BROADCAST PROGRAMMES AND AUDIENCE SENSITIZATION ON THE DANGERS OF HATE SPEECH

BY

GEORGE TARIMIMI HOPE
MATRIC NO.: ND/MASS/17/701.

SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF MANAGEMENT SCIENCE.

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF NATIONAL DIPLOMA (N.D) IN MASS COMMUNICATION.

JUNE 2019

CERTIFICATION

I hereby certify that this is my research work and the work has not been previously done by any other researcher, and this is not copied from the work of any other pervious research.

The undersigned have also certified this work and have recommended it for approval for the Award of National Diploma in Mass Communication.

Zikena Cletus Paleowei
Supervisor
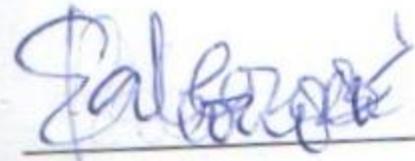
Signature _19-05-19_   Date

Nemine Tomprebofa Andrew
H.O.D.

Signature _28/12/2023_   Date

Dr. Ebi Appah
Dean, School of Mgt. Science

Signature _____   Date _____

External Supervisor

Signature _____   Date _____

DEDICATION

This project is dedicated to the Almighty God, the Most Gracious, the most merciful, the beginning and the end. Also to my parents, Mr. and Mrs. Christian, who by their prayers and support has kept me stronger in life.

ACKNOWLEDGMENT

The mental draft and mechanic production of this project has been laborious and agonizingly slow. To the end therefore, I am exceedingly grateful to God who despite my iniquities and impurities has enabled me to remain mentally focused in life.

My appreciation also goes to my wonderful family and friends, Tarila and Shakirat who in their various ways made useful suggestions and input towards the completion of this project. Equally worthy of mention are my lecturers who in their quiet and accommodating manner, supervised and guided me through a point of academics rawness to a point of academic refinement.

Finally, I remain forever grateful to God for the likes of Nemine Tomprebofa Andrew [HOD], Zikene Cletus Paleowei [DEAN], whose social security and support have enabled me add yet another feather to my crown of academic accomplishment.

ABSTRACT

This study evaluates Broadcast Programmes and Audience Sensitization on the Dangers of Hate Speech. The study was hinged on the Agenda setting Theory and the Social Responsibility Theory. The population of the study comprised the four selected broadcast media in Port Harcourt (AIT, NTA, Nigeria info and Treasure FM). The survey research design was adopted to derive responses from a sample of 384 respondents. Philip Meyer's population formula was used to arrive at the sample size whereas purposive sampling was used to delineate other broadcasting stations in the population after which a multi-stage cluster sampling technique was adopted to get to the actual respondents that the questionnaire was administered. The questionnaire was the instrument used for data collection, while frequency distribution and simple percentage were the statistical tools employed to answer the four research questions posed. The findings of this study reveal that there are broadcast programmes dealing with hate speech and radio is one of the best broadcast tool that is effective in fighting against hate speech, also that the National Orientation messages was very effective in curtailing the spread of hate speech. Based on the findings of the research, it was recommended that stakeholders in the Ministry of Information should come together and fines a common goal to end hate speech, also media practitioners should work closely together. Suggestions for further studies were made.

TABLE OF CONTENT

CHAPTER 2: LITERATURE REVIEW

CHAPTER 3: RESEARCH METHODOLOGY

CHAPTER 4: DATA PRESENTATION AND ANALYSIS

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

CHAPTER 1

INTRODUCTION

1.1 Background to the Study

The history of Nigeria and its political landscape makes the country prone to sharp divides that influence political and social affiliations. Over the years, there have been conflicting ideas of what constitutes hate speech and the universally accepted yardsticks for measuring its implications in the society, thus, to some extent is one of the reasons there seems to be no commonly acclaimed definition of the term 'hates speech'. Authenticating this point is the diversity in what is regarded as hate speech amongst countries of the world. Hate speech is an emotive concept, and there is no universally accepted definition of it in international human rights law. Many

would claim they can identify 'Hate speech' where they see it, but the criteria for doing so are often elusive or contradictory.

According to Jideofor Adibe (2014) cited by Segun (2015) 'hate speech employs discriminatory epithets to insult and stigmatize others on the basis of their race, ethnicity, gender, sexual orientation or forms of group members. It is any speech, gesture that can lead to violence. Segun (2015) added that "Hate speech" is often the gateway to discrimination, harassment and violence as well as a precursor to serious harmful criminal acts. Regardless of what is considered hate speech, it speedy diffusion into the society is through the media as the society and the media cannot be disintegrated. Besides the obvious (manifest) functions performed by the media in the society, it's in a way, purposefully or otherwise

3

instigate hate against certain group(s) in the society which inturn cause some form of chaos.

The term "broadcast media" generally refers to electronic media (Television and radio). Ume-Nwagbo (1995) defines broadcasting as "the transmission by means of facsimile for general reception". The goal of every broadcasting message is to avail members of the audience information to make informed decision that affects their lives. In media studies and other social sciences, media typically refer to the means of communication" (print or broadcast) or "certain technical forms by which these means are actualized" (books, newspapers, televisions, radio, film and now the internet and video games) (O'sullivan et al. 1994, pg. 176). Also visual effects, language (spoken or written) is also a substance that is not

expellable from media communication. Language makes up media communication in the process of producing content as well as in the reception of broadcast media contents. For instance, the linguistic communication of the communicators, as a means of reality construction in media reports, and as an object of understanding and reception. In this context, language is always an applied language- written or spoken and can consequently be analyzed with a social science approach. Therefore, the nature and tone of language used in discharging media duties/functions should be alterly censored, if not for anything but for the breeding and spread of hate in the society.

Hate speech has been a major troubling issues afflicting Nigeria with tremendous negative force, shaking the foundation of the

country's unity and further damaging the weak internal cohesion. Enumerating the effects of hate speech, Leets (2002) posits that it violates the individual's dignity, resulting in humiliation, distress and psychological or emotional pain. Supporting this claim, Nemes (2002) is of the opinion that hate speech can provide pain, distress, fear, embarrassment and isolation to individuals. The 1994 genocide in Rwanda, where it is widely believed that hate speech played a significant role in the massacre of 800,000 Tutsis and Hutus. In the aftermath of the December 2007 presidential elections in Kenya violence erupted, mainly between Kenya's largest ethnic groups. More than 1,100 people were killed. A popular radio broadcaster, Joshua Amp Sang, was accused of using his position to encourage ethnic attacks.

On the Nigeria front, one may quickly point out the malicious attacks and killings of the Igbos before and during the civil war in Nigeria in the '60s as a result of hate.

However, there exist countries religious, political and ethnic strife across the country no thanks to hate speech, traceable to the stereotypical; the Igbos are over possessive and domineering', 'the southerners are infidels and unfit to rule the nation as held by the northerners, 'westernized education is a menace on the religious and cultural practices of Northern Nigeria,' the northerners are of low or deficient intelligent quotient' as held by southerners. In summary, the motivating factors of hate speech, as suggested by many scholars are; lack of tolerance, political clashes, discrimination, enmity and the openness of the media. In reflection

of the Nigeria Civil War: Facing the future, published in 1969, Ralph Uwechue laments that "the principal cause of our current tragedy is bitterness born of misunderstanding".

Hate speech in Nigeria seems to have gotten worse with increasing political competition. In 2011, following the postelection violence in parts of northern Nigeria, President Goodluck Jonathan constituted an investigative Panel headed by Sheikh Ahmed Lemu, former Grand Khadi of Niger State. In his report, the Sheikh Lemu Panel found a pattern of 'threats', verbal intimidation, hate speech, disinformation" and concluded that a major cause of the post election violence was inflammatory campaign utterances of politicians, reinforced by the preaching of divisive sermons of hate and hostility in mosques and churches across the country.

Digital expression or electronic has enhanced both the immediacy of hate speech and the capacity to monitor it. Regardless of whom or what group is targeted, hate speech has negatively affected everyone and the society at large, and should be curbed as it is capable of breaking the unity of a country. As such ethical restrictions guide who and how the media in the state operate. There is no doubt that in times of crisis, the audience rely more on the broadcast media for news, so it is therefore imperative that we look at how people evaluate the broadcast media in Nigeria.

1.2 Statement of the Problem

During the 2015 general election in Nigeria, the political environment was intensified with the proliferation of adverts, political intrigues and propaganda messages. Broadcast media in

Nigeria has always became vehicles and channels of expressions and propaganda. A significant number of these messages had elements of hate speeches which were targeted at ridiculing opponents and opposition parties.

The role of the Nigeria Broadcasting Commission (NBC) in streaming this issues and punishing the erring broadcasting stations, and the manner in which the television station package and transmit the information has an influence on the audience due to their sensational reporting style.

The legislation making hate speech a crime in Nigeria is still causing problems because the media are yet to educate the populace on what can constitute hate speech or not.

Against this background therefore, the researcher is to evaluate Broadcast Programmes and Audience Sensitization on the Dangers of Hate Speech.

1.3 Aim and Objectives of the Study

Generally, this study seeks to evaluate Broadcast Programmes and Audience Sensitization on the Dangers of Hate Speech. Specifically, the study is designed to address the following objectives which bordered on the need to:

1. Establish if there are programmes dealing with hate speech by broadcast stations.

2. Determine the level of exposure of audience to broadcast messages on hate speech.

3. Identify the broadcast programmes and messages that have sensitized the audience on hate speech.

4. Ascertain if radio or television messages have led to an improvement in curtailing hate speech.

1.4 Research Questions

Having identified the problem of this study, attempt is made to look at the evaluation of Broadcast Programmes and Audience Sensitization on the Dangers of Hate Speech as the following research questions are answered:

1. Are there programmes addressing hate speech by broadcast stations?

2. What is the level of exposure of audience in hate speech?

3. What are the broadcast programmes and messages that have sensitized the audience on hate speech?

4. What extent have radio or television messages led in curtailing hate speech?

1.5 Significance of the study

It is expected at the end, that this study will contribute to existing body of knowledge on the media as regards Broadcast Programmes and Audience Sensitization on the Dangers of Hate Speech. The study will help broadcast stations know how people assessed their campaigns as regards to hate speeches; this will afford them to know where they are doing well and where they should put in more effort. The result of this study will serve as a reference point for

academic purpose to subsequent researches including students, media practitioners etc. in the same own study.

1.6 Scope of the study

Geographically, the study covered broadcast stations in Rivers State, Nigeria. The context of the study covered Broadcast Programmes and Audience Sensitization on the Dangers of Hate Speech.

1.7 Definition of Terms

- **Evaluation**: A judgement about how good, useful or successful something is.
- **Campaign**: A series of actions intended to achieve a particular or group.

Broadcast media: Is any media that transmits properties through radio waves of a performance of sound, vision or facsimile for general reception.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter contains the theoretical framework upon which this research is hinged on and also the review of some various concepts that is related to this study as well as the review of other relevant literatures on the subject matter as it pertain to this work.

2.2 Theoretical Framework

A theory is an organized systematic body of knowledge that explains natural phenomenon. Theoretical framework is a process that applies the postulations assumptions and principles of a theory in describing and analyzing of a research problem. It is also seen as

describing, analyzing, interpreting and predicting phenomenon and it also involves associating or linking the problem of a study and also helps to give backing and credibility to the study that is being executed by giving the research work a focus and direction to enhance justification and legitimacy of research.

2.2.1   The Agenda-Setting Theory

This theory was originated in the early 70's through the work of Maxwell Macomb's and Donald Shaw. But the first scholar to formalize the Agenda setting theory was a prominent Ancient journalist, water Lippman, (Child and Reston, 1959). This theory simply states that mass media have "the ability to mentally order or organize the world for the people" (Daramola, 2003:61). The mass media can make an issue a matter of everyday disease by the

members of the audience when they focus extraordinary attention on the matter.

Cohen (1963:13) drags home the agenda-setting power of the media in the following statement: "The press may not be particularly successful in telling people what to think, but it is stunningly successful in telling people what to think about". It is concerned with public awareness, perceptions of important issue and priority. For instance, in the run up to the 1992 presidential elections in the United State of America, the media emphasis was on the Gulf war in Kuwait. This ultimately formed the major campaign debate point.

From another point of view, Agenda-setting theory is about the emergence of public issues and the role of communication media in the first-cycle of these issues. Agenda setting is concerned with the

impact of mass media upon the structure, as well as the content of audience perceptions issues awareness.

2.2.2   Social Responsibility Theory

This theory was propounded by the Hutchin's commission that was set up in 1947 to find out a workable media system that will balance freedom with maintaining societal cohesion. As a normative theory social responsibility theory explains how media should ideally operate in a given society of social values and it is the standard against which the public judges. This theory asserts that media must remain free of government control; but in exchange, media must serve the public. In performing this stewardship function through reportage of events and crisis situation, the social responsibility theory emphasized that the media must keep with the

professional standard of truth, objectivity, accuracy and balance in order not to further aggravate the crisis situation but rather incorporate in reports diverse opinions, way forward to nail the crisis to it coffin for peace and progress to reign (Oyero, 2008).

The theory emphasized that the mass media in their reports must not promote violence and civil disorder or be biased in favour of one minority group while relegating the views or accessibility of other minor or major groups to the background.

The media as a whole should be pluralistic and reflect the diversity of their society given access to various points of view and right to reply. The theory also posits that it is an ethnical theory that an entity, be it an entity, be it an organization or individual, has an obligation to act to benefit society at large. In other for the

(15)   What medium has helped/influenced you more to improve your enlightenment to curtail hate speech? word of mouth from friends ( ) radio massages ( ) television messages ( ) none of the above ( )

(16)   To what extent would you say that radio/TV programmes and messages on hate speech have led to an improvement in curtailing hate speech? To a very large extent ( ) to a large extent ( ) to no extent ( )

(17)   Do you think radio/TV complements the government's effort in eradicating hate speech? ( ) yes ( ) No ( )

(18)   How would you rate the effort of the radio/TV in creating awareness on hate speech? very effective ( ) effective ( ) Not effective ( )

broadcast media to act according and also perform their social responsibilities to the society, the NBC was established to help regulate the broadcast media and also guide to performing their social responsibility function (Edarin, 1998). The underlying principle of the social responsibility theory is that the press should be free to perform the functions which the libertarian theory had granted it freedom to perform: but this freedom should be exercised with responsibility (Okunna and Omenugha 2012).

2.2.3   Relevance of the Theories to the Study

The agenda setting theory simply states that mass media have ability to mentally order or organized the world for the people. This theory is useful in regulating the speeches of individuals or groups, since you (media) are the one setting the discourse.

In social responsibility theory: Broadcast media fills the role of a 'high priest' and it teaches or cultivate the values, myths and moral lesson on how to propagate speeches.

2.3 Conceptual Review

2.3.1 What is Communication?

Ndimele and Kasarachi (2006) cited that, the term communication comes from the Latin word "communicado" which means to share. This includes spoken words, signals, gestures, pictures, visual display, print, broadcast film and all the signs and symbols by which human beings try to convey meaning and value to one another.

Communication is all about sharing meanings through spoken word, signals, gestures etc. to convey message and value to one another.

Wibur Schramm says:

> Communication is an ongoing and reciprocal process, all the participants and interpreters are working to create meaning by encoding and decoding messages. A message is first encoded, that is transformed into an understandable sign and symbol system. Speaking is encoded as are writing, printing and filming a television programme.

Wibur describes the element of communication process as: the sender, encoding process, media, message, decoding process, receivers, feedback.

Communication is an essential instrument for organizing people into a formidable and cohesive work force, involving the individuals in the national political system. It helps to promote proper coordination of a group, through effective communication, knowledge about successful experience are shared.

2.3.2 Traditional Roles of the Media

The mass media are known for the basic roles they play in the society within which they aspirate. These roles in media parlance are also called functions. According to Ndimele and Innocent (2006),

the mass media functions are classified into manifest and latent. The manifest functions of the mass media are those functions which are not well known are classified under the latent function. The role of the media in the society can be categorized into six different areas but only the first two roles will be discussed in this chapter:

News gathering and information dissemination

This basically refers to the role of the media in mounting surveillance on the environment in which they live. According to Ndimele and Innocent (2006), "the most important function of the mass media is to acquaint the audience with some important recent events and to enrich their store of knowledge regarding the events in the society in which they live" (p.144). This means that most of

the information that members of the society and the world around them are gleaned from the mass media.

Education

The mass media performs this function by teaching and instructing the society, by imparting knowledge with a view to broadening the mental horizon of the individual members of the society. According to Ndimele and Innocent (2006), education results when there is a significant change in people's behaviour for the benefit of the individual and the larger society. Education through the mass media can either teach the audience (this can be inform of formal education) or used as a matter of deliberate policy to teach (formal education e.g correspondence courses and books). Also the media as a tool for re-orientation of the society and campaigning against

all lands of social vices such as corruption, hate speeches etc through the provision of educative programmes.

2.3.3 Hate Speech and Political Debacles in Nigeria

Various analyst and media contributors have noted the role of newspapers in helping to curtail hate speeches and its many effects. It is in the light of this that the current role played by some newspaper organizations, particularly popular newspaper outfits in the country, in the name of political campaigns become worrisome.

Inspite of the Nigeria Electoral Act of 2010 which spells out detailed provisions specifically burring politically inspired hateful speech, still cases of offensive images of major aspirant in an effort to create a vivid picture of a bad person flourish and have been described by Nigerians as 'one step too far'. Specifically, section 95 of the Act

provides that no political campaign or slogan shall be tainted with abusive language directly or indirectly likely to injure religious, ethnic, tribal or sectional feelings. Similarly, abusive, uncontrolled, slanderous or base language, insinuations or innuendoes designed or likely to provoke violent reaction or emotions shall not be employed or used in political campaigns. Section 102 of the Act further provides "Any candidate, person or association who engages in campaigning or broadcasting based on religious, tribal or sectional reason for the purpose of promoting or opposing a particular party or the election of a particular candidate is guilty of an offence under this Act and on conviction shall be liable to a maximum fine of N1,000,000.00 or imprisonment for twelve months or to both (Nigeria Constitution,1999). Similarly, paragraph 10 (c) of the guidelines for political fallies issued by Independent National

Electoral Commission (INEC) of Nigeria also prohibits the use of hate speech and discriminatory rhetoric during campaigns.

In view of the aforementioned, newspaper organization, more than any other outfits have more responsibility and need to understand that they have a moral, legal and social obligation to protect the lives of Nigeria, through their actions or inactions.

2.4 Empirical Review

Ukwueze and Uche (2015) reported that "prior to the 2015 general Elections in Nigeria, many political watchers, local and international observers and of course the entire citizenry were concerned about the spate of hate speeches that characterized the political campaign messages and adverts of the two main political

parties. As a result of this, there was palpable fear that the Nigeria state was on the edge of a precipices.

Also, Ayo-derele (2015) in a write-up published by Punch Newspaper on March 10th, 2015, with the caption "when Hate speeches threaten an Election" decried the hate speeches that characterized political campaigns in Nigeria. He also added that "the personal attacks are not limited to media advertisements, social media spaces and, in extreme cases, inter-personal discussions.

Adibe (2014) as cited by Segun (2015) states that "Hate speech employs discriminatory epithets to insult and stigmatize others on the basis of their race, ethnicity, gender, sexual orientation or other forms of group membership. For instance Alhaji Mujahid Dokubo-

Asari said "2015 is more than do-or-die. You are a man and I am a man, we are going to meet at the battlefield (News Express 3rd May, 2014).

Agbarakwe and Etuk (2018) posit that hate speech is seen as a war waged on others by means of words. They went further to identify what causes clashes, discrimination, enmity and the openness of the media- especially the social media. In the study they identify three actions that can be taken to counter hate speech in the media to include; legal enforcement, content moderation, and education. States should have in place laws that prohibit advocacy of hatred, and take legal action only in the very clearly-defined cases allowed by international human rights law. Regardless of government regulation, companies have harmed content moderation by social

media companies is therefore an important part of the solution: it does not requires legislation therefore does not open the doors to unjustified restrictions on freedom of expression. The last solution they list was education. Reducing the spread of hate in the society also requires education. This is perhaps the most important intervention: in conclusion they asserts that "whether it is through school programmes, or campaigns on social media itself, the only viable long term way to reduce racism, sexism and bigotry diffused by the media, it is by understanding and addressing the roots of discrimination and hate in our societies.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the methods employed in conducting the research. The sections under which these issues were discussed are research design, research population, sampling procedure/ technique, research instrument, validity of research instrument, reliability of the instrument, method of data collection and method of data analysis.

3.1 Research Design

This study adopts the survey method. Survey is the study of a sample taken from a population in order to know their major characteristics which can be generalized to the whole population.

Survey research measures the practices and performances of a specific public by tabulating responses to a standardized series of questions. The method was adopted because it is found to be appropriate for a study that seeks to provide necessary information about a large population that would serve as the foundation for rational decisions. The rationale for the choice of survey research design is because the researcher is probing the attitudes and opinions of a given group of respondents.

3.2 Research Population

Osuala (1987) notes that the population or universe or aggregate comprises the totality of units having certain defined characteristics in common. He stresses that members of units of a population are always alike in some significant aspects.

Research population does not necessarily always refer to people. Population or universe refers to the totality for subject studied. These subjects may be human beings on non-human beings or concept. Thus four selected broadcast media in Port Harcourt formed the population of the study. These are: African Independence Television (AIT), Nigeria Television Authority (NTA), Nigerian Info (92.3) and treasure FM (98.5) NTA and Treasure FM are government owned stations while AIT and Nigeria info are private owned. The choice of these stations is because we cannot possibly have a survey of all broadcast stations in the country. So the choice of two radio and two television stations was chosen.

3.3 Sample and Sampling Technique

Sample is a section of a population, according to Ezeah (2004), when a study entails a large population, all of them cannot be studied. In other to achieve a fair representation of population size a number of subjects is selected which is the sample size.

A total of 384 formed the sample size for this study. This sample size was drawn using Philip Meryer's population sampling technique (Stacks and Hockings, 1992). The study by its very nature necessitated purposive sampling to delineate other broadcasting stations in the population. With this delineation in place, the multi-stage cluster sampling technique was adopted to reach actual respondents through a clusterized process.

Population Size	Sample Size
Infinity	384
500,000	384
100,000	383
50,000	381
10,000	370
5,000	357
3,000	341
2,000	322
1,000	278

Source: Stacks and Hocking's (1992).

3.4 Research Instrument

The instrument used in the collection of data for this study is the questionnaire. The use of questionnaire to collect data for this project was seen as a practical procedure to collect a large amount of data in a fairly big geographical area in a short period of time. Furthermore, they were easily coded to facilitate data entry and due to their homogenous nature, they reduced bias.

The questionnaire had closed ended questions. The structured questions were used in an effort to facilitate easier analysis as they were in an immediate usable form. The questionnaire consists of two broad sections. Section A provides demographic information of the respondents while section B consists of questions designed to elicit useful data in answering the research questions.

3.5 Validity of the Instrument

Validity is the extent to which data collected are relevant to specific objectives of the research. That is, the ability of the questionnaire to generate responses that are needed to study the problem of the research (Cookey, 1998). To establish the validity of the research work, it was submitted to my supervisor for scrutiny and to make

possible suggestions on how to improve the ability of the questionnaire to generate adequate responses.

3.6 Reliability for the Instrument

A pre-test of 50 copies of the questionnaire were designed and administered to sample 50 respondents in Port Harcourt metropolis in Rivers State. After four weeks interval, a re-test of the same copies of the questionnaire was carried out on the same respondents, where three errors of inconsistencies were noted. The Guttman scale of coefficient of reproducibility was used to test the reliability of the instrument. According to Akpoghiran and Okoro (2014, p. 960), and Asika (1991, p. 65), the formula is as follows:

Coefficient of reproducibility =

$$C \, of \, R = \frac{Error \, Total}{Responses \, Total} =$$

$1 - 3 = 1 - (1/50)$

$50 = 1 - 0.05 = 0.94 \, (94\%).$

The computation above shows that the instrument yielded reliability co-efficient value of 94%, which is an indication that the instrument is reliable.

3.7 Method of Data Collection

The method of data collection for this work was through the questionnaire. The copies of the questionnaire were administered to the respondents by the researcher and 5 research assistants. There was 96% retrieval.

3.8 Method of Data Analysis

Data collected from the field work were presented in tables using simple percentages in analyzing the data. The data with the highest percentage of respondents represents majority view of the respondents.

$$No\ of\ response = \times\ 10$$

$$No\ of\ respondents = \times\ 1$$

CHAPTER 4

DATA PRESENTATION AND ANALYSIS

This chapter deals with the presentation and analysis of data in line with the research questions. These are presented in table and analyzed statistically using the simple percentages and discussions

4.1 Data Presentation and Analysis

A total of 384 copies of questionnaire was administered to respondents in Port Harcourt metropolis, out of which 360 were correctly filled, returned and used for the presentation and analysis below;

Table 1: Age of Respondents

Age	No of respondents	Percentage
18-25	55	15
26-30	50	14
31-40	70	19
41-50	90	25
51-60	60	17
60 and above	35	10
Total	360	

From the table above, adults between the bracket of 41-50 constitute a greater percentage of the respondents while youths between the ages of 31-40 also make up a percentage of the population.

Research Question One: Are there programmes addressing hate speech by broadcast stations?

Table 2: Table showing respondents perception of hate speech by broadcast stations

Responses	No of respondents	Percentage
Yes	200	68
No	160	32
Total	360	100

Table 2 shows the various percentages of the respondents on the availability of programmes addressing hate speech by broadcast stations. It is clearly shown on the table that the percentage of responses that are aware of programmes addressing hate speech by broadcast stations are higher than those who are not aware of any

programmes by broadcast stations. A total of 200 respondents are aware while 160 are not aware. This gives us the total of 360 respondents.

Research question two: What is the level of exposure of audience on hate speech?

Table 3: Table showing exposure level of the audience on hate speech

Response	No of respondents	Percentage %
Yes	100	30
No	240	60
Not sure	20	10
Total	**360**	**100**

Table 3 shows the various percentages of exposure level of the audience on hate speech. The audience/respondents that are aware of hate speech is less than the percentage that are not aware, while those that are not sure is the lowest percentage.

Summarily from the table, the rating shows that audience exposure on hate speech is very low. A total of 100 respondents are exposed to hate speech messages while 240 are not and then 20 respondents are not sure if they are exposed or not.

Research question three: What are the broadcast programmes and messages that have sensitized the audience on hate speech?

Table 4: Table showing programmes that have sensitized audience on hate speech

Respondents	No of respondents	Percentage
Federal ministry of information singles	85	21
National orientation agency	105	28
Radio stations singles	75	21
Television station singles	65	17
Sponsored singles	35	13
Total	**360**	**100**

Table 4 show the various broadcast programmes and messages that have sensitized the audience on hate speech. It is clearly stated on

the table that programmes and message from national orientation agency make up greater percentage of the respondent while sponsored singles respondents have a lesser percentage.

Research question four: What extent would you say that radio/television programmes and message on hate speech have led to an improvement in curtailing hate speech?

Table 5: Table showing the extent radio/television campaign on hate speech has led to an improvement in curtailing hate speech

Category	No of respondents	Percentage %
To a very large extent	100	30
To a large extent	240	60
To no extent	20	10
Total	**360**	**100**

Table 5 shows the extent to which radio/television can/have led in curtailing hate speech. It is clearly stated on the table above that to a large extent radio/television messages have led in curtailing hate speech, while to no extent constitute a lesser percentage.

4.2 Discussion of Findings

The study revealed that the age range of respondents was between 41-50. This constitute a larger percentage (25%) of the population from the data gathered from table 2, respondents who are aware of hate speeches programmes are higher in percentage, while respondents who are not aware of hate speech are lower in percentage. This shows that broadcast media is a common medium of communication and this agrees with Memoeka (2017) that

broadcast stations especially radio is the only medium of mass communication with which the rural population is very familiar.

Question 5,6,7,8 are all related to question 9 first and foremost the researcher wanted to find out if the respondents listen to radio or watched television programmes. This was item five, and the frequency distribution and simple percentage representing respondents' response reveal that they all listen to radio and television. From the respondents' in questions six and seven reveal that radio is the broadcast medium people prefer getting information from, also AIT and Nigeria info. Moreover from the respondent on question eight, it was discovered that the percentage of people who are aware of hate speech is higher than those who are not aware of it. From the analysis it was proven that hate speech is

a popular phenomenon and that radio is a viable tool in running a campaign against hate speech.

Research Question Two: What is the level of exposure of audience on hate speech?

To answer this research question, item 10,11 and 12 on the questionnaire, were used. The researcher sought to find out the level of exposure of the audience. The research reveals that people are not too aware of hate speech and the format that is adopted mostly to present information on hate speech is campaigns and advertisement.

Research Question Three: What are the broadcast programmes and messages that have sensitized the audience on hate speech?

To answer this research question, item 13,14 and 15 on the questionnaire were used. The researcher sought to find out programme and messages that have sensitized the audience on hate speech. From the data, messages from National Orientation Agency (NOA) has a greater percentage, while those messages/ singles that are sponsored privately have a lesser percentage. The researcher also sought to know if the messages and campaigns have helped influence the respondents and from the data it was shown that the messages have helped in influencing the respondents.

Research Question Four: What extent would you say that radio/television programmes and messages on hate speech have led to an improvement in curtailing hate speech?

To answer this question, items 16,17 and 18 on the questionnaire were used. First and foremost, the researcher sought to find out if the respondents listening or watching news programmes on hate speech have led to an improvement in curtailing the effect and spread of hate speech. This was item 16 and the frequency distribution and simple percentage representing respondents response reveals that to a very large extent answered in the affirmation. In item 17 the respondents also answered in affirmation that radio and television complements government effort in eradicating hate speech. When asked about how they will rate the effort of the radio/television in creating awareness on hate speech, the frequency distribution and simple percentage representing their response, reveal that it does.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Study

Since broadcast media remains the most dominant mass media form of communication and with the widest geographical reach and audience as compared to the other forms, it plays an important role in sensitization campaigns due to its unique features. It is on the premise that the researcher sought to investigate the role of broadcast media campaigns in helping the fight against hate speech, the objective of the research was to examine the role and determine if there are broadcast programmes dealing with hate speech and determine the level of exposure of audience on hate speech.

The researcher discussed in great details and logical sequence the variables of the study and in specific terms, the researcher declare four objectives, and posed four research questions. Two theories formed the back-bone of this study.

The population of the study comprised four selected broadcast media in Port Harcourt, with two for radio and two for television. The descriptive survey research design was adopted to derive response from a sample of 384 respondents. The questionnaire is the instrument used for data collection while frequency distribution and simple percentage were the statistical tools employed to answer the four research questions.

Based on the analysis of the data collected, the study found that there are programmes that are dealing with hate speech and

audience are not highly exposed to these messages, furthermore, the study found that messages and singles by the National Orientation Agency has a higher influence on the audience. Finally, the study was able to know the extent broadcast media can complement the governments' effort in curtailing the effect of hate speech.

5.2 Conclusion

Based on the findings of the study, the researcher concludes that broadcast media especially radio had contributed in sensitizing listeners about hate speeches. In this regard radio has sensitized the audience about hate speech. Broadcast programmes and jingles have to an extent sensitized the audience about hate speech. It is worth concluding that regardless of whom or what gap is targeted,

hate speech has negatively affected everyone and the society at large and should be curbed as it is capable of breaking the unity of a country.

5.3 Recommendation

Based on the findings of the study, the following recommendations have been made by the researcher.

(1) Stakeholders in the broadcasting industries should be consistent in producing and promoting content that will bring about national unity.

(2) States should place laws that prohibit advocacy of hatred and take legal action only in the very clearly-defined cases allowed by the constitution.

(3) Reducing the spread of hate speeches in the society also requires education. This is perhaps the most important intervention: legal enforcement and content moderation can only treat the symptoms of abuse.

(4) Whether it is through school programs or campaigns or the mass media itself, the only viable long-term way to reduce hate speech diffused by the media, is by understanding and addressing the roots of discrimination and hate in our societies.

REFERENCES

Child's M. and J. Reston (eds.) (1959). *Walter Lippman and his times.* New York: Harcourt Brace.

Cohen, Bernard (1963). *The press and foreign policy Princeton NJ:* Princeton university Press.

Daramola. A. (2003). *Introduction to Mass Communication.*

2nd Ed. Lagos: Rothan Press Ltd.

Gunter, B. (2000). Media research methods: *Measuring audiences reactions and impact.* London Sage.

Kayambazinthu, E. & Moyo, F. (2002). Hate Speech in the New Malawi. In H. England (ed). A Democracy of Chameleons: *Politics and Culture in the New Malawi.* Stakeholder Elanders Gotab.

Leets, L. (2002). Experiencing Hate Speech: *Perceptions and Responses to Anti Semitism and Antigay Speech.* Journal of Social issues. Vol.58.No.2, pp.341-361.

Ndimele, Ozo-Mekuri & Innocent. K. (2006) *Fundamentals of Mass Communication.* Port Harcourt: M & J Grand Orbit Communication.

Nemes, I. (2002). *Regulating Hate Speech in Cyberspace*: issues of Desirability and Efficacy. Information & Communications Technology Law. Vol.11.No.3.

O' Sullivan, T., Dutton, B. & Rayner P. (1994). *Studying the media*: An introduction. London: Edward Arnold.

Osuala, E.C. (1987). I*ntroduction to research methodology, Onitsha*: Africana FEP.

Stacks, D.W. and Hocking, J. (1992). *Essentials of communication*. Research. New York: Harper Collins Publishers.

Ume-Nwagbo, Ebele (1995). *Broadcasting systems in Africa*: An introduction to history: operations and issues Lagos: STRAAD Ltd.

QUESTIONNAIRE

SECTION A:

Demographic Data of Respondents

(1) Gender: Male ( ) female ( )

(2) Age bracket: 18 – 25 ( ) 26 – 30 ( ) 31 – 40 ( ) 41 – 50 ( )
51 – 60 ( ) 60 and above ( )

(3) Marital status: single ( ) married ( ) divorced( )

(4) Educational qualification: FSLC ( ) SSCE ( ) OND/NCE ( )
B.A/B.Sc ( ).

SECTION B:

Tick as Appropriate

(5) Do you have access to television set or radio? Yes ( ) NO ( )

(6) Which broadcast medium do you prefer getting information
from? Radio ( ) television ( ) both ( )

(7) How often do you watch news programme or listen to such on
NTA, AIT, Nigerian info and treasure FM? Very often: AIT ( )
very often (NTA), Nigeria info ( ) very often: treasure Fm ( )

(8) Are you aware of hate speech? Yes. ( ) NO ( )

(9) Have you heard any information over the radio/TV regarding hate speech? Yes ( ) No ( )

(10) What format has the radio/TV adopted to present information on hate speech? Talk shows ( ) skit ( ) quizes ( ) campaigns and advertisements ( ) documentaries/commentaries ( ) none of the above ( )

(11) In which medium/station did you hear about hate speech? AIT ( ) NTA you( )Nigerian info ( ) treasure FM ( ) none of the above ( )

(12) Do you think you have adequate information on hate speech? Yes ( ) No ( ) Not sure ( )

(13) What sponsored hate speech messages/singles have you been exposed to on radio/TV? Federal ministry of information singles ( ) national orientation agency ( ) radio stations TV sponsored single( ) none of the above ( )

(14) Have the hate speech campaign messages you have heard over the radio/TV influenced you positively? Yes ( ) No ( )