

Evaluation of NDLEA Radio Campaign Influence on Drug Abuse among Youths in Onitsha Metropolis

Chinelo Edith Ude-Akpeh

NTA Television College Jos, Plateau State

Abstract: *Drug abuse has a devastating consequence for individuals, families and society. It has wrecked the fortunes of many youths who roam the streets as mental cases, abandoned to their fate by society. The National Drug Law Enforcement Agency, NDLEA, has established radio public affairs programmes to address drug abuse related issues in Anambra State. It becomes necessary to ascertain if the radio campaign has led to the reduction of drug abuse among youths in Onitsha. The survey research method was used to obtain and analyze data from youths residing in Onitsha metropolis, as potential and real uses of banned drugs. The purposive sampling method was used to deal with issues related to sample size and its allocation to study units within the area of study. It is the consequence of an interface between processed information and its implication for the youth receiver that is the focus of this study.*

Key words: *Influence, Radio campaign, drug abuse, youths*

I. INTRODUCTION

Cough syrup is expected to deal with health issues related to cough, in particular and ought to be taken as prescribed by a physician. Recently, the Federal Road Safety Commission, FRSC, has raised an alarm on the abuse of many brands of the medicine by youthful drivers in their bids to become intoxicated or “high”, while driving. According to the FRSC report (2015), the incidence of taking illicit drugs by drivers has led to many road mishaps with its attendant casualties.

The consumption of various brands of narcotic drugs by youths has caught the attention of the National Drug Law Enforcement Agency, NDLEA. The establishment has been consistent in providing relevant information, showing the devastating consequence of drug abuse by the youths. It has used various approaches to combat the menace as health hazard. Public relation techniques, according to Oraka (2006), is one of such approaches which the agency has adopted to deal with anti-drug campaign in Enugu metropolis. It has become important to investigate if public enlightenment, through radio campaign against drug abuse by youths, as an alternative remedial information strategy, has been effective in influencing drug abuse reduction in Onitsha metropolis.

The consequence of drug use and abuse by youths, like those in Nigeria, has had a debilitating influence on world view about the country. For instance, it was the negative image created by global perception of Nigerians in the 80’s and 90’s as drug bangers that led to the ill-treatment of Nigerians at international entry points. The veracity of such incidents and the need for perception reversal led to the suggestion of rebranding Nigeria (Owuamalam, 2005) and the production of the film: *Not in our character* by the Federal Ministry of Information in Nigeria. Although Onovo (2004) believed that drug abuse issues by Nigeria youths was exaggerated by the international media, to disrepute Nigeria. “The country hears more about cocaine, heroin and other narcotic drug abuse than common malaria drugs,” Onovo concluded.

However, many worried authorities, desirous of salvaging the youths from the health quagmire had advocated a total war on narcotic use and drug abuse. Olabisi (2004) reviewed how the judicial system is employed to deal with drug related crimes. Adams (2009) also outlined how drug war in Nigeria should be prosecuted in order to bestow a respectable national image. The essence was to deal with the content of an annual report on illicit drug producing and drug transit countries which indicted some countries of the world, including Nigeria, for not doing more to combat the menace. It is probably the need to provide necessary information that can curb drug use and abuse by youths that the NDLEA has established a public affairs radio campaign programme, expected to reach users and potential users. It becomes desirous to ascertain if the radio campaign programme has any significant influence on desuading youths from the outlawed indulgence. This is the task which the current study has been designed to achieve.

Statement of the Problem

Drug abuse and illicit use is a problem to healthy living. It creates a mental nuisance which afflicts drug consumers and render them disreputable before a decent society. How to curb the social issue and save youths from becoming victims of drug related consequences is a problem begging for solution. The current use

of radio campaign as a strategy for persuading youths to refrain from illicit drug use is an effort which requires investigation, in order to ascertain its efficacy or what can be done to improve on the media campaign strategy.

This study, therefore, believes that where credible and reliable information is provided about drugs and its use, by a competent authority or establishment, persuasion as an influence could help in dissuading patronage to illicit drug use. Is the public affairs programme content, as delivered by the NDLEA effective in curbing drug abuse by youths, particularly those in Onitsha metropolis?

Study Objective

Two major objectives were set for this study as follows:

1. To ascertain the level of awareness created by exposure to the drug abuse radio campaign by the NDLEA in Onitsha.
2. To determine if the radio campaign has influenced reduction in drug use by youths in Onitsha.

Research Question

The two questions posed to direct the study were as follows:

1. What is the level of awareness created on drug abuse by the radio campaign from the NDLEA?
2. Has the radio campaign reduced drug abuse by youths in Onitsha metropolis?

Research Hypothesis

H₀: Exposure to drug abuse information has not reduced drug abuse among youths in Onitsha metropolis.

H₁: Exposure to drug abuse information has reduced drug use among youths in Onitsha metropolis.

Scope of the Study

This study was limited to the radio programmes of the ABS-Awka which contain drug abuse information and targeted at youths, like those in Onitsha metropolis; by the National Drug Law Enforcement Agency, NDLEA. Only adult males and females above the age of 18 years but below 50 years, qualify to participate in this study. There is no other restriction as to who is competent to participate in the study.

Significance of Study

Radio campaign managers involved in anti-drug abuse shall benefit from the result of this study since it will show the efficacy or otherwise of their efforts. The essence would be to show what needs to be done to obtain an improved result from the campaign, as mounted by the NDLEA. Communication scholars and researchers would be armed with an empirical evidence to discuss radio campaign influence on a specific target population, on an issue of public concern. It will also provide the basis for a further research to understand why communication either succeeds or fails to achieve the desired objectives, as preconceived.

II. CONCEPTUAL DISCUSSION

Drug is any medical concoction, designed to generate a specific effect on the user. It is expected to be administered in a regulated manner so that those who have no business using it should not have access to them. It is when drug is used as not prescribed by a competent medical expert that an abuse can be imputed. Drug use, therefore, is permissible on prescription and its abuse is an illicit action which qualifies for sanction. It is the consequence of such an abuse that has led nation-states to establish agencies, designed to ensure that illicit drug use by their citizenry is brought under control. This has led to the formation and establishment of drug law enforcement agencies, among which NDLEA in Nigeria is one.

The devastating effort of drug use is captured by Odigbo (2002). According to him:

Countless number of families are being wrecked due to husband or wives, or more still, their children being hooked on drugs..... for human society to function properly, it must have stable families, healthy workers, trust-worthy governments, honest police and law-abiding citizens. Drug corrupts everyone of these social institutions.

The import is that counselling is needed in families so as to ensure that the fabric of society is not pitifully eroded. The United Nations world drug report (1999) supports the expressed view above by asserting that "dysfunctional family life and drug taking often go together. Parents hooked on drugs rarely shoulder their family responsibilities, deny their children stable home life". The above scenario, according to Oraka (2006, P.3) necessitated the establishment of the NDLEA. The consequences of hard drugs consumption like where "over 22% of the worlds HIV-positive population are drug users who injected themselves with infected needles" (UNDCP, 1998).

The National Drug Law Enforcement Agency, NDLEA, was established by Decree 48 of 1989 in Nigeria. It was to ensure that issues related to drug control, interdiction, interception, trafficking, peddling and

usage of hard drugs as defined by law would be enforced. The agency has the power to arrest and prosecute drug law offenders and facilitate the rehabilitation of identified drug users.

The incidences of wars, terrorism, violence and crime have also been traceable to drug use and abuse. According to Annan (1999, P.11) “drug are tearing apart our society, sprawling crime, spreading disease such as AIDs and killing our youths and our future”. It is probably, the desire to minimize the fuelling of “ethnic clashes, communal feuds and even terrorism” that the UNDCP in its report of 1999 revealed that “revenue from illicit drugs fund some of the world’s fiercest religious and ethnic conflicts”. It means that those adversities of society ought to be curbed by reducing potential patrons of drug use and abuse if its elimination becomes difficult. This is the charge which the NDLEA is expected to deal with in Nigeria.

The youth is a segment of society, vibrant in social activities, in the widest sense of the meaning. It is an active group as adults, different from the elderly. The youth has an inquisitive character which propels explorations, like in the case of drug use and its consequences. For instance the consumption of marijuana by students, traders and artisans, show how vulnerable youths as a group can be. The incidents of cultism, rape, kidnapping and other social vices, seem to suggest that culprits may likely be under a narcotic influence to perform unimaginable acts.

Drug abuse is not the exclusive preserve of males. Female have also been fingered as culprits like males. For instance, the case of Gloria Okon and even the report of the NDLEA testify to this view. According to Oraka (2006, p.20) “the number of hard drug convictions surged from eight (8) in 1986 to one hundred and forty-nine (149) in 1989 with women accounting for twenty-seven percent (27%) of the two hundred and seventy five (275) total convictions during the period”.

Ayo (2001) mentioned marijuana, heroine and cocaine as common drug abused by consumers in Nigeria Owuamalam (2004, P.15) believes that drug abuse increase in Nigeria, especially among middle class and the upper class youths is due to poverty and joblessness. According to him, the poverty of reasoning breeds ignorance which beclouds the real consequence of illicit drug use and abuse. It is joblessness that supports the “band-wagon” strategy of peer-group emulation, while wasting productive man-hours at the “joints”. The wrong use of excess time makes an idle mind, the devil’s workshop, he concluded. It becomes necessary to design a strategy which would address the fabric of erroneous beliefs and opinion, accentuated by “brain-washing,” as a propaganda device for initiating persons into drug use and abuse.

A campaign is the utilization of various strategies for the accomplishment of a particular objective. The objective of the campaign is to provide persuasive influence through communication provided on the same issue through various channels for the achievement of a set goal. According to McQuail (2005, P.44) “campaigns have specific and overt aims and a limited time span. The population targeted for influence is usually large and dispersed”. It means that the NDLEA has a specific reason for undertaking the media campaign against anti-drugs abuse. It has to use various approaches for reaching the youths which is the target of the campaign, irrespective of their location in time and reach. It implies that an effective media channel has to be used. Radio as an audio medium with a visual impact” (Owuamalam, 2007) qualifies to be used for the NDLEA’s campaign in reaching the youths.

The characteristics of radio, particularly those of reach and language use make it ideal as a channel of communication to be used for the assignment. For instance, the NDLEA radio programmes targeted at youths in Anambra state from the ABS radio Awka is received in Onitsha, Nnewi, Ihiala and other distant areas from Awka. If the McLuhan concept of (Lippman, 1984), “who says what, to whom, how and when and with what effect,” is considered then this study became interested in ascertaining the effort of NDLEA’s radio campaign influence on drug abuse by youths in Onitsha. It means that the independent variables of the medium and its message content would then be evaluated against the dependent variables of yielding and action (Oskamp, 1977, p.143), by the youths in Onitsha metropolis. This is the focus of the current study.

III. THEORETICAL FRAMEWORK

The social judgement theory was considered apt for this study. According to Miller (2002), the theory is of the persuasive class, showing how the provided information on drug abuse from NDLEA is processed by the youths in Onitsha, in order to ascertain the level of influence exerted on the receivers to change their attitudes and behaviour to drug use and abuse.

The basic issue in social judgement theory is that the individual already has a set of belief or opinion on a given subject, like drug and its use. It is this substratum that sheriff and Sherif (1961) referred to as an anchor. Messages which conform to ones belief and expectation lie on the latitude of acceptance whereas those in dissonance to the person’s belief or opinion is in the latitude of rejection. Any message which is indifferent to perception is said to be in the latitude of non-commitment. It means according to Miller (2002, P.117) that evaluation of any in-coming message is rated on an assimilation or contrast basis, which shows the anchor as the fulcrum that decides attitudinal or behavioural change.

It implies according to sheriff and Hoveland (1961) that assimilation as view in the latitude of acceptance is required to influence youths not to embrace drug abuse in the NDLEA's public affairs presentations if the radio campaign must succeed. It means that ignorance which inhibits knowledge must be addressed through awareness and sensitization so as to move many youths from the latitude of non-commitment to that of assimilation through the radio campaign on drug abuse.

IV. METHOD OF STUDY

Youths in Onitsha metropolis served as the audience for testing if the radio campaign on drug abuse by the NDLEA is effective in addressing the health and social issues or not. The motor parks, markets and different workshops in the town where youths exist in large numbers formed the study units as selected for this study. The weekly public affairs programmes on anti-drug radio campaign, particularly from the ABS-Awka were used as the basis for evaluating the communication influence of the preconceived persuasive communication from the NDLEA to the youths.

It was however, difficult to get youths to agree to discuss drug use and abuse due to suspicion that the researcher may be a spy desirous of invading the underworld of drug centres. The assurance to youths on the essence of the study fell on deaf ears since none of them would risk any arrest.

The interview method, which would have provided an intimate exposition of intentions, consumption patterns and attitudes related to drug abuse by youths was not feasible within the limited time of this study. The study, therefore, adopted another research method which protected the identity of respondents by giving the freedom of expression in their private situations. The survey research method was, therefore, used to obtain the opinion of youths in response to the radio campaign on drug abuse, as presented by the NDLEA.

The survey research method provided an opportunity to obtain opinion of youths as data and use same in answering the research questions posed in this study. It is the opinion obtained from a cross-section of the audience (youth) population (Ohaja, 2002) that served as sample (Okeke, 2004) for the determination of result from the field where the studied phenomenon (radio campaign against drug abuse) exists (Okoro, 1998). The used sample of 348 youths was purposively selected from the sample frame of youths as its faithful representation (Owuamalam, 2010), for the purpose of this study. The selected sample size of 348 is considered good for the study, based on the views of Wimmer and Dominick (2000, P.93).

The questionnaire was used to elicit responses from youths in Onitsha in respect of the radio campaign on ABS-Awka on drug related issues by the NDLEA. A total of 5 questions were asked in the questionnaire and received answers were used to address the research questions and test the only hypothesis in this study. The pilot study method was used to test both the validity and reliability of the designed questionnaire, in order to ensure its competence in measuring what it was design to do. The pilot study was conducted at Nkpor new market area. It is important to note that the questionnaire was administered on a face-to-face basis, using the convinence method, since the youths were mobile. The quota sampling technique was used to allocate sample purposively to study units as follows:

Upper Iweka Bridge Park	87
New Tarzan Park Area	87
Ngbuka Obosi Spare Parts Market	87
Niger Bridge Head Park	87
<hr/> Total	<hr/> 348

The sample was equally allocated to the four selected study units as above stated. The study units contained persons of difference religions, cultures, occupation and ethnic origins who converge there as transporters, touts, travellers, artisans or traders. Movement and control are not limited by any rules in the study units. It means that the respondents operated as individual youths, found in the study area as at the time of study.

Questionnaire

1. Have you heard any message on ABS-Radio, concerning drug abuse as presented by the National Drug Law Enforcement Agency, NDLEA? (a) Yes (b) No (c) Can't remember

2. Listening to radio programmes on drugs, provide reliable information about drug abuse. (a) Strongly Agree (b) Agree (c) Not Sure (d) Disagree
(e) Strongly Disagree

3. Provided information makes it difficult for one to try drug abuse.
(a) Strongly Agree (b) Agree (c) Not Sure (d) Disagree
(e) Strongly Disagree

4. Do you agree that information about drug abuse as provided, is adequate to reduce drug use by youths?
 (a) Strongly Agree (b) Agree (c) Not Sure (d) Disagree
 (e) Strongly Disagree
5. Drug abuse is reduced by exposure to the NDLEA radio campaign message.
 (a) Strongly Agree (b) Agree (c) Not Sure (d) Disagree
 (e) Strongly Disagree

Data Presentation and Analysis

The simple percentage formular was used to determine results, related to the research question. Also, the weighted mean approach was used to test the formulated research hypothesis in this study. The findings made were determined from analyzing content of the 340 copies of valid questionnaire, since 8 copies were found unsuitable for the study. It was seen that 5 copies were not returned while 3 others were not properly completed.

Research Question One

What is the level of awareness created on drug abuse by the radio campaign from the NDLEA?
 Item 1 in the questionnaire was used to answer the question above. The result obtained from analyzing the obtained data was as follows:

Table1: level of exposure to radio campaign

Response	Frequency	Percentage
Yes	195	57.35
No	42	12.35
Can't remember	103	30.29
Total	340	99.99

Source: field survey, 2017.

It was found from the result above that more than half of the respondents or 57.35 of the youths were aware of the radio campaign on drug abuse by the NDLEA, while slightly above one-tenth or 12.35% claimed not to be aware. It means that majority of the respondents, therefore, were aware of the radio campaign since those who were aware were more than the others combined by a difference of 14.71%. The result shows that the level of awareness to the radio programmes on drug related issues was high.

Again, the level of understanding of the radio campaign content was determined, using the weighted mean approach on item 2 in the questionnaire.

Table 2: Content understanding based on listenership to radio campaign messages

Item 2	Response						Total	Mean value <u>X</u>
Listening to drug related radio programmes provide reliable information about drug abuse	Code value	SA=5	A=4	AS=3	D=2	SD=1	15	$\frac{1,039}{340} = 3.0559$ $\bar{X} = 3.06$
	Frequency	31	95	104	82	28	340	
	Code value result	155	380	312	164	28	1,039	
	Percentage	9.12	27.04	30.59	24.12	8.24	100.01	

Source: field survey, 2017.

Result from table 2 shows that although more than one-third of the respondents or 37.08% responded in the positive, nearly one-third or 32.38% responded in the negative. It means that those who agreed that listenership to drug related radio programmes provided reliable information, were marginally more than those who disagreed by just 4.72%. This result was also confirmed by the value of 0.06 with which the calculated mean value of 3.06 was greater than the assumed decision point value of 3.00. It is however worrisome that when those who held no specific opinion at 30.59% were added to those who disagreed at 32.38%, then a total of nearly two-third or 62.97% needed to be positively sensitized for the radio campaign to be more effective. It means that the reason for such high level of result should further be investigated in another study.

Research Question Two

Has the radio campaign reduced drug abuse by youths in Onitsha metropolis?

The research question above was answered, using item 3 in the questionnaire as follows:

Table 3: Influence of radio campaign on drug abuse

Item 3		Response					Total	Mean value \bar{X}
Provided information makes it difficult for one to try drug abuse	Code value	SA=5	A=4	NS=3	D=2	SD=1	15	978
	Frequency	15	81	120	95	29	340	340
	Code value result	75	324	360	190	29	978	= 2.876
	Percentage	4.41	23.82	35.29	27.94	8.53	99.99	$\bar{X} = 2.88$

Source: field survey, 2017.

Result above shows that whereas 28.23% or more than one-quarter of the respondents agreed that the radio campaign by NDLEA made it difficult for them to try drug abuse, more than one-third or 36.47% disagreed. It means that those who disagreed were more than those who agreed by a difference of 8.24%. It was also found that more than one-third of the respondents did not have any specific opinion at 35.29% or more than those who agreed by a difference of 7.06%. It means that the radio campaign should explore persuasive strategies to convert more persons who held no specific opinion to have a positive response for the campaign to be effective.

Also, item 4 was used to answer the second research question as above stated. Obtained result from the question posed to ascertain if provided information in the radio campaign was adequate to reduce drug abuse by youths was as follows:

Item 4: Provided information influence on drug abuse reduction.

Item 4		Response					Total	Mean value \bar{X}
Do you agree that information about drug abuse as provided is adequate to reduce drug use by youths?	Code value	SA=5	A=4	UD=3	D=2	SD=1	15	862
	Frequency	35	91	92	95	27	340	340
	Code value result	175	284	186	190	27	862	= 2.53
	Percentage	10.29	26.76	27.06	27.94	7.94	99.99	$\bar{X} = 2.53$

Source: field survey, 2017.

Result from the above table shows that those who believed that the radio campaign message from the NDLEA was adequate to reduce drug abuse by youths accounted for 37.05% or more than one-third of the respondents while those who disagreed were 35.88% or more than one-third. It means that a difference of 1.17% made those who responded positively more than the negative.

This different was significant to confirm that those who agreed were more than those who disagreed moreso, when they were still some who held no specific opinion at more than one-quarter of the respondents or 27.06%. It was the calculation for the weighted mean value that showed how significant the negative value was at -0.47 (i.e. 3.0 – 2.53 = 0.47). It means that the radio campaign message content has to be revisited so as to provide adequate information as to influence the reduction of drug abuse by the youths.

Testing the Research Hypothesis

The research hypothesis formulated for the study was tested using the Likert scale method as follows:

H₀: Drug abuse is not reduced by exposure to NDLEA radio campaign.

H₁: Drug abuse is reduced by exposure to NDLEA radio campaign

Table 5: Drug abuse reduction based on exposure to radio campaign.
 Source: filed survey, 2017.

Item 5		Response					Total	Mean value \bar{X}
Drug abuse is by reduced by exposure to the NDLEA radio campaign message.	Code value	SA=5	A=4	UD=3	D=2	SD=1	15	992
	Frequency	21	88	105	94	32	340	340 = 2.917
	Code value result	105	352	315	188	32	992	$\bar{X} = 2.92$
	Percentage	6.18	25.88	30.88	27.65	9.41	100.00	

Obtained result shows that those who agreed that exposure to the radio campaign messages of the NDLEA constituted nearly one-third at 32.06% unlike those who disagreed at 37.06%. It means that those who disagreed were more than those who agreed by a difference of 5%.

This result was also confirmed by the value of the calculated mean value of 2.92 which was less than the decision point value of 3.0 by a difference of -0.08. It shows that $X = 2.92 < 3.0$. It means that exposure to drug abuse information has not reduced the incidence among youths in Onitsha metropolis. This finding supports the null hypothesis, H_0 , and rejected its alternative, H_1 .

Also, result from table 4 above also tested whether the provided message as presented by the NDLEA was adequate to reduce drug abuse. It shows that

$$X = 2.953 < 3.0.$$

It implies that the calculated mean value was less than the decision point value of 3.0 by a difference of -0.47 which is significant when approximated to a whole number of 0.5 \approx 1. It means that the result also accepted the null hypothesis, H_0 , and rejected the alternative as H_1 . It implies that the radio campaign message should be able to adjust its content and presentation style, in order to induce compliance that can reduce drug abuse among youths, like those in Onitsha metropolis.

V. DISCUSSION OF FINDINGS

It was found that exposure to the radio campaign messages against drug abuse, presented by the National Law Enforcement Agency, NDLEA, made youths aware of drug abuse and its consequences. This finding was in line with the views of McGuire (1969) that exposure to media content leads to attention and consequent comprehension of canvassed issue. Owuamalam (2016) believes that exposure to information creates awareness which leads to sensitization, required for mobilization and effective compliance to a proposed action. It implies that the said finding shows that exposure to the radio campaign programmes of the NDLEA would make listeners, like youths in Onitsha metropolis, to become knowledgeable about what constitutes illicit drugs, its consequence on human consumers and the penalty awaiting culprits. Such an awareness was expected to deter youths from indulging in drug abuse.

However, the finding from answering research question two showed that more respondents believed that the radio campaign dose not have any influence on drug abuse by youths in Onitsha. Also, the result from testing the only research hypothesis in the study confirmed that exposure to drug abuse information has not reduced the incidents among youths in Onitsha metropolis. This finding is supported by Klapper (1960) that mass communication message “rarely serves as a necessary and sufficient cause of persuasive effect”. He suggested a combination of approaches which would be capable of producing the desired effect. It is the use of such combined strategies that needs to be further investigated in another study, as to establish how information can be made more effective in the prosecution of the anti-drug abuse by NDLEA on youths.

The findings are explained by the variety of opinion expressed by different respondents either positive to the influence or negative to it. The social judgement theory shows the difference in how in-coming information is processed based on the anchor of the individual. In this study those who had assimilation were less than the others who had contrast (Miller, 2002), based on either their latitude of acceptance or that of rejection. It is the preponderance of respondents that existed in the latitude of non-commitment that accounted for result established by the tested hypothesis.

The major finding of this study is that other variables have to be addressed in ensuring communication success. More presentation of messages may be insufficient if the reason for drug consumption and abuse is not addressed.

VI. CONCLUSION/ RECOMMENDATION

Radio campaign messages create awareness on a specific subject, like drug abuse by persons in the society. They provide knowledge which enables listeners to understand the implications of drug abuse. It is the failure of the campaign in reducing incidents of drug abuse among youths that questions the effectiveness of the NDLEA's radio campaign against drug use and abuse. It means that the campaign should attract more attention and make the listeners eager to obtain vital knowledge from the in-coming information from the NDLEA. It is when the message interacts with the receiver that the impact of any influence would be established. The provided information is, however, processed by the receiver, based on already-held belief and opinion on drug use and abuse.

It is recommended that how the youths acquired their existing belief and the content of such opinion need to be understood and analyzed. It is when the belief system is affected that a change in attitude to drug use and abuse would be abated. It is further recommended that investigation should be conducted to determine whether redundancy (Fiske, 2000) and programme presentational style (Owuamalam, 2007) have any influence on how effective a radio campaign on drug abuse can be.

CONTRIBUTION TO RESEARCH AND SOCIETY.

The study has brought to the fore, the essence of adjusting the independent variable, like message, in order to influence the dependent variable, such as action, to fit into preconceived expectation. It is an understanding of what should be done to the independent variable so as to achieve a campaign goal is an invaluable contribution to research and communication studies.

Again, society can now understand why drug abuse still persist, inspite of the fact that an aggressive radio campaign against the vice is prosecuted by the National Drug Law Enforcement Agency, NDLEA. It shows that the intervening factors which inhibit a successful radio campaign against drug abuse in the society should be further investigated, so that youths can be persuaded to reduce their interest in drug abuse.

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