

American Journal of Humanities and Social Sciences Research (AJHSSR)

e-ISSN :2378-703X

Volume-5, Issue-9, pp-69-77

[www.ajhssr.com](http://www.ajhssr.com)

Research Paper

Open Access

## ASSESSMENT OF “THE CONSEQUENCE” AND “PLAY SCHOOL” RADIO PROGRAMMES AND CHILD RIGHTS ACT IN IMO STATE

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**ABSTRACT:** This study assessed “The Consequence” and “Play School” radio programmes and Child Rights Act in Imo State. In order to achieve this, the study raised specific objectives which were to: find out the level of awareness and knowledge of residents of Imo State on “The Consequence” and “Play School” programme and to ascertain their level of knowledge on child rights act based on the programmes; examine the perception, residents of Imo State have on child rights through these programmes and determine the influence of the programmes on the behavior of Imo State residents on issues of child rights. Anchored on the Agenda setting theory, survey research design was adopted using questionnaire as instrument for data collection. The total population of the study was 5,408,756. The Taro Yamane formula was used to arrive at a sample size of 400. A total of 400 copies of the questionnaire were distributed and 385 retrieved. The multi-stage sampling technique was adopted. The findings of this study revealed that “The Consequence” and “Play School” programmes had little influence on residents of Imo State as 75.5% of the majority were not influenced by the programmes as a result of unawareness of the programmes. It also revealed that the programmes influenced the few (14.3%) residents who listened to it because it shaped their attitude and behaviour towards children. The study recommended that the broadcast time be changed to a prime time since the station has large listenership, so that all those who are not aware of these two programmes can become aware of it when they tune in.

**Keywords:** Radio Programmes, Child Rights Act, Imo State

### I. INTRODUCTION

In Nigeria, the definition of a child varies according to author, religion, culture, ethnicity and orientation (Iguh & Adaora 2016; Nwosu & Chukwuma 2017; The Nigerian Children’s Trust Fund Act 2004). This could be because of the changes from ethnic group to ethnic group due to inadequate uniform system of customary law in Nigeria.

Children are the pioneers of tomorrow and the survival and progression of the human sodality rely on the insurance, safeguarding, nurture and improvement of the child. Furnishing them with a decent beginning in life and assuring that their material and emotional needs are sufficiently met is very imperative. However, it is quite disturbing and unfortunate that children that require this unique concentration are subject to abuses and neglect. Owolabi (2012) opined that child abuse is an enormous challenge in all nations of the world and numerous kids still fall victim on daily basis. They fall victim of early marriage, early pregnancy, child molestation, child trafficking, child labour, communal violence, child prostitution, child abandonment etc. It is as a result of this that the United Nations Convention on the Rights of the child was adopted by the United Nations General Assembly in 1989. According to UNICEF (2007) the United Nations General Assembly espoused the Convention on the Rights of the Child (CRC), whilst the OAU Assembly of Heads of States and Governments espoused the African Union Charter on the Rights and Welfare of the Child (CRCW) in July 1990. The Convention on the Rights of the Child (CRC) contours the human rights to be respected and defended for every kid younger than 18 years and it necessitates that these rights are executed.

Nigeria has enacted laws for the protection of the rights of a child and Imo State in particular passed the child rights law since 2004. Several bodies have offered programmes to fight issues of child rights, the media inclusive for which programmes like “The Consequence” and “Play School” are on air to constantly drive home the tenets of the rights of a child to the people. The ‘Consequence’ is a live programme anchored by presenters and experts every Friday by 9 to 10am. Basically the aim of this programme is to make listeners know their right

as established by law; give them opportunity to talk to lawyers. This programme looks at women's right, Child rights, viewers and adults' rights. The programme also looks at everyday activities to see if individuals are breaking the law, whether the consequences of individuals' actions are breaking or backing the law. The chief host of this programme is NGOs like Alliances for Africa and Lawyers.

The 'Play School' is also a live programme anchored by presenters and children every Saturday by 1 to 2 pm.

The major aim of this programme is to make parents and guardians who do not know that some of the practices they exhibit on children affect them mentally, emotionally and psychologically and to make them see how children feel when they are being denied opportunities or beaten up which is against their rights as a child. It is a programme where children share their views, feelings, Ideas and experiences of their everyday life. Topic questions like "Should Parents use whip on children as a form of discipline?" "Or "Do you still like your mum when she refuses you to go out with your mates and play?" are being discussed. It is from this programme that parents get to know the emotional status of their children.

Notwithstanding all these programmes, issues of abuse appear not to be addressed as children are still seen in the streets of the state hawking, which makes them prone to several hazards like rape, sexual harassment, kidnap, child prostitution, accident, etc. Could it be that the people are not aware of the existence of these programmes or they are not predisposed to these programmes as to gain information that can help them bring up a child properly or that they do not understand the presentation of the programmes? If the people are aware, to what extent has these programmes influenced the adoption and practice of child rights in Imo State?

To address the above raised concern, the researchers came up with the following research questions:

1. To what extent are Imo State residents aware of the "Consequence" and "Play School" Programmes?
2. What is Imo State residents' level of knowledge on Child Rights Act based on the programmes?
3. What is the perception of Imo State residents on Child Rights through these Programmes?
4. What is the influence of these programmes on the behavior of Imo State residents on issues of Child Rights?

## II. EMPIRICAL REVIEW

**Aliyu (2016) an Appraisal of the Protection of the Rights of a Child in Niger State. *Journal of Private and Commercial Law. Vol. 1 (1), 159.***

There are various legislations under the Nigerian legal system that seeks to protect the rights of the child. Majorly, the 1999 Constitution of the Federal Republic of Nigeria provided for human rights, Nigerian Children's Trust Fund Act, Penal Code, Criminal Code, Children and Young Persons Act, Child Rights Act, which all have provisions for the protection of a child. The guiding principle on the issue of child protection is in the best interest of the child; the Child Rights Act 2003 and Niger State Child Rights Law 2010 affirmed this principle and provided various rights for the child and the mechanism for the enforcement of these rights. However, despite the existence of these various law that provided for the protection of the rights of a child, the children's rights are been abused on daily basis, therefore, the dissertation appraised the protection of the rights of a child in Niger State by considering the Niger State Child Rights Law, and other related legislations. The Doctrinal and Empirical research methodology were used to source for information relied upon for this dissertation. It is the findings of this dissertation that there are inconsistencies in Niger State Child Rights Law 2010, and lack of commitment on the part of government to adequately enforce the laws that protect the child. It makes recommendations to the area of the inconsistency or defect in the law and also commitment on the part of the government constituted authorities in charge of the implementation of the Child Rights Law.

**Nwaolikpe, O (2018).The mass media and national development: The case of "baby factory" activities in Nigeria. *An International Journal of Arts and Humanities.***

This paper examined the mass media, national development and "baby factory" activities in Nigeria. It examined the role of the mass media in national development and the need for the mass media to raise campaign program to combat proliferation of baby factory activities in Nigeria. It explored the agenda setting and development media theory. This paper argued that though the mass media have the power to easily propagate ideas on social change, they do not perform their functions and objectives fully in Nigeria due to political, economic, and social conditions in the country and in the mass media organizations and concluded that they should be allowed to promote the national identity of Nigeria through the in-depth coverage of societal issues that may be detrimental to the country's growth.

**Oyero, O (2009), A Comparative Study of Child Rights Coverage in Selected Nigerian And Ghanaian Newspapers (1999-2003).**

Against the backdrop of the task assigned to the media towards the fulfillment of the rights of the child; specifically as contained in article 17 of the Convention of the Rights of the Child and as required by the Oslo Challenge of 1999, this study examined the coverage given to child rights by the Nigerian and Ghanaian

newspapers. Using content analysis research design, both government-owned and privately-owned national newspapers from the two countries were used. The study examined the extent of coverage given to child rights, the specific child rights issues reported, prominence given to the reports, journalistic genres adopted and the performance of government owned papers in comparison to privately-owned newspapers, among others. A total of 1200 newspaper issues were randomly drawn from the four newspapers over five-year period, from 1999-2003. The study recorded high inter-coder reliability ranging between almost perfect and substantial agreement, thus establishing the appropriateness of coding instructions, category definitions and unit of analysis. The quantitative analysis used percentages and chi-square goodness fit. The qualitative analysis focused on textual abuse of structures that may constitute abuse of children. The results showed that while child rights issues were generally underreported by the four newspapers, Ghanaian newspapers gave greater coverage to child issues with 56.9% than Nigerian newspapers with 43.1% and the difference was very significant. The findings also showed that government-owned newspapers with 60% did better than privately-owned newspapers (40%) in reporting child rights. Furthermore, there was a lack of balance in the genres adopted in reporting child rights and poor public engagement on the issue. The findings also revealed weak newsworthiness of child issues and lack of enough evidence to establish textual abuse of children in all the newspaper issues examined. It was therefore recommended that the newspapers should improve on the coverage given to child rights in all aspects to further stimulate public and policymakers response to the issue. There is also the need to have a policy guide that would ensure greater commitment on the part of the press to child rights.

**Uzochukwu, C.E. Morah, N.D. Okafor, E.G. (2015) Coverage of Child Rights and Protection issues: Analysis of selected Broadcast media in Nigeria. *The Nigerian Journal of Communication. Vol.12 (1).***

Since the media inform and create public awareness on development issues of any nation, children who constitute the future leaders should at all times be informed and reminded of their basic rights while issues affecting them should form a major part of media agenda. Given the backdrop that print media coverage of child related issues has been inadequate, this study attempts to investigate the extent the Nigerian broadcast media give prominence to child related issues, with particular emphasis on child rights and protections. Six broadcast stations (three radio and three television stations) were monitored for a period of three months. The overall results showed that in all the stations, only six issues were reported on children by ABS radio, Purity Fm, Silver bird TV, and NTA, with just three related to child's right and protections. The implication is that child rights and protections as well as child related issues are not salient in Nigerian broadcast media despite the important part that children occupy in any nation. The study recommends that the media should intensify efforts to raise awareness and mobilize public opinion on issues pertaining to child's right and protections in the country.

**Nwosu, O (2017). Child rights Campaign and the Nigerian family: Implications for effective Child Development System in Africa. *An International Multi-Disciplinary Journal. Vol.11 (4) 48.***

The aim of this study is to look inwards using Nigeria as a paradigm and suggest a suitable child development system for the African Child. The Piagetian theory of child development was adopted as theoretical framework. Content analysis and personal observation approaches of the qualitative research method were used to achieve research objectives.

The study revealed that the cold relationship between some parents and their children, insubordination among children and increase in "Lumpen" children: (Almajiris, Area boys and Militants) in Africa may stem from failed child development system. The research showed that change, the degree of elasticity in the changing Nigerian family and child rights campaign can guarantee or thwart acceptable, positive and stable development process of the African child. Hence, there is need for an effective and positive African child development system.

**Oyero, Olusola (2011) Information Sources and Awareness Level of Child Rights in Lagos State, Nigeria: *A Journal of the Department Of Mass Communication. Vol.1 (1).***

The United Nations' Convention on the Rights of the Child prescribes certain rights that children are entitled to enjoy placing the responsibility of ensuring these rights on parents, guidance, and government among others. Article 42 of the Convention prescribes that the provisions of the Convention should be widely known even to children themselves since the value of the information given by children will increase as it becomes clear to them that what they think, feel, experience is valuable and important. This study examined the extent to which secondary school students in Lagos state are aware of their rights and explored their views about the exercise of these rights. Through survey method information was obtained from 500 respondents. The findings shows that the respondents professed to know about the rights of the children but many of them (76.2 %) have never heard of the United Nations CRC. Television is the most patronized source of information for the respondents in which they have received most of their information on the child rights. They also believe that they have rights and that it is the government's responsibility to make provision for meeting some of their needs like education and health. It is recommended that child rights advocates should increase their efforts in putting the rights of the child in the public space and give information on how children can demand for the fulfillment of these rights.

Awosola Omoera (2008), *Child Rights and the Media: The Nigerian Experience. Study Home Communication Science. Vol.2 (2)125-131.*

The paper investigates the influence of the media, most especially television medium in creating awareness among the public on child rights as well as child survival using Oredo Local Government Area of Edo State, Nigeria as a case study. The local government was delineated into four zones for the purpose of this research and two hundred (200) participants were randomly selected from these zones. Questionnaires were distributed to the participants and these questionnaires were analyzed using simple frequency tables and percentages. It was found that television as a medium of communication has been able to raise awareness regarding child rights through its various programmes aired which are geared towards raising awareness on child rights and other issues relating to child development. However, it was found that this awareness does not reflect in the attitude of the residents towards the children in the locality. Based on the findings, recommendations were made on how to improve public attitude with regard to child right, survival and development issue.

### **Theoretical framework: Agenda Setting Theory**

Agenda setting theory as propounded by Maxwell McCombs and Donald Shaw 1972 posits that the mass media do not instruct what people think but what they should think about due to their gate keeping function, they determine and direct public attention to issues considered more important, by the emphasis and prominence given to the issues in the media. Wimmer and Dominick cited in Asemah, et al. (2017) observes that the theory on agenda setting by the media proposes that the public agenda or what kinds of things people discuss, think and worry about is powerfully shaped and directed by what the media choose to publicize. This means that if the media choose to give the most time and space to covering HIV/AIDS, this issue will become the most important item on the audiences' minds. It is to this end that the theory maintains that the issue or message that constantly features in the media becomes the public agenda of the people. (Coffman, 2002).

The theory becomes relevant to this study because the issue of child abuse has continued to rear its ugly head in the State despite the establishment of child right act in the State since 2004. When the media set this issue as a public agenda by constant reportage, those agencies responsible for the implementation of this child right act will carry out their duties as expected. This will help reduce the issues of child abuse, as people will now know that there are rights attached to children that need not to be violated no matter what. Giving this issue significance will enable the general public especially those ignorant of the existence of the child right act in the state to be aware of those acts so as to know their rights and report to relevant agencies responsible for ensuring its implementation when the time arises. Therefore, the radio should through child right programmes frequently and unyieldingly give prominence to child right issues so that the negligence given to child right act by those responsible in the implementation of the law will stop.

## **III. METHODOLOGY**

This study adopted a survey research method. It enables quantitative data to be obtained from the residents using questionnaire as instrument of data collection. This method helped the researchers obtain opinions and views of listeners of Darling 107.3 FM "The Consequence" and "Play School" programmes. The Area of Study is Imo State which is situated in the south-east geopolitical zone of the country. It shares boundaries with Anambra State in the North, Delta State on the West, on the South by Rivers and on the East by Abia State. The State consists of 305 electoral wards, with 27 local government areas in 3 senatorial districts. Its capital is Owerri.

The population of this study comprised of male and female who reside in Imo State. According to Nigerian Bureau of statistics (NBC) 2017, the population of Imo State is 5,408,756 and the sample size of 84 was gotten using Wimmer and Dominick online sample size calculator.

Multi-Stage sampling technique was adopted for this study. Obayi, Anorue and Onyebuchi (2016, p.106) note that "this type of sampling technique requires the use of more stages in the sampling procedure". Imo State was divided into 3 senatorial districts or clusters. The 3 zones or clusters were further divided into 27 local government Councils or clusters. Simple Random Sampling technique was used to select two local government areas from each of the senatorial districts. The researcher randomly selected two communities from each of the selected local governments in each of the senatorial districts.

### **Stage 1**

The three senatorial districts were grouped accordingly

- (a) Imo East Senatorial District (Owerri Zone)
- (b) Imo West Senatorial District (Orlu Zone)
- (c) Imo North Senatorial District (Okigwe Zone)

### **Stage 2**



From each of the senatorial districts, three L.G.A were randomly selected

- (a) Imo East: Owerri Municipal, Ikeduru L.G.A
- (b) Imo West: Ideato South and Ideato North
- (c) Imo North: Obowo and Ehime mbano

### Stage 3

From these Local Governments 2 Communities were purposively selected

- (a) Owerri Municipal: Umuororonjo and Umuoyima; Ikeduru: Akabo and Iho
- (b) Ideato South: Dikenafi and Isiekenesi; Ideato North: Obodo Ukwu and Akpulu
- (c) Obowo: Amuzi and Alaike; Ehime Mbano; Umuezeala Owerri and umunakanu

### Stage 4

From these selected Communities 33 respondents were purposively selected as a result of their exposure to radio programmes and their level of literacy.

Questionnaire was used as an instrument for data collection. It was divided into two sections. "Section A" was structured to elicit the demographic data of respondents while "section B" was designed to gather the psychographic data that is related to the research question. The questionnaire has items that were structured in the Likert scale format at a 5 point scale; strongly agree (5), Agree (4), Undecided (3) Disagree (2) and Strongly Disagree (1).

The data collected through the use of questionnaire were presented and analyzed using simple percentages and frequency tables for the demographic section of the questionnaire as well as items that relate to the research questions.

## IV. RESULTS AND DISCUSSION

A total of three hundred and ninety four copies of questionnaire were distributed to residents of Imo State. Three hundred and eighty-five (96%) copies of the questionnaire were returned and fully answered correctly, while nine copies were invalid.

The analysis from demographic data of the respondents table indicated that 51.9% of the respondents were within the age bracket of 36-40 years. 57.4% were females, 40.3% were graduates while 33.8% were civil servants. This implied that majority of the respondents were female adults who are educated enough to understand the issue under discussion.

### **Research question 1. What is the level of awareness of Imo State residents on "The consequence" and "Play School" programme?**

Data revealed that 77.9% of the respondents have access to radio set. This implies that the respondents have access to radio. Also, 70.1% of the respondents listen to Darling 107.3 FM programmes. This implies that majority of the respondents listen to Darling 107.3 FM programme while 49.4% of the respondents do not listen to Darling 107.3 FM "the Consequence" and "Play School" programme.

On the frequency of listenership, data analysis indicated that 84.4% of the respondents can't say if they listen to the programme or not while 3.9% and 10.4% very often and often listen to the selected programmes. On respondent's view of the time slot allotted to these Programmes, that 85.7% of the respondents can't say the time slot allotted to these programmes. This implies that they do not listen to these particular programmes.

Probing Respondents on whether they are aware of child rights act through their exposure to Darling 107.3 FM "The Consequence" and "Play School" programme, 49.4% and 31.2% of respondents are not aware of child rights act only 14.2% are aware of child rights through their exposure to darling 107.3 FM "The consequence" and "Play School" programme. Furthermore, 59.7% of respondents believe that the programme has not been able to raise the awareness level of Imo State residents on child rights. This implies that "The consequence" and "Play school" programmes have not been able to raise the awareness level of Imo State residents on this issue of child rights.

### **Research Question Two: What is Imo State residents' level of knowledge on child rights act based on the programmes?**

Data indicates that 51.9% of the respondents disagree of being knowledgeable about child rights through darling 107.3 Fm. "The consequence" and "play school" programmes. This implies that majority are not knowledgeable about child right through these programmes. To further test their knowledge on child rights, the researchers asked for their position on whether a child has the right to practice any religion of choice. From analysis, it was gathered that 58.4% of the respondents strongly disagree that a child has the right to practice any religion of choice. This implies that majority of the respondents do not have knowledge about child rights act through the "consequence and "play school programmes".

On whether their exposure to Darling 107.3 FM “The consequence” and “Play school” programmes on the rights of a child has made them aware of the consequences of violating child rights, 13.0% and 1.3% of the respondents agree that their exposure to Darling 107.5 FM “The consequence” and “Play school” programmes made them aware of the consequences of violating Child rights. This implies that only few of the respondents are aware of the consequences of violating child rights. In the same vein, 51.9% of the respondents have no idea of the extent to which the programme has improved the knowledge level of Imo State residents. This implies that they are not knowledgeable of the programmes and can’t say the extent to which it has improved Imo State residents’ knowledge.

**Research Question 3: What is the perception, residents of Imo State have about child rights through these programmes?**

This research question was geared towards measuring perception of respondents to stipulation of the child rights acts. On rightness or wrongness of beating a child, 45.5% and 36.4% of the respondents strongly disagree and disagree that it is right not to beat a child. This implies that majority of the respondents believe in beating a child. On hawking, 67.5% of the respondents believe that it is not bad to ask a child to hawk. This implied that majority of the respondents support the idea of children hawking while few do not support it.

**Research question 4: What is the influence of these programmes on the behavior of Imo State residents on issues of child right?**

This question aimed at assessing the impact of the selected programmes on respondents. First, it sought to ascertain whether they report issues of child trafficking or abuse to the appropriate society when such happens. From data, 52% of the respondents do not report issues of child trafficking or abuse to the appropriate society when such happens. This implies that majority of the respondents do not attach importance to issues that affect children. On whether Darling 107.3 FM “The consequence” and “Play school” programmes contributed in shaping residents of Imo State behavior and thoughts on child right issues, 64.9% of the respondents do not believe that Darling 107.3FM “The consequence” and “Play school” programmes have contributed in shaping their behavior and thoughts on child rights. This implies that majority of the respondents are not aware of the programmes and as such are not knowledgeable about child right act through these programmes.

Furthermore, respondents were asked their position regarding the information and educating function of “The consequence” and “Play school” programme on Child Rights issues. It was gathered that 54.5% and 31.2% disagree and strongly disagree that the violation of child rights have reduced in the state as a result of people becoming more informed and aware of these programmes. This implies that majority of the respondents are not aware and informed about child rights through these programmes and as such do not believe that child rights violation has reduced in the state as a result of the programmes.

## V. DISCUSSION OF FINDINGS

### The level of awareness of Imo State residents on “The consequence and “Play school” programmes

Result from the analysis of this research question above indicated that an average of 72.9% of the respondents in Imo State; have access to radio, listen to Darling 107.3 FM programmes but do not listen to “The consequence” and “Play school” programmes done in the station, can’t say the time slot allotted to the programmes and how often they listen to it, disagree with being aware of child rights act as they are not exposed to these programmes and also disagree with the programmes raising the awareness level of Imo State residents towards child rights .

This means that the respondents level of awareness on “The Consequence” and “Play School” programmes are very low and this affects the awareness level of Imo State residents towards child rights act as proven in hypothesis one, were the respondents knowledge about child rights act based on “The consequence and “Play school” programmes are dependent on their level of awareness about these programmes. In corroboration of this finding Asemah 2013 revealed in his findings that the extent of which the media broadened the awareness level of Nigerians on human right is low and it proposed that the media should promote the issue of human rights in the country so that people will know their right. Similarly, Ikpe (2016) revealed in his findings that various instruments for child right lack proper mechanism for effective enforcement and implementation of child’s right and it encouraged the provision of enforcement machinery that will ensure its implementation and adequate gross root not sensitization on the children’ right to education. Also Uzochukwu, Morah (2015) revealed in their study how child rights and protections as well as child related issues are silent in Nigeria broadcast media despite the important part that children occupy and recommends that the media should intensify efforts to raise awareness and mobilize public opinion on issues pertaining to child right and protection in the country.

This is in relation with the Agenda setting theory which posits that whatever kinds of things people discuss, think and worry about is powerfully shaped and directed by what the media choose to publicize. This means that if the media choose to give the most time and space to covering child rights issues, it will become the most important item on the audience’s minds. In this case majority of Imo State residents do not listen to these

particular programmes aired by Darling 107.3 FM despite being a fan of the station and this has made the issue of child rights act not top of the audiences mind.

#### **Imo State residents level of knowledge about child rights based on the programmes**

The findings of the tables above showed that the respondents' level of knowledge on child rights act based on the programmes are low as 76.9% of the respondents. Majority do not agree to the fact that a child has the right to practice any religion of choice and also claim to have no idea of the extent to which the programmes have improved the knowledge level of residents in the state.

The respondents are highly unaware of these programmes and this makes their level of knowledge on child rights low. This is also proven in hypothesis one where the residents level of knowledge about child rights act is dependent on their level of awareness about these programmes. Without the residents of Imo state being aware of "The consequence" and "Play school" programmes they cannot have knowledge about child rights act done on the station. This study is in accordance with the early study conducted by Nwosu (2017). According to him there is cold relationship between some parents and their children, as a result of failed child development system and this can be solved when there is a massive child right campaign by the media and other agencies. It will enable parents to be knowledgeable about the rights of a child and uphold it. Oyero (2010) also reveals the necessity of the media structure and practice to ensure information democratization in order to popularize child rights in the society as parents or individuals are not well informed and as such not knowledgeable about it seeing the everyday crisis faced by children. This is in line with the agenda setting theory as the theory posits that constant reportage of issues makes the issue top of the audiences mind as it is what the audiences tends to talk about. If "The consequence" and "Play school" programmes are constantly aired at prime time in Darling FM radio station, residents of Imo State will be aware of the programmes since they listen to the station and this will make the issue of child rights top of the residents mind, making them knowledgeable about the act.

#### **The perception of Imo State residents on child rights through these programmes**

The analysis from the results above revealed the perception of Imo State residents on child rights as 75.4% of the respondents who do not listen to the programmes believe in beating children, not seeing anything wrong in asking them to hawk and also do not support the fact that issues of child rights when violated should be taken to court. In relation to this, Sadeiq (2016) in his findings revealed how Unicef despite its presence in Nigeria, the situation of the child is still very poor as there are many crises children are being subjected to in the country which has reduced them to object of sympathy and this is because some individuals have no knowledge of the rights of a child. It proposed that if they are well informed their perception towards children will change. This is also in line with Aliyu (2016) as his study reveals how children's rights are being abused on daily bases despite the existence of the various laws that provided for the protection of the rights of a child.

Asemah et al (2013) also reveal in his study how Nigerian children do not enjoy these rights, as these rights are still trampled upon in most cases. In terms of child's right to private and family life, right to freedom of thoughts, conscience and religion, right to freedom of association and movement. The paper encouraged the media to help and promote these issues of human rights so that people's mentality will change. This is not in line with the agenda setting theory as the theory through its constant reportage makes an issue top of the audiences mind but in this case, the issue of child rights is not top of the residents of Imo State minds as majority do not listen to the programmes that anchor child rights issues and as such are not aware of the child rights act done on these programmes. Thus have poor perception towards child rights.

#### **The influence of these programmes on residents of Imo State behaviour on issues of child right**

The findings indicated that an average of 75.5% of the respondents was not influenced through these programmes because they were not exposed to the programmes. However, 14.3% of the respondents who listened to the programmes were influenced by the programmes as they report issues of child trafficking or abuse to the appropriate society when such occurs, agree with the programmes shaping their thoughts and behavior on child rights issues and also making them aware and well informed about child rights act.

This implies that majority of the respondents in Imo State were not influenced because they were not exposed to these programmes. These findings are not in line with Oyero (2011) who revealed that 76.2% of the respondents knew about the rights of a child as a result of their exposure to television. It also enabled the children to know and believe that they have rights and that it is the government's responsibility to make provisions for meeting some of their needs like education. It also encouraged that child right advocates should increase their efforts in putting the rights of the child in the public space. This is also not in line with Omoera (2008) as his study reveals that the television as the medium of communication has been able to create awareness regarding child rights through their various programmes aired which is geared towards raising awareness on child rights and other issues relating to child development. This findings is in line with Asemah et al (2013) study which reveals that the Nigerian populace are not enjoying these rights, as these rights are trampled upon in most cases. The study argued that the media have not really been effective in the promotion of human rights in Nigeria. This finding is backed up with the agenda setting theory as the theory states that whenever the masses are frequently exposed to the same media, the probability of them thinking alike of issues or having the same opinion about issues is very

high. This is in line with the findings as those few who listened to the programmes thought alike and were of the same opinion and thus their behavior towards child rights were influenced by the programmes. If the majority were frequently exposed to the programmes, the probability of them thinking alike or having same opinion about issues of child right would have been very high.

## VI. CONCLUSION

The issue of child rights should be treated with all seriousness at all times because the rate at which child rights are violated is alarming. Based on the findings of this study it is safe to conclude that parents, guardians are not largely exposed to programmes that deal on child rights issues hence are not knowledgeable about the existence of these child rights act.

It is important to stress that due to the poor level of knowledge of Imo State residents on “The consequence” and “Play school” programmes their perception tend to be negative and were not influenced by these programmes.

From the findings of this study, the following recommendations were made:

1. There is need for Darling 107.3 FM station to raise the awareness level of Imo State residents by ensuring that these programmes on child rights are aired on prime time so as to enable listeners who listen to the station know about “The consequence” and “Play school” programmes anchored on child right as they have high listenership.
2. Other radio stations should also emulate the Darling 107.3 FM station in doing programmes on child rights so as to influence the attitude and behavior of Imo State residents towards child rights.
3. Constant reportage of child rights issues through programmes should be made so that the issue of child rights violation will stop as children will get to know their rights, express their views, feelings, and experiences and all those who have cultivated the habit of violating children’s right out of ignorance will become fully aware.

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