

The Influence of Mass Communication on Social Change: A Study of Press Reports on Child Labour and Women Trafficking

FRIDAY K. OLUBE, M.A.

Department of Mass Communication, Faculty of Management Science, Rivers State University of Science and Technology Nkpolu, Port Harcourt

Abstract

This study is on the influence of mass communication on social change: a study of press reports on child labour and women trafficking. The study is aimed at addressing the problem of child labour and women trafficking in Rivers State. A total of 16 press reports were collected through purposive sampling from Rivers State University of Science and Technology Library and Newspaper morgues. These press reports on child labour and women trafficking were studied for 10 months at an interval of 2 months from September 2003 – June 2004. The press reports collected was content analyzed to determine their nature of report. All the press reports analyzed were favourable, they were in support of the fight against child labour and women trafficking; that government agencies, non-governmental organizations and the media have a role to play in putting an end to child labour and women trafficking; that child labour and women trafficking persist because parents and children are not adequately educated on the dangers of child labour and women trafficking;. From the summary of the finding, it was discovered that, some parents see their children as source of income because of poverty and ignorance, that majority of victims of child labour and women trafficking are born to parents of lower class. The researcher then recommends that the government agencies, non-governmental organizations and the media should join forces to educate the masses on the dangers of engaging in child labour and women trafficking and the suffering of trafficked children.

INTRODUCTION

The child is the weakest leg of the tripod of the human nucleus of men, women and offspring. And along with the women, the child forms the disadvantages pair of the human family. Of the many factors contributing to child trafficking, age-long customs and tradition remain enduring with so much poverty underlying much of the suffering in our communities, we have continued to breed a society that is culture bound and alien-influenced.

Women and children are indiscriminately given away for fostering, some are apprenticed to masters and abandoned to their fate; in some parts, the betrothal of underage girls and the genital mutilation of female children are regular and acceptable practice. In recent times, young girls are lured into prostitution with the tacit knowledge and acceptance of their poor parents, while families find parenting and economic relief from such arrangement. The effects can be traumatic for the affected children thus making them an easy prey for child molestation. Gertrude Oduka, the Imo State Commissioner for women affairs, in a seminar organized by United Nations International Children's Fund (UNICEF) at Ezinihitte Mbaise in November 5, 2004, refused to accept poverty and pressures of urban migration as responsible for giving out children to the demands for house help, which in turn induces the internal trafficking of youngboys and girls, who are conscripted into child labour and prostitution. But instead, it is the get-rich-quick syndrome bedeviling the society that is responsible for such practice. She contended that many parents lack focus, and it makes them susceptible to these middlemen who shower them with gifts in exchange for their children.

These contemporary social problems can be reduced through effective communication and information by the media, and other inter-personal methods of communication like rallies, seminars, conference etc. Therefore, it is important to understand child labour and women trafficking from the following perspectives: social problem; the concept of social change; communication and effects; development communication, foreign invasion of Nigeria's communication system; the fight against child labour and women trafficking; communicating for social change; barriers to effective communication; the media and socialization; contributions of the media in the fight against child labour and women trafficking; rationale for communicating social change; citizens and participation towards social change; language and participation towards social change agents; and attitudes, values and planning for social change.

Robert cited in Opiah (1988), defined social problem as a way of behaviour that is regarded by substantial part of a social order as being in violation of one or more generally accepted or approved norm. In trying to define social problem, Raab and Selznick, in Landis (1969:2) identified two conditions under which the phenomenon could be said to exist. They are: when the important personal goals of a number of people are blocked and frustrated; and when the organization of society appears to be seriously threatened. However, not all problems encountered by man in the society are regarded as social problems.

Anele (1999) says that; problem are seen as social when they involve a pattern of behaviour, emanate from social interaction, and can be stopped or checked by changing the behaviour of people, which engenders

them. Child labour and women trafficking is a social problem, because the people affected are abandoned to their fate. Anele further says that social norms exist in a society; and they avert the prevalence of some behaviours capable of inhibiting the realization of social life. It is only when it is certain that a particular human action poses a threat to the people that we begin to associate it with social problem. Lockwood (1956) identifies power differentials which foster the exploitation of a group by another; the existence of diverse interest groups that pursue conflicting goals within the system; and the existence of material resources in the society, as mechanisms of social disorder - as the cause of social problems.

Child labour and women trafficking is debasing, demoralizing and dehumanizing. This study will explore how human communication can be used as a tool in curbing the dangers of child labour and women trafficking thereby effecting social change. Communication researcher, who examined the role of communication, concluded that it is powerful, because it affects human behaviour. People can be manipulated by information, to do anything without resistance. This belief is reflected in the bullet theory or hypodermic needle theory. Okunna (1999) says; like a bullet, the information would be received by the individual directly, and it would have an immediate effect on her, persuading her to behave exactly the way the message advocated. But this theory has an error because the victim is portrayed as a defenseless who cannot argue for herself. Okunna (1999) further says that communication can be beneficial, adverse, or neutral. It all depends on the circumstances of the receiver. Every receiver of information does four major things to the information: receive it; understand it or not; respond to it or not; accept and behave according to its demand or not. When a message is received and understood, communication is effected. When a message is received, understood and responded to, then the communication process is complete. Communication can only be effective when message is received, understood, responded to, accepted and action performed according to the demands of the message.

The Nigerian communication system has, for a long time based their communication function on the western philosophy of education, information and entertainment, forgetting the fact that, a vast majority of her audience are rural dwellers who are poor and illiterate. Okunna (2002) stated that the mass media in Africa has been described as Trojan Horses; for the transmission of western culture and values. Screens have been surrendered to foreign programmes that have little or no redeeming values, as far as the country's culture is concerned. Uyo (1990:25) says: it is common knowledge that Africa's communication system consistently features foreign programmes that debase Africa's culture. Airing of foreign programmes should stop if Nigeria wants to achieve powerful and influential communication systems which will fight social problems like child labour and women trafficking. The influence of foreign culture cannot bring out better attitude and behavioural change because what people see in movies, class exhibition of affluence, it affects the way they behave. For instance, the society's upper class taking advantage of a host of stewards, butlers, maids etc, people think it is a cultural indulgence. This makes them believe that the classical household is not complete without a host of house-helpers waiting on the family.

Society at various levels should fight child labour and women trafficking. In the urban environment, street trading, unsecured apprenticeship, child prostitution, hawking and such other menial and degrading chores are common: whether by parents, foster parents, relatives, masters, mistresses or at the hands of organized syndicates. Children of all ages come under a myriad of abuses sometime, under dehumanizing condition. The 90th session of the international labour organization (ILO) conference held in Geneva, in 2002 noted that with globalization, lack of legal and social protection characterize the informal (private) sector.

Among these conscripts, who are mostly denied the right to education are children of high intellect. Children are regularly drafted, often against their will or for economic benefit as site workers, domestic servants, farm labours, cottage industry hands or arms bearing soldiers in the endless wars in Africa. Human trafficking have no problem about the morality of trading in fellow human beings. Even in modern times, throw back to the era of slave trade hardly invokes any emotions of remorse. For traffickers, the end justifies the means, even when it means giving fake incentives and false hope to unsuspecting victims eager to break out from the hold of poverty. They zero in on vulnerable children who are physically, emotionally and mentally underdeveloped. These children are caught in the web of conspiracy and collusion within the network of syndicates of procurers, bargainers, abductors, transporters, users and abusers. These women and children have little opportunity for escape. The convention on the right of the child (1989) states in part: every child shall have the right not to be induced or coerced to engage in any unlawful sexual activity. Every child shall have the right not to be abducted or sold, or used in child trafficking or child trade, armed conflict and child pornography and child prostitution. This is a sampling of the numerous international conventions, charters and state laws and statutes guaranteeing protection of the right of the child. In Nigeria, despite the efforts of signing into law the Child right Act in 2003, the establishment of National Agency for the prevention of trafficking in person (NAPTIP) by the President, Chief Olusegun Obasanjo, as well as women trafficking and child labour eradication foundation (WOTCLEF) by the wife of the Vice President Mr. Titi Abubakar, Nigerians still traffic human beings.

Vanguard, (October 8, 2002 p.35) writes that the lack of adequate concern by the government towards

this problem has emboldened child traffickers and raised the trauma of entrapped children. There are laws for the protection of children and young persons, but with poverty, lawlessness, ignorance and illegality reigning supreme, government and its agencies responsible for the monitoring and control of human trafficking across the borders post a low performance record. Most often discoveries of child abuse and child molestation are made, such revelations fade into obscurity and are treated more like news sensation, then the criminal illegality deserving appropriate and exemplary punishment for instance. A report by the Sun Newspaper, (August 31, 2003 p.5) where a 60 year old man sexually abused a 10year old girl in Alimosho Local Government Area in Lagos State; the police ordered the man to pay the bills incurred during the child's treatment and advised the little girl's parents to take their daughter home to avoid stigma. A report by Augusta Mmaduegbuna of the Nigerian Television Authority (NTA) where a little girl's palms were burnt by her guardian because she was accused of witchcraft. In another report by Sunday Punch, (September 28, 2003, p.8) about seven slave camps in the southwest of Ogun, Oyo, and Osun states were smashed. Such cases, to mention a few, fade into obscurity Nigeria plays a major role in base camps and transit channels for traffickers and their human commodity. In the country and at border areas, some locations are known to be hot spots for operation. Such areas should become primary centres for rehabilitation re-orientation and re-integration in a coordinated effort to stem the tide of child trafficking.

Vanguard, (October 8, 2002, p.32) further writes that what is required is a multi-channeled drive to slave vulnerable children who are more of less an endangered specie, as well as to conscientise the entire nation on the evils of the trade child labour and women trafficking do not dust debase the victims social misfits by planting a seed of degeneration which truncates the full flowering of tomorrows leadership. The publication further writes that a protective network should be provided at the borders and the right co-operation established to ensure security for the vulnerable and weak members of the society. The agencies of government such as the police, customs, immigration, prisons need sensitizing, re-educating, re-training and re-orientations. Recognizing that women trafficking and child labour phenomenon in Nigeria is exacerbated by its socio-economic environment over-run by high level of poverty. Government should improve economic conditions and employment opportunities for the people. The poorest people experience the most serious and multiple threats to their livelihood.

Habte (1983) further says the media can shape the attitudes, perception, and beliefs of individual. The media can equally educate individuals on the dangers of engaging in child labour and women trafficking and the consequences of the crime. This will go long way in reducing child labour and women trafficking. Njoku (1994) says, Nigeria needs to instill communication equipment that will enable her communicate with all her citizens and make possible the expansion of the frontiers of knowledge. However, the civil society must be adequately inspired to take up the challenge of helping to eradicate the practice of women trafficking and child labour. Some non-governmental organizations (NGO's) are already into fight, but so much more need to be done to sustain and expend the effort.

Vanguard, (October 8, 2002, p.35) reports, programmes of sensitization, civic education, peer group activities at different levels and at different institutions, poverty reduction initiatives, reintegration and rehabilitation count high among measures to engage the attention of the society. The media have a crucial role in information dissemination. The exposure of the evil of child labour and women trafficking is a contribution the media can make towards the protection of children through highlighting society's cultural disorientation and supporting the case of justice for children of modern slavery. Njoku (1994) further says the media is equally known for its surveillance function which is monitoring events and reporting to its audience. In the case of child labour and women trafficking, the media is making a lot of efforts, in reporting news stories about the phenomenon and creating awareness about its sudden upsurge. It equally educates parents on the dangers of sending their children away to guardians and foster parents. But a lot more need to be done by media reports on apprehended culprits of child labour and women trafficking should not be allowed to fade into obscurity as a result of political and financial reasons. Such reports should be followed up; the trails of these cases should be followed until it gets to its logical conclusion.

A report followed up by Abike Dabere of the Nigerian Television Authority (NTA), where a guardian constantly abused her ward, beating her, starving her and chaining her feet to prevent her from running away. This report was followed up, immediately the police was alerted. The lady was arraigned before a magistrate court in Lagos, and after trial she was sentenced to two years imprisonment. It is obvious that, the media play a positive role in fostering social change. According to Lerner (1958:56), a communication system is both index and agent of change in total social system. Schramm (1964:24) in her study pointed out that, the mass media, the great multiplier is a notions best in filling some informational legs and keeping its time table for national development. Okunna (1992) indicates that a small but growing body of research, in less developing nations, indicates the crucial integral role of the mass media. As Nwosu (1990:21-22) states, media communication can contribute to a people's cultural and social development at the factual symbolic and cosmological levels and espouse inter-sectoral approach to any attempt to justify the need for any developing country to develop

itscommunication sub-sector for rural and national development purposes.

Nigeria is witnessing ever rising increase in child labour and women trafficking with all the consequences it entails. Attempts to dissuade individuals from engaging in child labour and women trafficking, the emergence of non-government organizations (NGOs) which are part of the social movement will aid in addressing the issues. Leadership is important if social change is to be achieved. If leadership is poor, not organized, not articulate, not visionary, not committed and has no interest of the society at large, the plan is bound to fail. A good leadership should have direction, should help in blending the participants who hope to achieve change.

STATEMENT OF THE PROBLEM

With the abolition of the Atlantic slave trade by the Western World, more than 200 years ago, one would have thought that trafficking in human beings for selfish reasons have been consigned to the dustbin of history. Rather than that, we get reports from different corners of the globe, which indicate that slavery is still alive and well. Vanguard, (October 8, 2002, p.35) writes that, one of the principles of the 1948 universal declaration of human rights, or the United Nations Charter is that: No one shall be held in slavery or servitude; slave trade in all forms shall be prohibited. The new slavery, which is often inconspicuous, is not marked by ownership alone, but control by means of violence and children are the most vulnerable to the new approach in human trafficking. All these are highlighted by index on censorship January 2000, which state that: it costs about US\$ 2000 to enslave a young woman into a brothel in Thailand. Once there; she will generate as much as US \$75,000 profit each year.

The publication further reveals that, people mostly women, and children in debt bondage in Asia, can be enslaved today for as little as US \$45. This study therefore, becomes necessary to enlighten individuals on the dangers of child labour and trafficking.

PURPOSE OF THE STUDY

Nigeria is not immune from the new global virus of human trafficking. It is a common knowledge that in recent years, many Nigerians have been shipped or air-freighted aboard, for forced labour and sex work. Given the degenerative impact of human trafficking on the Nigerian society, the government and public spirited individuals will have to dedicated their time, energy and resources to confronting this scourge. A lot of efforts have to be channeled towards addressing the despicable problem of human trafficking in Nigeria. To this end, a number of measures need to be taken as a further disincentive to this aberrant act.

Therefore, highlighting the major causes of child labour and women trafficking, as well as stating how the government and non-government agencies can put a stop to child labour and women trafficking are the purpose of this study.

RESEARCH QUESTIONS

1. What are the causes of child labour and women trafficking?
2. Can the press play any role in stopping child labour and women trafficking?
3. What are the roles of the press in child labour and women trafficking?
4. What problems affect the role of the press in the fight against child labour and women trafficking?
5. Which institution can play a role in fighting child labour and women trafficking?

STATEMENT OF HYPOTHESIS

The trade in humans has been given a boost by borderless developments, like the internet, the globalized economy, and the global systems for mobile communication (GSM), which have internationalized human trafficking, through provision of information about source and demand for slaves. A mafia of Kingpins informs this new to slavery and middlemen and women, who have built up increasingly sophisticated international networks that offer help to smoothen the entry into countries.

Human trafficking in Nigeria is presented by this Mafia, who procure travel document, transport fares, accommodation and contacts for these ladies and children, who leave the shores of their homes and countries in illusory search for greener pastures through sex work and hard labour. This sex and labour abroad has been thriving because these women and children have the notion that prostitution pays overseas, as proven by Nigerian ladies in such unholy enterprise who are mainly associated with all the trappings of being abroad, driving posh cars, living in mansions. Ladies and children who do not look before the leap, against the backdrop of crushing poverty in the land, against the irresistible lure of overseas leave the country.

Children who are supposed to be under parental tutelage are taken from one part of the country to another, to work under the York of domestic services. Others have been taken to work under the worst condition in cocoa and rubber plantations, mines as well as transport and petty trading, in violation of the international labour organization (ILO) convention prohibiting child labour, child worker and other dangerous forms of exploitation of children. Human trafficking, in spite of its illegality has continued to still live in some form of

enslavement. Considering such startling data, one can say that more people are in slavery today, than at any time in history.

SIGNIFICANCE OF THE STUDY

The study will provide information on the dangers of child labour and women trafficking. The research on this issue will be of great benefit to parents, children and the society at large. It will enable them realize the importance of curbing child labour and women trafficking. The study is also significant in its attempt to give the meaning of child abuse and women trafficking and its causes. The findings and recommendations of this work create room for the improvement of economic situation of the country, vis-à-vis the living conditions of the people. Finally, this study will serve as a reference material to other researchers who may embark on future research similar to this study.

RESEARCH METHODOLOGY

The research design used for this study is the case study research design. Case study gears towards a thorough understanding of a given social unit. The case study design is based on press reports on child labour and women trafficking which allows for the generalization of findings of this study, based on publication about the subject.

The population of this study comprises of four newspapers – Champion, guardian, Vanguard and Sunday Punch.

The sample size for this study will include sixteen press reports from four newspapers on child labour and women trafficking. The study used the purposive sampling procedure to collect press reports on child labour and women trafficking.

The instrument used for data collection is the code sheet. This instrument is the most suitable for this study. The result will be used in drawing conclusion. The code sheet will contain news reports and editorials of the sixteen newspapers under review for ten months (September 2003 – June 2004).

The study period from September 2003 – June 2004 will be chosen to contain issues on child labour and women trafficking. To ensure the validity of the instrument, the reports gotten will be coded in code sheet with a frequency table and percentage representation.

To ensure the reliability of the instrument, sixteen newspapers under review were content analyzed for a period of ten months (September 2003 – June 2004) in an interval of two months. The reports were analyzed within the study period and finally measured in percentages to ascertain the authenticity of the information and the test instrument.

The researcher gathered newspaper reports and editorials in order to have an objective study. The press reports were gathered because, they will go a long way in helping to answer the research questions as well as drawn conclusions. Publications of Vanguard, Champion, Sunday Punch and Guardian will be studied and analyzed using the purposive sampling

DATA ANALYSIS TECHNIQUE

The research used quantitative descriptive analysis to present the data collected from the sixteen newspapers in tabular and graphic format, using simple percentages for clarity and easy understanding of data. The data is analyzed in terms of number of inches and number of words with their corresponding percentages. Publications of Vanguard, Champion, Sunday Punch and Guardian will be studied and analyzed using the purposive sampling, because reports of child labour and woman trafficking are not regularly published. The contents and reports in these four newspapers from the month of September 2003 – June 2004 is presented in a coding sheet.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

Table 1: *Coding Sheet Showing the Newspaper Publications and Percentages for the Months of September 2003 – October 2003*

Name of Newspaper	No. of publications	%	No. of Word	%	No. of inches	%	favourable Publication	%	Unfavourable Publication	%
VAN	1	25	1200	15.6	67	25.7	-	-	-	-
CHA	1	25	1215	18.2	67	25.7	-	-	-	-
SP	1	25	3971	59.1	88	34.0	-	-	-	-
GU	1	25	60	7.1	38	14.7	-	-	-	-
TOT	4	100	6446	100	260	100	-	-	-	-

Table 1 above is a code sheet publication of Vanguard, Champion, Sunday Punch and Guardian Newspaper, for the month of September 2002 – October 2003. From the table, we have a total publication of four

(40 items. 6446 is the total number of words, 260 is the length. The four (4) reports recorded are all favourable. From the above, Vanguard has one (1) report representing (25 percent) of the total report gathered, with 1200 words representing 18.6 percent and length of 67 inches or (25.7) percent. Champion has one (1) report representing 25 percent with 1215 words (18.6 percent) and a length of 67 inches (25.7 percent). Sunday Punch has only one (1) report representing (25 percent) 3971 words (59.1 percent) and 88 inches (34.0 percent) as length. Guardian Newspaper also has one (1) report which is (25 percent), 460 words (7.1 percent) and 38 or (14.7 percent) inches length. All the four (4) favourable reports recorded in the month of September 2003 – October 2003 will be content analyzed.

The report on p.10 of Vanguard entitled “HIV/AIDS:WOTCLEF” warns Nigerians against deported prostitutes (wed 15-10-2003) in this report, the founder of women trafficking and child labour Eradication Foundation (WOTCLEF) Mrs. Titi Abubakar urged Nigeria men to stay away from deported prostitutes, if they want to stay alive, because most of them have tested positive to HIV. The report on p.34 of Champion entitled “Trafficking in Children, the Nigerian Scorecard” (Sun. 14-9-2003); advised parents to be careful of whom they send their children to, because these traffickers give false incentives just to have their children. Another report on Pages 2, 8, 14 of Sunday Punch entitled, “Slave Colonies Saga Takes New Turn; Return to Slavery”, FT releases 115 slavery kids to Benin” (Mon. 28-9-2003) these reports state how trans-borders child trafficking syndicates were smashed, and emphasized the need for trying the suspects in court.

The last report from p.5 of Guardian entitled “Atiku’s Wife Decries Upsurge in Child Trafficking” (Tue. 14-10-2003). The Story has it that the wife of the Vice President Mrs. Bubakar decried the act of trafficking in children, stating that it has become a source of bad image for the country in the international community.

Table 2: *Coding Sheet Showing the Newspaper Publications and Percentages for the Months of November 2003 – December 2003*

Name of Newspaper	No. of publications	%	No. of Word	%	No. of inches	%	favourable Publication	%	Unfavourable Publication	%
VAN	2	66.5	2815	77.9	70	66.6	2	66.6	-	-
CHA	1	33.5	385	12.	33	33.3	1	33.3	-	-
SP	-		-	-	-	-	-	-	-	-
GU	-		-	-	-	-	-	-	-	-
TOT	3	100	3203	100	105	100	3	100	-	-

Table 2is a code sheet showing the publications of Vanguard and Champion because Sunday Punch and Guardian did not record any report for the month of November 2003 - December 2003.From the table, we find out that the newspaper have a total publication of three (3) items with 203 as the total number of words and 105 as the length of inches. The three (3) reports on record are all favourable. From the table, Vanguard has two (2) reports representing (66.6 percent) and a length of 70 inches or (66.6 percent) Champion has one (1) report representing 33.3 percent. The first reports on p.8 Vanguard entitled “Commissioner raises alarm over child trafficking (Fri. 12-12-2003). The report has it that, the commissioner for womenaffairs Imo State, Mrs. Gertrude urging parents to train their children and not see them as source of income; she further advised traffickers to desist from their wicked act. The second report on p.34 of Vanguard entitled, “child Labour: ILO moves to save kin on Cocoa farms”, (Thurs. 20-11-2003), has it that the International Labour Organization (ILO) has devised means of saving children who are used as labourers in cocoa farms. The story further states that these vulnerable, under aged children are supposed to be under parental guidance and should not be used as labourers and site workers. The last report on p.23 of Champion entitled “Commissioner alerts Women on Child Trafficking, (Wed. 19-11-2013) reported that the Commissioner for Women Affairs, Mrs. Gertrude Oduka advised mothers to be cautious. She stated that, with the sudden turn- around in child trafficking, they should not allow their children fall victim.

Table 3: *Coding Sheet Showing the Newspaper Publications and Percentages for the Months of January 2004 – February 2004*

Name of Newspaper	No. of publications	%	No. of Word	%	No. of inches	%	favourable Publication	%	Unfavourable Publication	%
VAN	-	-	-	-	-	-	-	-	-	-
CHA	2	66.6	2387	76.3	63	58.5	2	66.6	-	-
SP	-	-	-	-	-	-	-	-	-	-
GU	1	33	740	23.6	46	41.4	1	33.3	-	-
TOT	3	100	3127	100	111	100	3	100	-	-

Table 3above is a code sheet showing the publications of Champion and Guardian, as Vanguard and Sunday Punch did not record any report for the month of January 2004 – February 2004. From the table, we find out that the newspaper have a total publication of three (3) items, with 3127 as the total number of words and 111 as the length of inches. The three (3) reports on record are favourable. From the table, Champion has two (2)

reports representing 33.3 percent) with 740 words (23.6 percent) and a length of 63 inches (41.1 percent). All the three (3) favourable reports recorded. 1-2-2004), has it that, the police apprehended a in the month of January 2002 – February 2004 will be content analyzed. The first report entitled “62 Kids rescued from child traffickers” from Champion p.3 (Sun.1-2-2004). This report has it that the police apprehended a group of child traffickers who were trying to ship 62 children to Gabon after a tip off. The story further stated that the Inspector general of Police, Mr. Tafa Balogun advised the men of Nigerian Police Force to be more diligent in discharging their duties. The second report entitled “New Curriculum on Child Labour Studies” from Champion (Thurs. 15 -2 – 2004,p.6) theUnited Nations International Children’s Education foundation (UNICEF) has decided to ensure the protection of children and young persons. This it hopes to achieve by educating both children and their parents though the media. The last report from Guardian entitled “how to Combat Child Labour by Report” (Thurs. 1 - 1- 2004) has it that the National Medular Child Labour Survey released in Abuja recommended a number of ways for tackling the challenge of child labour and women trafficking. These measures include assessing the existing poverty alleviation programmes for their impact on families; implementation of the Universal Basic Education (UBE) which should be free and compulsory covering primary and secondary levels, etc.

Table 4: Coding Sheet Showing the Newspaper Publications and Percentages for the Months of March 2004 – April 2004

Name of Newspaper	No. of publications	%	No. of Word	%	No. of inches	%	favourable Publication	%	Unfavourable Publication	%
VAN	-	-	-	-	-	-	-	-	-	-
CHA	2	100	3352	100	86	100	2	100	-	-
SP	-	-	-	-	-	-	-	-	-	-
GU	-	-	-	-	-	-	-	-	-	-
TOT	2	100	3352	100	86	100	2	100	-	-

Table 4 above is a code sheet showing the publications of Champion, while Vanguard, Sunday Punch and Guardian did not record any report for the moths of March 2004 – April 2004. From the Table, there is total publication of two (2) items both from Champion. It has 3352 as the total number of words (100 percent) and length of 86 inches (100 percent). The two (2) reports recorded by champion are favourable and will be content analyzed. The first report from Champion entitled “19 Million Victims of Child Trafficking” on p.3 (Mon. 23- 3 - 2004) has it that, the International Labour Organization (ILO) has stipulated that 19 million children are trafficked worldwide, each year. The report further notes that the Governmental Organizations and Public-Spirited individuals to come to the aid of these children who are dehumanized. The second report on p.38 of Champion, entitled “Nigerian Kids go for N2.5m across the Border” (Sat. 24 -4-2004) has it that traffickers make huge amount of money from the illicit trade of child trafficking, and for this reason find it difficult to stop, but insisted that the government should put in extra measures to address the issues.

Table 5: Coding Sheet Showing the Newspaper Publications and Percentages for the Months of April 2004 –May 2004

Name of Newspaper	No. of publications	%	No. of Word	%	No. of inches	%	favourable Publication	%	Unfavourable Publication	%
VAN	1	25	1800	25.3	73	22.5	1	25	-	-
CHA	1	25	1647	23.2	68	20.9	1	25	-	-
SP	-	-	-	-	0	0	-	-	-	-
GU	2	50	3634	51.5	184	56.6	1	50	-	-
TOT	4	100	7081	100	325	100	3	100	-	-

Table 5 above is a code sheet showing the publications of Vanguard, Champion and Guardian. Sunday Punch did not record any publication or the months of May 2004 – June 2004. Form the table, we find out that the newspaper have a total publication of four (4) items, 7081 is the total number of words, 325 is the length of inches. The four (4) reports on record are favourable.All the four (4) reports recorded will be content analyzed.

The report of p.35 of Vanguard,entitled “Human Trafficking: The Nigerian Perspective” (Tues. 8-6- 2004) has it that, the Federal government should get to the heart of human trafficking menace, and further state that the pres should cooperate with Non-governmental organizations (NGOs) in educating individuals on the dangers of child labour and women trafficking. Another report on p.35 of Champion entitled “UNICEF raises fresh alarm over child trafficking” (Sat. 8-5-2004) has it that the United Nation International Children’s Fund (UNICEF) has called on other corporate institutions to help the fight against child trafficking. The story further notes that a call was made to African government tojoin forces with non-governmental organizations in introducing more measures against the assault on humanity. The next report on p.51 of Guardian entitled“Our Campaign against Child trafficking” (Wed. 19 – 6 – 2004) notes that a non-governmental organization (NGO) known as Women’s Consortium of Nigeria (WOCON), committed to the fight against the trafficking of women and children, has launched a national campaign and conducted workshops on Sensitization of rural communities

about the suffering of trafficked children. The last report from Guardian p.22 entitled “the scandal of child trafficking (Tues. 29 - 6- 2004) has it that the pressures of urban migration influence child trafficking. The report further states that the press has a crucial role in information dissemination by exposing the evil of child trafficking.

DISCUSSION OF FINDINGS

A total of 16 reports were reviewed and coded from the month of September 2003 – June 2004. All the reports are favourable, a breakdown of the reports shows that Vanguard has a total of 3 reports within ten (10) months under study, Champion has 7 reports, Sunday Punch has 2 reports and Guardian has four (4) reports. The reports of the publications show that the majority of the victims of child labour and women trafficking are born to parents of lower class who are uneducated and unskilled; some parents see their children as a source of income because of poverty, and as a result of ignorance give out their children to foster parents, relatives, masters, mistresses and fiends for incentives which they usually don't get; and government agencies, the media and non-governmental organizations (NGOs) are involved in the fight against child labour and women trafficking.

CONCLUSION

The causes of child trafficking include greed, illiteracy, poverty, ignorance etc. The press has a role to play in putting an end to child labour and women trafficking programmes of sensitization and surveillance are some of the ways the press can help in fighting human trafficking. Surveillance entails monitoring the activities of traffickers by the media and reporting to their audience.

Reports on child labour and women trafficking are not published regularly, and when they are published, the space allocated to them is small, this does not give room for in-depth reporting. Majority of the masses are illiterates, they cannot read published articles and reports on child labour and women trafficking. Thus, it can be concluded that poor circulation, scanty coverage and illiteracy affect the role of the press in the fight against child labour and women trafficking.

RECOMMENDATIONS

The following recommendations were made:

1. Greater efforts should be made by the government agencies, non-governmental organization and the media to educate the masses on the dangers of engaging in child labour and women trafficking and the suffering of trafficked children.
2. The government should make the human trafficking legislation, passed by pursuing it with a strict policy of enforcement. This is considering the fact that any law without enforcement is bound to fail.
3. The security agencies, particularly those along the borders, like the Nigerian immigration Services and the Nigerian Customs Service, should be trained in the area of tracking down syndicates involved in the heinous crime. The Nigerian Police will also have a role to play in detecting perpetrators of the crime.
4. The Federal government should come to terms with the economic adversity as the root of the problem of human trafficking. This will require wrestling poverty and desperation.
5. Apprehended child traffickers should be tried in court. The media should follow-up the trial until the trail gets to its logical conclusion. This will serve as a deterrent to the other child traffickers.
6. Universal basic Education (UBE) should be guaranteed at both primary and secondary school levels to relieve parents the burden of school fees.

REFERENCES

- Abubakar, M. (2003). “Atiku’s Wife Decries Upsurge in Child Trafficking”. *Guardian Newspaper, Tuesday October 14, 2003, 20 (9093)*.
- Adebayo, O. (2004). “How to Combat Child Labour by Report”. *Guardian Newspaper, Thursday, January 1, 2004, 20 (9171)*.
- Adler, C. and rodman, B. (1979). *Communication and Effect*. New York: Dennis Publication.
- Asika, N. (1991). *Research Methodology in the Behavioural Science*. Lagos: Longman Nigeria Plc.
- Dominick, J. (1993). *The Dynamic of Mass Communication (4th edition)*. Baltimore: McGraw Hill Inc.
- John, M. and Grover, C.A. (1985). *World Mass Media System*. New York: Longman Inc.
- Kinikanwo, A.A. (1999). *Social Change and Social Problem in Nigeria*. Owerri: Springfield Publishers.
- Linden, A. (1989). *Communication Assistance for Third World Communities*. New Jersey: Dutch Publications Plc.
- Njoku, C.U. (2004). *Contemporary Social Problems*. Abuja : Novotel Press Ltd.
- Nworgu, B.G. (1991). *Educational Research Basic Issues and Methodology*. Ibadan: Wisdom Publishers Ltd.
- Nwosu, I.E. (1990). *Mass Communication and Nation Development*. Aba: Frontier Publishers Ltd.
- Okunna, S.C. (1995). “Small Participatory Media Technology as an Agent of Social Change in Nigeria” *Journal for Media Culture*

- Okunna, J.C. (2002). *Teaching Mass Communication – A Multidimensional Approach*. Enugu: New Generation Books.
- Oladipo, S (1995). “Small Participatory Media technology as an agent of Social Change in Nigeria”. *Journal for Media Culture and Society*, 17 (4), 615 – 627.
- Onuora, E.N. (1985). *Communication and Social Development in Africa*. Enugu: Forth Dimension Publishers.
- Rodney, W. (1990). *How Europe Underdeveloped Africa*. Dares Sallem: Dares Sallem Publishing House.
- Schramm, W. (1964). *Mass Media and National Development*. Stanford: University Press.
- Servaes, J. and Arust, R. (1992). *Participatory Communication for Social Change*. New York: Longman Inc.
- Uwakwe, O. (2003). *Communication national Development*. Onitsha: Afri-links Books.
- Wilson, D. (1997). *Communication and Social Action*. Port Harcourt: Sparks Group Company.

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:

<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

Academic conference: <http://www.iiste.org/conference/upcoming-conferences-call-for-paper/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

