

## Influence of NTA and FRCN Pedophilia Messages on the Residents of South-East Nigeria

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### 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 South East Nigeria have low level of exposure to broadcast media messages on pedophilia. Despite this situation; their exposure on pedophilia through media broadcast messages significantly improved their knowledge and preparedness in the fight against the hazard. Based on the findings, the study recommended that broadcast media houses in the sub-region should increase their frequency of reportage of pedophilia so as to raise the level of exposure of residents in the area to messages or information on the subject, among other recommendations.*

Broadcast Media;  
Residents; Exposure;  
pedophilia



### I. Introduction

Abuse of children sexually has witnessed an upswing globally. This crime is perpetrated by care-givers, parents, grandparents, relatives, trusted friends, family members, strangers and people from diverse sexual orientations due to diverse, socio-economic and cultural backgrounds. Prominent among these incidences of sexual abuse is pedophilia which is the persistent sexual interest in prepubescent children as reflected by one's sexual fantasies, urges, thoughts, arousal, or behavior (Owens-Ibie & Aondover, 2024).

Nigeria like other countries of the world is presently grasping with this societal menace that is threatening the future of our children and that of the values that we cherish as a nation. Hardly a week passes by without hearing some cases relating to pedophilia in the Nigerian media. It is indeed a pandemic that has left its victims in pitiable state; and the sadistic reality about sex treatment deviating from adults towards children, is very appalling. The female sex seems to be the most endangered; they are endangered from birth because the Nigerian society treats the birth of the girl child with contempt and gaiety (Lisa, 2019). 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).

The United Nations International Children Emergency Fund also known as United Nations Children Fund (2016) in Ogochukwu and Onwuagba (2021) calls attention to the fact that eight out of ten girl-children in Nigeria experience emotional and physical sexual abuse before the age of fifteen, stressing that many of the victims are violated sexually by either the father, brother, uncle, houseboy, security guards drivers, grandpa, pastor, imam, teacher or a trusted neighbor. In extreme cases, the victims lose their lives or are maimed for life. One case study being the violation of a 6-months-old baby who died on the spot and the perpetrator – 37 years old pedophile was not prosecuted which contrives the Child Rights Act of 2003 (Ogochukwu & Onwuagba, 2021).

In recent times, news on pedophilia had made headlines. Most of the news headlines indicate that the emergence of pedophilia cases in this era is alarming; that no day passes without hearing scary narratives of a girl-child sexual molestation, abuse or violation in different communities in Nigeria. The issue is fast becoming like a culture in newspaper reviews of many radio stations in Nigeria and the researcher has perceived it as another form of sexual terrorism of the minor in addition to the incidence of banditry and kidnapping terrorisms in the Nigerian society (Aondover et al., 2022). Amid this, it is believed that the media, especially the broadcast media, can set agenda through news and commentaries on pedophilia cases prevalent in the society.

As observed by Gamble and Gamble (1999) in Bernaddette 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 (Aondover et al., 2023). Corroborating the above view, Wellings and Macdowall (2018) observe that 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. It is against this background that this study investigated the influence of NTA/FRCN pedophilia messages on residents of South-East, Nigeria.

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

The broadcast media has the social responsibility of educating and informing the general public on issues affecting the society. This includes how to prevent or mitigate the ugly trend of pedophilia that has eaten deep into the social, religious and cultural fabrics of the society. By setting agenda as well as framing stories to educate the public, children could learn to protect themselves from perpetrators, avoid being victims of sexual abuse; people who may be at risk of offending would be helped to get appropriate treatment to improve their quality of life and continue being pro-social members of society (Hile et al., 2023).

It is worrisome, however, that given the enormous roles of broadcast media which ought to have mitigated the surge of pedophilia and its attendant effects, its prevalence has remained exponential, as there are increasing cases and reports of pedophilia in Nigeria especially, the South-East region (Maradun et al., 2021). While some have attributed this pitiable situation to the inability of the broadcast media to live up to their social roles, others accused the media of being inefficient, sentimental and non-challant towards the coverage of the social malaise and the ways of curbing it in the society, hence the dramatic increase in its prevalence. The problem of this study, therefore, lies in the foregoing.

## 1.2 Objectives of the study

The aim of this study is to investigate broadcast media messages on pedophilia and their influence on the audiences in reducing the menace in south east, Nigeria. Specifically, the objectives are to:

1. identify level of exposure of South-East residents to NTA/FRCN messages on pedophilia
2. identify the extent to which exposure to the NTA/FRCN messages have improved the knowledge of South-East residents in the fight against pedophilia.

## 1.3 Research Questions

The following research questions guided the study:

1. What is the level of exposure of South-East residents to NTA/FRCN messages on pedophilia?
2. To what extent has exposure to NTA/FRCN messages improved the knowledge of South-East residents in the fight against pedophilia?

## 1.4 Hypotheses

One hypothesis is formulated in this study.

H01: the level of exposure of South-East residents to pedophilia does not significantly depend on NTA/FRCN messages.

## 1.5 Conceptualising 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 (Aonover et al., 2022).

The term pedophilia is derived from the Greek word “paîs 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 (Msughter et al., 2023a). 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 (Msughter et al., 2023b). 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.

## **1.6 Pedophilia: Nigerian Perspective**

According to a 2017 report in Lisa (2019) made by UNICEF, 43% of Nigerian girls are married off before their eighteenth birthday, while 17% are married off before they turn fifteen. In her view, Stella (2019) reports that Nigeria has not been left out in this 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 (Mojaye & Aondover, 2022).

Various newspapers are flooded frequently with child molestation cases in their different numbers and forms. For instance, February 2, 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 State, 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 7 years and imprisonment for life respectively (Stella, 2019).

## **II. Review of Literature**

### **2.1 Broadcast Media Coverage and Pedophilia**

Seto (2020) declared that media coverage is a crucial source of information that shapes our view of the world especially when first-hand experiences and interpersonal communication are limited. Ideally, media reports on pedophilia and mental disorders would provide information based on scientific facts. Such reports have the potential to educate the general public about specific issues like pedophilia, mental disorders and correct prevalent myths about the characteristics and courses of such conditions. This way, media reports can contribute to the stigmatization of pedophile (Onyejelem & Aondover, 2024b).

For instance, Sampogna and colleagues (2019) demonstrated that people who received anti-stigma campaigns via mass media had more knowledge about pedophilia and were more tolerant and supportive of affected persons. Media coverage on pedophilia is often informed by extreme cases of child sexual abuse. Catering to viewers' pre-existing negative ideas about pedophilia, most media coverage cements the stigmatizing assumption that individuals with pedophilia are predatory child sexual offenders and that every child sexual offender has pedophilic interests (Schmidt, 2017).

The media play a significant role in forming and influencing people's attitudes and behavior towards child abuse. Goddard and Saunders (2011) drew attention to the essential roles of the media in increasing society's awareness of, and response to child abuse and neglect. Of particular note was the part played by news and features that reported on specific child abuse cases, research and intervention strategies. Such media attention to child abuse has, at times, positively influenced public, professional and political responses to the circumstances in which children and young people find themselves (Obasi & Aondover, 2023a). Understanding media influences and how to use the media

constructively may thus be an essential tool for those who advocate for children, young people, and their families (Brawley 2015).

## **2.2 Theoretical Framework**

This study is anchored on Moral Responsibility theory. 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 (Obasi & Aondoover, 2023b). The theory addresses three fundamental issues: 1. What it is to be morally responsible for one's doings, 2. What it is to be a responsible moral agent 3 what it is to hold an individual morally responsible. The theory focuses on the moral assessment of action squarely upon against whom acts and not upon the member of the moral community who are interpreting the agent and her action (Taiwo et al., 2024).

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 are accountable not only to those controlling the media but ultimately to the public. The journalist's social responsibility requires that one will act under all circumstances in conformity with a personal ethical consciousness. 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 (Onyejelem & Aondoover, 2024a). 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. In view of the foregoing, the researcher considered moral responsibility theory suitable for this study.

## **2.3 Empirical Studies**

Panos (2013) conducted a research on the role of media in child protection: challenges and opportunities in Uganda. Survey design was adopted for the study while questionnaire and interview were used for data collection. The population of the study comprised all the media stations in Kampala Uganda while the sample size was 201. Data collected were analyzed using simple percentages, tables and charts. Findings showed that: the level of journalists' appreciation of child protection was generally low; coverage of child protection by media is all stuck in the traditional format of news reporting: event based, and reported with a sense of detached objectivity which does not easily accommodate advocacy work; there was a lot of potential for media to take part in child protection through partnerships with other actors based on shared responsibilities, mutual respect and understanding; child sexual offenders working on child protection do not have standard performance measures; rather each organization operates on standards laid down by its funders. The study recommended that media, child protection CSO officials and government officials should engage in more partnerships on child protection.

Bernard (2016) also carried out a research on media coverage of child sexual abuse prevention strategies in Kenya: a content analysis of selected programs at Citizen TV. The objective of the study was to investigate whether electronic media coverage of child sexual



abuse stories provide information that educate audiences to prevent the vice in Kenya. The study adopted an exploratory research design and used structured questionnaire and interview for data collection. A sample of 75 respondents was randomly selected from the area. Data collected were analyzed using simple percentages and tables and charts. The findings of the study indicated that there was a total of 75 news items about child sexual abuse during the period under study; 72% of the items did not cover any prevention strategy; only 28% covered messages on how to prevent child sexual abuse. The study recommended that the media should put prevention of child sexual abuse on to the public agenda so as to help educate the public on prevention of sexual abuse against children. The above study is related to the present one because it dwelt on media coverage of child abuse prevention strategies. However, it is different from the present study because it did not consider specifically media coverage of the responsibility of the audience in reducing pedophile in south east Nigeria which constitute the gap to fill in the present study.

### **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 (Yar'Adua et al., 2021). 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.

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**

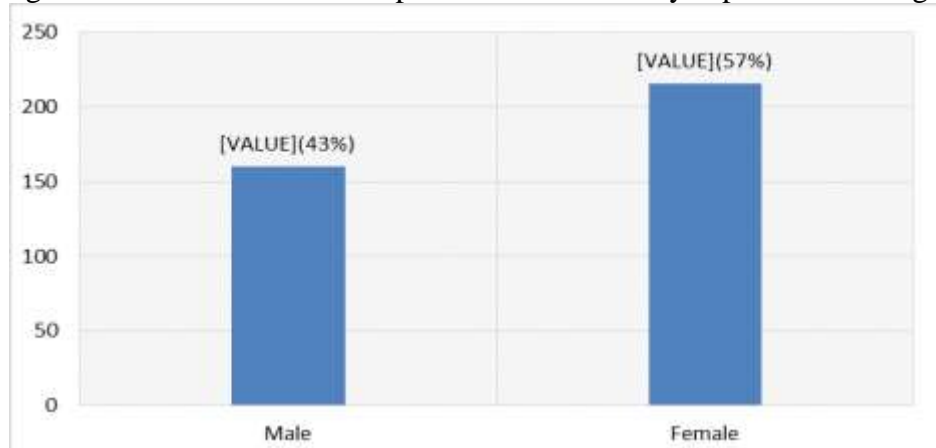
A total of 6 copies or 1.6% of all administered questionnaires, were unaccounted for after the survey; leaving us with 378 copies of returned questionnaires. This gives a retrieval rate of 98.4% which is highly satisfactory. However, further scrutiny revealed that 3 copies (0.8% of total) were not properly completed and so were classified as invalid.

Hence, the empirical analysis done in this study was based on the 375 valid returned questionnaires which constitutes 97.6% of all questionnaires administered.

### 3.2 Analysis of Bio Data of the Respondents

#### a. Gender of the Respondents

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

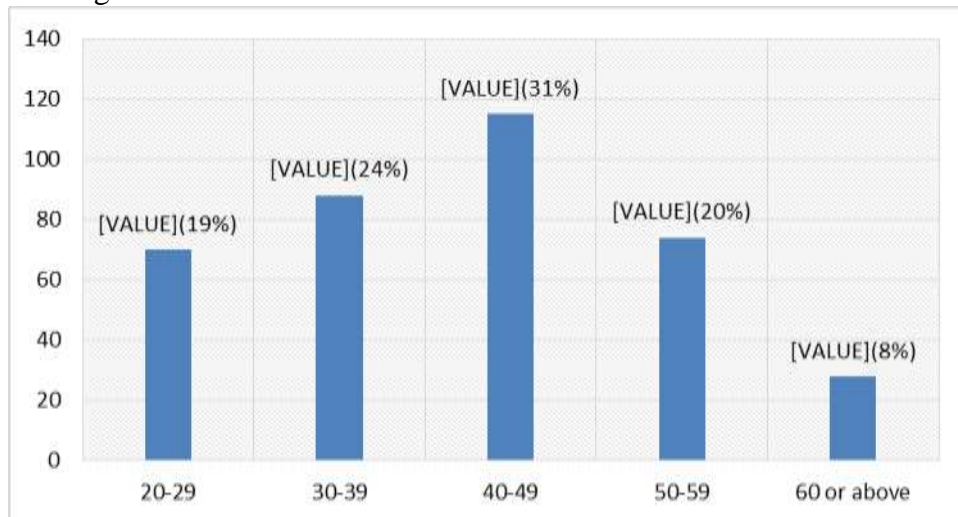


*Figure 1: Gender of the Respondents*

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

### 3.3 Age Brackets of the Respondents

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

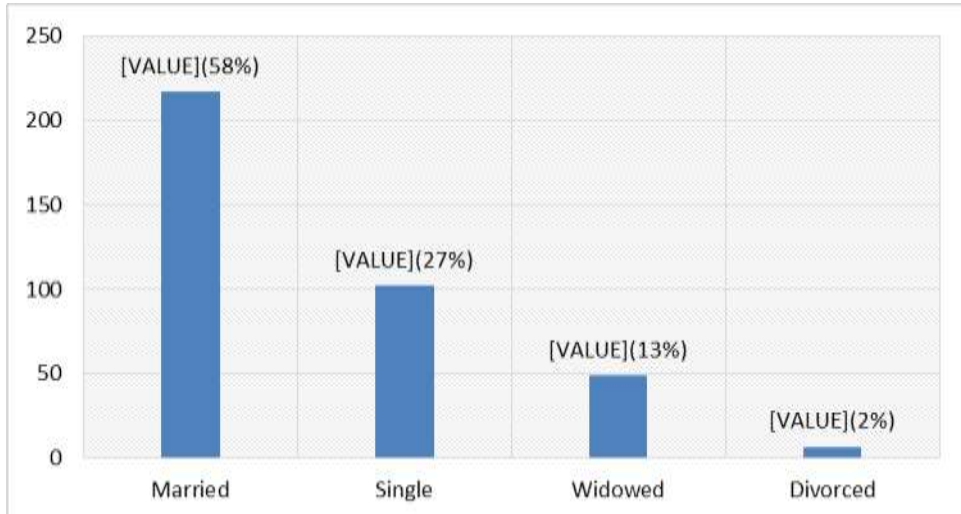


*Figure 2: Age Brackets of the Respondents*

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

### 3.4 Marital Status of the Respondents

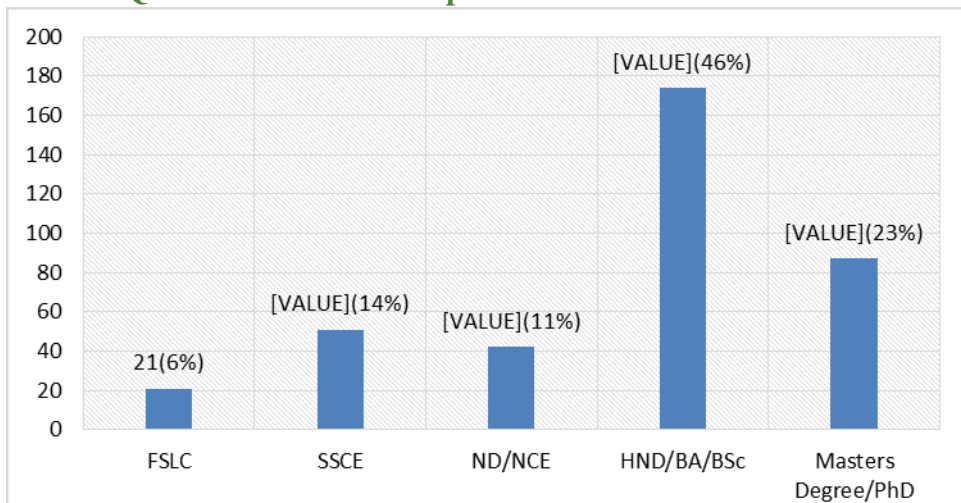
The distribution of the participants according to marital status is presented in Figure 3.



**Figure 3: Marital status of the Respondents**

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

### 3.5 Educational Qualification of the Respondents



**Figure 4: Educational Qualifications of the Respondents**

Fig. 4 shows a greater number of the participants (46%) are holders of first degree in the form of Higher National Diploma (HND) or Bachelors degree.



**Table 1:** Data relating to extent of exposure of Southeast, Nigeria, residents to NTA messages on paedophilia.

S/N	level of Exposure of Southeast, Nigeria, Residents to NTA messages regarding paedophilia	SA (4)	A (3)	D (2)	SD (1)	TR	TW	Mean	SD	Skw	Conclusion
7	Very High	32	50	38	255	375	609	1.62	1.008	1.311	Rejected
8	High	18	42	213	102	375	726	1.94	0.757	0.776	Rejected
9	Low	141	109	86	39	375	1102	2.94	1.010	-	Accepted
10	Very Low	94	146	70	65	375	1019	2.72	1.026	-	Accepted
11	Moderate	50	45	89	191	375	704	1.88	1.073	0.90	Rejected
12	Not at all	20	32	107	216	375	606	1.62	0.854	1.344	Rejected
13	Not Sure	34	64	103	174	375	708	1.89	0.994	0.785	Rejected
	Averagemean (14.61 ÷ 7)							2.09			

Items 7, 8, 11, 12, and 13 each has a mean value less than 2.5 which means that the respondents disagreed that their level of exposure to Nigeria Television Authority Corporation's (NTA) messages regarding paedophilia was very high, high, moderate, non-existent, or not sure.

**Table 2:** Data describing the extent to which exposure on Pedophilia through broadcast messages has improved the knowledge of Southeast (Nigeria) residents in the fight against pedophiles

S/N	level to which exposure on Paedophilia through broadcast messages has improved the knowledge of South-east (Nigeria) residents in the fight against paedophiles	VHE (4)	HE (3)	LE (2)	VLE (1)	TR	TW	Mean	SD	Skw	Conclusion
14	It has increased awareness on the cause of paedophilia.	114	90	85	86	375		2.62	1.143	-1.43	Accepted
15	Increased peoples' knowledge on the signs/characteristics of pedophiles.	81	129	62	103	375		2.50	1.111	-	Accepted
16	Increased peoples' understanding on the types of paedophilia.	75	107	103	90	375		2.45	1.063	0.043	Rejected
17	Increased my knowledge on the preventive measures against paedophilia.	87	105	59	124	375		2.41	1.171	0.024	Rejected

18	Increased peoples' awareness on how and where to get help for victims of pedophile.	63	33	185	94	375	2.17	0.992	0.689	Rejected
19	Increased my knowledge on responsibilities towards reducing pedophilia.	83	125	86	81	375	2.56	1.060	- 0.145	Accepted
20	Increased peoples' knowledge on child right to physical integrity and protection against pedophilia.	47	87	214	27	375	2.41	0.799	0.611	Rejected
	Averagemean (17.12 ÷ 7)						2.45			

Items 16, 17, 18, and 20 each has a mean value less than 2.5 which means that the respondents disagreed that their exposure to information on pedophilia through broadcast messages has increased their understanding on the types of pedophilia, has increased their knowledge on the preventive measures against pedophilia, increased their awareness on how and where to get help for victims of pedophilia, or has increased their knowledge on child right to physical integrity and protection against pedophilia.

**Table 3:** 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	-	Accepted
										0.242	
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			

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

#### Research Hypothesis

Restatement of the null and alternative hypotheses:

Ho1: South-East Nigeria resident’s exposure to pedophilia-related information does not significantly depend on broadcast media messages.

HA1: Southeast Nigeria residents’ exposure to pedophilia-related information significantly depends on broadcast media messages.

### IV. Result and Discussion

The null hypothesis sought to establish whether the exposure of residents in Southeast, Nigeria, to information on pedophilia significantly depends on broadcast media messages of the subject. Data on six items in Part A, Section Two, of the questionnaire were analysed to obtain the result for testing the first null hypothesis. The computations were done using SPSS 20 and the summary of the result obtained is presented below.

**Table 4:** Test Statistics for Evaluating Research Hypothesis One

I get message/information on pedophilia through FRCN's:	Straight news	Jingles	Talk show	Phone-in programmes	Commentaries	Documentaries
Chi-Square	3.131 <sup>a</sup>	80.605 <sup>a</sup>	199.581 <sup>a</sup>	52.701 <sup>a</sup>	476.637 <sup>a</sup>	13.443 <sup>a</sup>
Df	3	3	3	3	3	3
Asymp. Sig.	.361	.000	.000	.000	.000	.0032

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 93.8.

Source: Field study (2022)

The result in Table 9 shows the individual Chi-Square statistics obtained for each of the six items indicating various forms of programmes for FRCN in all the five states in South East Nigeria. The degrees of freedom and the significance of the results are also presented alongside the Chi-Square statistics. The result shows that the p-values for ‘Straight News’, and ‘Documentaries’ are each greater than 0.05 which means they are not significant at the 5% level, implying that both are not considered by the respondents as significant sources of information on pedophilia; whereas those of sources such as

‘Jingles’, ‘Talk-Shows’, ‘Phone-in Programmes’, and ‘Commentaries’ are less than 0.05 which means the results are significant at the 5% level, implying that the respondents considered the later as significant sources of information on the subject matter of this study. Based on this the null hypothesis is rejected, and conclude that Southeast, Nigeria, residents’ exposure to pedophilia-related information significantly depends on broadcast media messages of the subject, such as by FRCN.

#### **4.1 Discussion of Findings**

##### **a. What is the level of exposure of South-East residents to NTA & FRCN messages on pedophilia?**

With regard to the research question one, the findings showed that the level of exposure of residents in South East, Nigeria, to pedophilia-related messages is low. The result of the study agrees with those of Panos (2013) who investigated the challenges and prospects of the role of media in child protection in Uganda using survey research design and found that the level of journalists’ appreciation of child protection was generally low, and that the coverage of child protection issue by the media was done with a sense of detached objectivity which does not easily accommodate advocacy work.

##### **b. To what extent has exposure to NTA & FRCN messages on pedophilia improved the knowledge of South-East residents in the fight against pedophilia?**

In connection with the research question two, the findings revealed that NTA & FRCN messages have significantly improved the knowledge of South East (Nigeria) residents in the fight against pedophilia. This confirms the findings of Muston (2019) which states that media is a more powerful socialization agent than peers and teacher, thus more effective in dealing with abuse. The finding also affirms that of Baran (2012) which adds that part of the responsibility of the media is to educate the society.

### **V. Conclusion**

Based on the findings, the study concludes that NTA and FRCN have not done enough to ensure adequate sensitization and mobilization of the South-East residents towards the fight and eradication of the menace of pedophilia, hence broadcast media needs to increase the frequency of their reportage on the menace and live up to their societal expectations as instrument for educating the audience on the seriousness of the subject and to motivate them to live up to their responsibility by taking positive and concrete actions against the menace.

#### **Recommendations**

Based on the findings, the following recommendations are made:

1. Media houses in South-East, Nigeria, should increase their frequency of reportage of pedophilia in their broadcasts so as to raise the level of exposure of residents in the area to messages or information on pedophilia.
2. Media houses in South-East Nigeria should offer variety of information regarding pedophilia, such as, types, how and where to get help for victims, child rights advocacy, as well as preventive measures against pedophilia so as to deepen the knowledge of the audience and awaken their readiness to fight against the menace.

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