.my/news/nation/2016/06/02/ukpaedophileadmitstosexattacksonmalaysianchildren/>
- Chieme A., (2019) Challenges and Prospects of Private Broadcast Media Ownership in Nigeria: A Study of Stations in Por t Harcourt. *Mediterranean Journal of Social Sciences* 10(5)92-101
- Daniela S and Sara J. (2020). Media Coverage of Pedophilia: Benefits and Risks from Healthcare Practitioners' Point of View. *International Journal of Environmental Research*.
- Gamble, O. and Gamble, S. (2019). *The deregulation of the Nigerian broadcast industry and the ensuing challenges and opportunities*. Lagos: MalthousePress Ltd..

- Gavin H (2019). *Criminological and Forensic Psychology*. Washington, D.C. American:SAGE Publications.
- Hile, M. M., Msughter, A. E., & Aliyu, M. A. (2023). Secularism and Ethical Issues in Media Practice as a Bane for National Development. *SIASAT*, 8(3), 166-177.
- Lisa, N (2019). *Paraphilias: Psychological Perspectives on Human Sexuality*. New York – Chichester: John Wiley & Sons publications.
- Makhyia , L. (2014). Spirals of silence: Expressing opinions when the climate of opinion is unambiguous. *Political Communication Journal*,6(9)56-78
- Maradun, L. U., Yar'Adua, S. M., & Msughter, A. E. (2021). Perceived value of social media in the# EndSARS'protest in Nigeria. *International Journal of English Literature and Culture*, 9(3), 69-80.
- Mojaye, E. M. & Aondover, E. M. (2022). Theoretical perspectives in world information systems: A propositional appraisal of new media-communication imperatives. *Journal of Communication and Media Research*, 14(1), 100-106.
- Msughter, A. E., Liman, A. M., & Ahmed, M. O. (2021). Integrating Indigenous Language to Promote Unity in Diversity among Broadcast Media in Nigeria.
- Ngwu, N.S. (2016). *Mass media and the challenges of sustainable democracy in Nigeria*. Makurdi: Selfers Academic Press Ltd.
- Nsude, I. (2021). *A Practical Approach to Child Rights Reporting*. Enugu: RhyceKerex Publishers
- Nwodu, L.C (2018) "Between Heat and whole Truth: Nigeria Journal of Public Relations, 2(3)22-26.
- Obasi, M. C., & Aondover, E. M. (2023b). Representation of African Values in Selected Nigerian Popular Music. *Popular Music*, 3(1), 57-73.
- Obasi, M. C., & Msughter, A. E. (2023a). Assessment of media coverage of environmental hazards in mining communities in Ebonyi State, Nigeria. *Environmental Challenges*, 13, 100758.
- Odetonyinbo, M. A. (2011). Development related theories and their relevance to development communication and the operation of mass media in Nigeria. Unpublished seminar paper delivered at the University of Ibadan.
- Ogochukwu C. E.,and Onwuagba M. I.(2021)Pedophilia absurdity news narratives: Its implications on a girl-child behaviour in in Delta and Anambra state, Nigeria. *Social Science Research Journal*,1 7(2)23-33.
- Okunna, C.S (2012) *Teaching Mass Communication: A Multidimensional Approach*: Enugu: New Generations Books.
- Onamrewho F. A.(2020). Social Studies, Sex Education and Curbing Paedophilia in Delta State, Nigeria. *Journal Of African Social Studies (Jass)* 1,(2)134-144.
- Onyejelem, T. E., & Aondover, E. M. (2024a). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation in the Era of Artificial Intelligence. *Adv Mach Lear Art Inte*, 5(2), 01-09.
- Onyejelem, T. E., & Aondover, E. M. (2024b). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation. *Journalism*, 14(3), 189-204.
- Onyume, O. P. (2018). The actual contribution of mass media use to integrative tendency in Nigeria. *Africa Media Review*, 6(2), 31-46.
- Owens-Ibie, N., & Aondover, E. M. (2024). Hate postings on social media and peace imperatives in Nigeria. Legal challenges and political strategies in the post-truth era, *Labcom Comunicacao & Artes*,121.
- PanosE.(2013)*The role of media in child protection: challenges and opportunities in Uganda*. KampalaUganda: Graphic Mutations ltd.

- Schmidt A.F(2017). Is Pedophilic Sexual Preference Continuous? A Taxometric Analysis Based on Direct and Indirect Measures. *Journal of Science* 25(9), 1146–1153.
- Screehara, S. (2009). Television news, real-world cues, and changes in the Series. *Multidisciplinary Journal, Ethiopia*, 9(4), 92-109.
- Seto, M.C. (2020). Richard Huckle ‘deeply remorseful’ for child sex abuse, court told. *The Guardian*. Retrieved from <https://www.theguardian.com/world/2016/jun/03/279ichard-huckle-deeply-remorseful-for-child-abuse-crimes-court-told.the-start>”. Australia: Child Wise publications.
- Stella O., (2019). Child molestation in nigeria: the way forward for the victim. *Journal of mass communication*, 4(5) 234-239.
- Taiwo, M., Jaiyesimi, B. J., & Aondover, E. M. (2024). Product placement in Namaste Wahala in the global film industry and brand recall in Nigeria.
- Welling, A. and Macdwall E., (2018). National Identity, Integration and Question: Implications for National Security and Stable Democratic Governance in Nigeria. *International Journal of Public Administration and Management*.
- Yar’Adua, S. M., Namadi, H. M., Msughter, A. E. (2021). An Appraisal of Political Economy of New Media in Nigerian Context. *Inter. J. Eng. Lit. Cult*, 9(4), 109-117.