

CAMPAIGN AGAINST OIL EXPLOITATION IN NIGER DELTA:
A SURVEY OF STUDENTS PERCEPTION OF THE MOVIE OLOIBIRI

BY

IDEHEN ELIZABETH

MAT.NO:ART1701491

UNIVERSITY OF BENIN

BENIN CITY, NIGERIA

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A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
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DECLARATION

This project work is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. Ambrose Uchenunu. All findings and analysis in the study are product of my personal research and where the views of others have been used and expressed, they were duly acknowledge using references

IDEHEN ELIZABETH

ART1701491

CERTIFICATION

This is to certify that this research work was duly carried out by Idehen Elizabeth in the Department of Mass Communication, Faculty of Arts, University of Benin, in partial fulfilment of the requirement for the award of Bachelors of Arts (B.A) in Mass Communication.

DR. AMBROSE UCHENUNU

Date

Project Supervisor

Dr. F.P. Olise

Date

Head of Department

DEDICATION

This work is dedicated to the Almighty God for his infinite goodness and his abundant mercy, grace, favour, guidance, protection and above all providing me with wisdom and understanding and for seeing me through the completion of this project work.

ACKNOWLEDGEMENT

This work is a product born out of the contribution of various writers, scholars and intelligent minds which have in one way or the other affected the outcome of this research.

I will begin by acknowledging the presence of God in my life, most especially for his abundant mercy and love that he showered on me during my four years stay in the university. I also want to acknowledge my ever supportive, loving and caring parents, Mr and Mrs Idehen for their prayers, parental and moral guidance and for continually being there for me. Your words of encouragement helped me through the tough days. I will forever be grateful to the both of you.

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ABSTRACT

This study focuses on surveying students' perception of the movie, *Oloibiri* as a campaign against oil exploitation in Niger Delta. The study was anchored on Agenda Setting Theory and Dialectical Materialism Approach Theory. The survey research method was adopted for the study with the effective use of a well-structured questionnaire to ascertain public perception of the movie as a campaign against oil exploitation in Niger Delta. Findings from this research indicated that the movie was very successful in campaigning against oil exploitation in Niger Delta. In addition, the findings of the study indicated media advocacy and sensitization were campaign strategies employed in the movie. More so, *Oloibiri played a significant role* in exposing the menace of oil exploitation in Niger Delta and reinforced people's opinion on how oil exploitation should be handled. The study recommends that for issues of oil exploitation to be drastically reduced, Sustainable development could still be attained in the Niger Delta region when environmental protection laws alongside favourable oil industry and land tenureship/derivation principles are stringently put in place in the Nigerian polity. Also significant in this finding is the machinery of governance to treat Niger Delta Region issues with probity, accountability and service to the people.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Oil exploration activities commenced in the deltaic region of Nigeria in the early 1990s by a Germany entity referred to as the “Nigeria Bitumen Corporation” which started her exploratory activities in the Araromi area of the then Western Nigeria but their activities were truncated by the outbreak of the World War I in 1914 (NNPC:2005:1-2). Oil exploration activities thereafter started with the Shell D’Arcy (the forerunner of Shell Petroleum Development Company, SPDC of Nigeria) in 1937 when Shell was awarded the sole concessionary rights covering the whole territory of Nigeria. Their activities were also interrupted by the World War II but they resumed in 1947 and with concerted efforts, after several years and investment of over 30 million, the first commercial oil was discovered in 1956 in Oloibiri in present Ogbia Local Government of Bayelsa State in the Niger Delta region. This discovery opened up the oil industry in 1961 in Nigeria, bringing more oil firms like the Agip, Mobil, Sarap (now Elf), Texaco and Chevron to petroleum prospecting both in on shore/offshore areas of Nigeria (Nigeria National Petroleum Corporation, NNPC; 2005:1-2).

From then “oil production rose from initial figures of 5,100 barrels per day (bpd) from the first well in Oloibiri to today’s production of over 25 million bpd, even though our OPEC quota specification is based on 2.15 million bpd” (Okaba, 2008:8).

Ironically, this was the genesis of the series of problems which have bedeviled the region in recent times. According to Premo (2005:16):

World attention shifted to the Niger Delta as oil rigs, wells and exploration activities eroded the territory, the initial excitement that greeted the discovery of oil in commercial quantity in the modest community of Oloibiri, soon died down. Exploration came with exploitation and like early colonialists into Africa; the western oil companies noticed the euphoria of the rural populace. For a little carrot of a ferry terminal or jetty, millions of dollars worth of oil was taken from their land. And then one day, the people woke-up to the reality that rather than peace and joy, the black gold had brought sorrows and tears to their land. Their dreams died in their strides.

Paradoxically. Niger Delta remains the poorest region as earlier stated, due to the ecologically unfriendly exploitation of oil and Gas and state policies that expropriate the indigenous people of the Niger Delta, of their rights to these natural resources.

Ecological devastation, which is occasioned by the activities of multinational oil companies (MNOCs) have rendered useless farming and fishing, which was previously the mainstay of the Niger Delta rural populace. The Niger Delta environment is not developed to further sustain the people after the destruction of the eco system that had kept the people together. The height of it is that the environmental degradation continuously occur through oil exploration activities such as gas flaring, oil spills, canalization to oil fields, seismic explosives detonation etc. thereby creating artificial challenges to development but the region is not considered for holistic development, rather the concepts of wider, national and internal power struggle to control meagre funds for the development of the Niger Delta are always been politicized.

Hence, the areas remain in dire need of development.

It is the dynamics of this interconnectedness and probable solution to the problems causing the challenges of development despite the huge oil revenue from the area.

Oloibiri is a Nigerian action thriller film directed by Curtis Graham, produced by Rogers Ofime .and starring Olu Jacobs and Richard Mofe Damijo. The film tells a story on how government agencies, along with oil companies exploited the newly discovered oil in the historic town of Oloibiri. Professor Jerry Gana described the film as having a “clear and powerful message” on the sufferings of people in the Niger Delta. Richard Mofe Damijo, who played the role of a disgruntled indigene, who became a militant. “Gunpowder” in the oil rich town described his role as a “modern day Robin hood”. He also stated that he hopes government and international organizations will come to the aid of people in Niger Delta. The story is based on true events: *Oloibiri* movie is an expose on the plight of Niger-Deltans abandoned by the government and oil multinationals. Based on true-life events, the movie was produced to drive change.

A campaign is usually about spreading a positive message in a compelling manner, inspiring those who engage with it to change; campaigning is an engine for social change. A campaign for social change is much more than simple media and communication technique. It involves creating awareness, a sense of urgency and a need for change. This is basically what the movie, *Oloibiri* portrayed.

Based on the aforementioned the primary purpose of this study is therefore to find out how students perceive the treatment of oil exploitation in the movie *Oloibiri*.

1.2 STATEMENT OF THE PROBLEM

Oil exploitation and exploration which has its source in the Niger Delta was celebrated February, 2008 as fifty (50) years of oil exploitation in Nigeria. In spite of wealth generation by oil exploration and exploitation, opinions of observers on the performance of the oil production

sector especially its developmental relation with oil host region/communities has not been impressive. Despite the increasing attention on Oil Exploitation in Nigeria, most literatures are based on intuitive accounts. This gap needs not wait further, and it imposes limitation to not only efforts to design and carry out a truly scientific and systematic approach to the study of Oil Exploitation but also on policy implication. This gap in knowledge is what this study seeks to fill that is, to evaluate the campaign done against Oil exploitation in Niger Delta, the challenges of development and student's perception of the Nigerian movie, *Oloibiri*.

1.3 Objectives of the Study

1. To find out students' exposure to the issue of oil exploitation with reference to movie, *Oloibiri*.
2. To find out students' perception of the issue of oil exploitation with reference to the movie, *Oloibiri*.
3. To find out the campaign strategies used in the movie '*Oloibiri*' in the treatment of oil exploitation.
4. To identify the role of the media in the campaign against oil exploitation in Nigeria.

1.4 Research Question

Arising from the study objectives, the study was guided by the following research questions:

1. What is the level of exposure of Nigerian students to the issue of oil exploitation with reference to the movie, *Oloibiri*?
2. What is the perception of students of the issue of oil exploitation with reference to the movie, *Oloibiri*?

3. What is the campaign strategies used in the movie,, *Oloibiri*, in the treatment of oil exploitation?
4. What is the role of the media in campaigning against oil exploitation in Nigeria with reference to the movie, *Oloibiri*?

1.5 Significance of the Study

This study will help to:

Expose certain shortcomings in our approach as students/researchers to tackle the Niger Delta question in the Nigerian federation. Multi-national oil companies (MNOCs) and government shall through the result of this research rededicate their efforts to the morality issues of why the Niger Delta region requires aggressive development.

Reveal the hidden character which is causing instability in a region which is poverty stricken in the midst of plenty, the Niger Delta Region of Nigeria, an environment responsible for the economic boom which the Nigerian government has enjoyed for decades but nothing to show in the region.

Educate the general public on the effects of oil exploitation

Serve as a means to understanding the intrigues in oil production that metamorphosed to underdeveloped and crises in the Niger Delta. Hence, the tasks of solving the crises and possible enhancement of socio-economic development and unity of the Niger Delta and Nigeria as a whole is achievable via applicable of moral standard to oil exploitation.

1.6 Scope of the Study

This study will be conducted and streamlined to students of the University of Benin, Benin City metropolis of Edo State. The researcher will cover area as such as the manner in which oil exploitation is conducted in the Niger Delta Region and how the environment is contaminated via the activities of oil exploitation, thereby leading to abrupt destruction of her natural habitats. It will also expose the factors responsible for oil exploitation in Niger Delta.

Furthermore, this study will be reviewing and analyzing the Nigerian movie, Oloibiri (a Nigerian movie produced by Rogers Ofime and directed by Curtis Graham) in a bid to investigate the perception of Nigerian university Students about the movie, Oloibiri and its relationship to the present reality of the menace of oil exploitation in Niger Delta, which in the long run will help proffer adequate solution to the end of the menace.

1.7 Limitation of the Study

The major limitation for this study was the fact that most respondents could not easily recall important details from the movie. Some other constraints encountered in the course of conducting this research comprise short duration, time and monetary constraints.

However, in spite of this, the researcher made sure that all these problems were well managed for a good result.

1.8 Operational Definition of terms

Campaign: An organized course of action to solve the issues of oil exploitation in Niger Delta. It is a planned series of activities that are intended to achieve a society void of oil exploitation.

Oloibiri: the title of the movie being reviewed and the name of the community where oil was first discovered in Nigeria.

Movie: A movie is a recording of an image that tells a story and that people watch on a screen or television

Perceptions: Perception refers to the way in which something is regarded, understood or interpreted. It is a sensory experience of the world.

Oil: it is a chemical substance it is greasy and in a liquid form, they can be used as lubricants.

Exploitation: it refers to taking something from someone selfishly in order to benefit from it.

Oil exploitation: it refers to forceful taking of resources in a way that will benefit from it, rather than trying to help.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

This chapter presents the review of related literature for the study. It would at first take us through an in-depth overview of oil exploitation; factors responsible for oil exploitation, impact of oil exploitation in Niger Delta, challenges of development in Niger Delta

Following this is an in-depth review of the movie, Oloibiri. The plot and settings

In all, the chapter reviews relevant literature to the study. The source of the literature used in the research work is revealed. The literature is organized and structured in the following headings.

1. Review of concepts

2 .Review of related literature

3. Theoretical framework

2.2 Review of Concept

This section seeks to review the concepts that have been adopted during the course of this research. These concepts therefore, form the major backdrop of this research work. The concepts used are the diverse opinion of recognized authorities concerning issue of oil exploitation. It also, looks at the challenges of oil exploitation in Niger Delta, impact of oil exploitation in Niger Deltas as well as factors responsible for oil exploitation.

2.2.1 Oil Exploration and Exploitation

The oil prospecting and exploitation in the Niger Delta has not only altered people's livelihoods, but continues to disrupt the natural balance of the region's earth crust. George (2000) recognizes the methods of oil exploration, namely: Analysis of existing geological and other information; seismic surveys; and exploration drilling; he mentioned that of particular destructive impact of the earth's makeup is the use of seismic survey.

This method involves the gathering of information through sound waves into the earth's crust to measure the depth of the rock layers and the use of dynamites and explosives. The explosives are either detonated in the bowels of the earth through water bodies or dry land. In addition to its direct impact on the aquatic stocks in the area, the after effects or shocks are known to sometimes cover as much a radius of 10 kilometers (Bassey, 2001). The implication of this is that, more oil is explored in the Niger Delta region using this method, the more the region's natural environment witness shocks and rifts in its crust.

Development

Development means different thing to different people, depending on their intellectual, ideological beliefs and the issues in question (Obinozie, 1999:157). It means reduction in the level of poverty, unemployment and inequality. Another definition of development is that; it is the liquidation of poverty, employment generation and satisfaction of basic needs. Development also refers to the efforts and results of transforming the physical and social environments within which human beings operate for the purpose of enhancing their living standards.

It is an obvious fact that the concept of development is a man- centered process that leads to qualitative improvements in the standard of living. The measurement of development include, advanced infrastructures, enhanced education, training and greater employment opportunities, affordable cost of living , probity and accountability in governance , greater self-reliance especially, stability, affordable food, production, development of technology, improved productivity, sustained political stability and a healthy population (Onuoha 2007:71-72).

Therefore, there is no doubt that development addresses a number of objective factors that include conflicts and insecurity. Poverty, unemployment, uneven distribution of income and resources and political instability etc. which are casual factors of conflict, but with development these are tackled.

Impact of Oil Exploitation in Niger Delta

Nigeria crude oil reserve is over 25 billion barrels, while the crude oil production per day is estimated at 2.2 million barrels (Nwilo and Badejo,2001). Nigeria, with the largest natural gas reserve in Africa and the second largest oil reserve, also in Africa, is the largest producer of oil in the continent.

According to Kareem, Kari, Alam, Chukwu, David and Oke (2012), all stages of oil exploitation negatively affect the environment, and the greatest single intractable problems caused by oil exploration in Niger Delta is oil spillage. In trying to extract oil, the host communities have suffered grievously in terms of direct loss of their farming lands and fishing waters due to spill.

Environmental damage due to spill has both short-term and long-term effects. The effects could last for decades even after clean-up exercise. When oil spills, it coats every substance it comes in contact with, plants absorb it and get damaged and the entire land (forests and wetlands) and water bodies become most unsuitable for sustenance of life, the entire ecosystem in contact with oil becomes contaminated. In water, fish and other smaller organisms which are essential links in the global food chain are destroyed, while on land, wildlife habitat becomes too hostile for continued exercise of its inhabitants. In his study on special issues on Africa –based oil exporting companies, Snapps (2011) opined that the wide-scale contamination of farmlands, creeks, swamps and rivers in the Niger Delta is the result of oil exploration, refining and other allied business activities in the region. Oil-related environmental degradation is a direct consequence of oil exploitation. The very long period of intensive oil activities in this area, dating back to 1956, has been implicated in the large scale pollution, environmental degradation, soil impoverishment, destruction of aquatic life, diminishing agricultural productivity, displacement and mass exodus of youths to cities, restiveness initiated by youths left behind, numerous vices which includes kidnapping, vandalism and other social ills. Evidently, the people's core interests and aspirations have not been properly articulated and factored into the daily operations of the MNOCs involved in the continuous oil extraction in the region. In the course of extraction too, spills occur on different scales.

Oil exploration and exploitation are meant to bring development both on the issues of per capita income, Gross National Product (GNP) and also in the socio economic context. The socio-economic context of development implies modernization “a process whereby a society is re-oriented in its structure, institutions values and patterns of behavior. The Niger Delta communities have remained grossly socio-economically underdeveloped and pauperized amidst the immense oil wealth owing to systematic equilibrium in the production exchange relationship between state, the trans-national companies and the people (Essaghah, 2008). Environmental degradation of the oil-rich Niger Delta region has been wanton and continuous with dire health, social and economic consequences for its people, for over three decades. corroborating the above submission is the positive of Worgu (2000), in his study titled Hydrocarbon Exploitation, Environmental Degradation and poverty in Niger Delta, that oil exploitation has had adverse environmental effects on soils, forest and water bodies in the host communities.

In assessing the impact of oil activities on the environment and subsequently the implications on the economic development of the oil bearing communities, environmentalists agree on the adverse socio-economic consequences of oil spill on host communities citing the soil fertility as the most adversely affected thus creating a monumental reduction in agricultural productivity. Environmental degradation arising from oil spills result in internal displacements of communities, diminished productivity of farming and fishing, mass relocation, occupation and income losses , poverty, induced voluntary and involuntary migration , loss in ancestral homes and familiar surroundings, loss in religious and cultural artifacts, youth restiveness and inter community clashes. This view translates into colossal loss of income and source of livelihood, forcing the farmers to abandon their lands to seek succor through other means which in most cases are not available.

The Wrong Concept Yielding the Niger Delta Oil Production in Nigeria

Agbosei, opined that Nigerian state has demonstrated over the decades, that the people and environment of the Niger Delta Region is relevant to the nation as a viable economic reservoir, as she pays lip services to the frequent ecological disasters threatening the people on a seasonal basis. Successive government in Nigeria termed the Niger Delta Region “difficult terrain” for development as a result of its “Deltaic” nature. This difficult terrain clamour by the Nigerian government encourages successive leaders to create challenges of development in the Niger Delta. Imagine social infrastructures in this region are near absent. In fact East/West road that links to the three major oil producing states (Bayelsa, Delta and Rivers) is still in mess. The Nigerian states get agitated only when oil production is threatened. Which cases such as oil blow-out, hostage taking of foreign expatriates, vandalization of pipe lines etc. are reassuredly resolved then anything else can happen to the people God blessed with resources but oppressed.

The oil multinationals take advantage of the naivety, lack of political will and corruption of the Nigerian state to breach with impunity most memoranda of understanding (MOU) signed with oil bearing communities. They also violate municipal and international environment protection laws. Over 82% of crisis between the oil companies and host communities between the years 2003-2005, are traceable to disrespect for MOU by the oil company officials (Okowa, 2005).

The Nigerian state is fundamentally a feudal system. It is true that the British introduced capitalism and liberal democracy in the course of their imperialism. However, the fundamental value remain feudal, social orientation remain feudal and liberal democratic values yet to develop fully.

Of course, in a feudal system, the feudal lords own “everything”. The oil wealth of the Niger Delta belongs to the feudal lords. This is why Nigerian leaders have the impetuosity to loot our resources for their private use. The looting starts at the national level and percolates to the state, local government and communities. Therefore, in a political system impregnated with feudal orientation, it is normal for our leaders to personalize “everything”, power is personalized and societal resources are also personalized. Those who criticize the personalization of common wealth are seen as criminals and deviants. It is vital to understand the fundamentally feudal orientation of our people in order to appreciate the difficulties involved in the challenges of development in the oil rich Niger Delta region of Nigeria.

Oil ordinarily should be a blessing to Nigeria in general and the Niger Delta in particular. However the fundamentally feudal character of the Nigerian state and systemic corruption has ensured that the oil wealth derived largely from the Niger Delta has become a mixed blessing to the country as a whole but an outright curse to the region.

The exploitation of oil resources in the Niger Delta by the multinational oil companies (MNOCS) supposed to maintain an equitable relation, sustainable environmental management, respect for human rights, responsive and corporate responsibilities, local participation and promotion of good governance should have ordinarily been the underline trans-national corporate objectives.

Multinational oil companies and host communities relations should also be that of mutual collaboration and support but available literature all points to the constraints; hence making the situation unfriendly and hazardous for host inhabitants.

Therefore, the era of man attached to the concept of feudalism (as Nigeria in the oil case) is no longer practiced hence, the opt for moral consideration of the oil rich region with special analysis to the oil host communities who supposed to be the primary focal population in terms of developmental strides with the oil money but denied should be inevitably corrected.

2.2.2 Oloibiri

The Plot

When crude oil was discovered in Oloibiri in 1956, an educated Timipre (Olu Jacobs) could not influence his kin to demand that they have control over how the oil company extracts the oil, and ensure that their people are employed in decent positions in the companies because they were satisfied with the minute promises of the LESH company- a fictitious representation of shell-BP. After many years, he is now tormented by his past- the catastrophe that befell the people of Oloibiri.

However, Boma, aka Gunpowder (Richard Mofe-Damijo), a graduate of geology and a former employee of LESH, and his gang have become vigilantes in the oil-rich region and proving the nemesis of white companies and locals looking to further exploit the area. Gunpowder kills his former partner, Dogo, whom he accuses of greed. Things get pacier when news arrives that there's been an approval for Foreshaw to extract oil from Otuagbagi, a nearby community- a deal worth \$300 million in revenue each year. But Gunpowder had infiltrated Foreshaw and has a spy working as a personal assistant to the founder and director of the organization, Mr Powell (Williams R. Moses). The spy, Powell's PA (Dayton Sinkia) helps gunpowder deliver a mail to Powell in a bid to dissuade Foreshaw from continuing with the plan.

Powell finds picture of malnourished Nigerian children and those affected by crude oil poisoning inside the envelope.

Nevertheless, Powell has good intentions for the communities and wants to help solve their problems, unlike other oil companies. He decides to visit Nigeria to see things for himself with the help of their Nigerian representative, Cyril Beke (TK Bello). Cyril seldom cares about the state of the communities and is only interested in enriching his pocket. Powell arrives in Nigeria but his convoy including Cyril, and a group of soldiers, is ambushed by heavily armed Gunpowder and his men. Powell initially escapes with the help of a soldier and is found by Timipre's grandson's love interest, a doctor who takes Powell to Timipre's house. Timipre threatens to take Powell to Gunpowder but the lovers manage to convince him to help Powell. He eventually agrees and connives with Gunpowder's mother to find a haven for Powell. Meanwhile security personnel were already aware of the attempted kidnap.

Whereas Azu and Dobra, Gunpowder's accomplices in the US have kidnapped Powell's family and his second in command (Mr Sheen), ransoming him to initiate a cancellation of the Oil Mining Lease (OML). However, exasperated Gunpowder eventually captures Timipre, his grandson. The doctor and Powell. The OML is now cancelled but Gunpowder reneges on his agreement with Azu and Dobra to release Powell when the OML is cancelled, insisting that Powell and the likes of Cyril Beke must pay with their blood. Infuriated by Gunpowder's betrayal and blood lust, Azu reports himself to the police and reveals Gunpowder's hideout. In the meantime, Timipre kills one of Gunpowder's boys. Heavily armed soldiers then attack Gunpowder's hideout, outnumbering and overpowering them. Gunpowder is shut down from his watchtower and as he falls, a glass cup falls and shatters from the hands of his mother, a sign that his son had died. Then we see a younger version of him in front of an altar with a Rosary, saying,

“Father please bless my Rosary”. Upon landing, his body is soaked in a pool of crude oil pouring from the top.

The movie ends with a newspaper report that Timipre has become a representative of the community and will be working together with Foreshaw in the best interest of the locals.

The Setting

The shooting of the film started in Winnipeg, Canada and ended in Oloibiri village In Bayelsa State. This screenplay for the feature-film, *Oloibiri* (2015/2016), was commissioned by Right-angle productions, Nigeria, and Theatron Media, Canada, to address exploitative oil-explorations by multi-national corporations in Nigeria’s Niger-Delta.

Oloibiri premiered at Cannes (2015), screened across Nigeria and in selected U.S cinemas, provoked a public apology from Nigeria’s Ex-president (Yakubu Gowon) to Niger-Deltans, won “Best Screenplay” at NAFCAs, and “Best Foreign Film” at San Diego Black Film Festival (2016). The screen-writer’s reflection on *Oloibiri*, detailed in an interview, was published in the journal of African Cinemas (2017).

2.3 Review of Related Literature

This section of the research looks at media campaign against Oil Exploitation, the place of film as a campaign against social vices and fighting against oil exploitation in Nigeria

2.3.1 Media campaign against Oil Exploitation

According to the Oxford Advanced dictionary, a campaign is an organized course of action such as Public speaking, demonstrations etc. to achieve a particular goal. It is a planned series of activities that are intended to achieve a particular aim. Campaigns are usually to effect change in

a particular part of society. Campaigns for policy change rarely achieve rapid results. Good planning and organization must combine with the ability to mobilize broad coalitions of public and political support towards a common goal which is to campaign against Oil Exploitation in Nigeria. Campaigning is often confrontational in nature. After all, a campaign would not be needed if government were receptive to the policies being advocated.

Advocacy

Advocacy is the active support of an idea or cause experienced through strategies that influence the opinions and decisions of people and organizations.

In the social and economic development context the aims of advocacy are to create or change policies, laws, regulations, distribution of resources or other decisions that affect people's lives to ensure that such decisions leads to implementation (Henry& Rivera, 1998; Coffman, 2002). Such advocacy is generally directed to at policy makers including politicians, government officials but also private sectors whose decisions impact upon people's lives, as well as those whose opinions and actions influence policy makers, such as journalists and the media, developing agencies and large NGO's.

Mobilization

Mobilization is essentially a process for reaching out to different sectors of a community and creating partnerships in order to focus on, and ultimately address, a pressing issue such as oil exploitation. Community mobilization supports combating the menace of oil exploitation in Niger delta by empowering community members to take actions to facilitate change. This includes disseminating information, generating support and fostering cooperation. Mobilization

efforts are often described in literature as “building community”, “community engagement or involvement”. Though some of these terms refer to specific structures, the underlying goal of engaging a wide-range of community members to create and implement a shared vision. This process, known as “Mobilization”, should enhance the ability of the community as a whole to address oil exploitation.

Examples of media campaign against Oil Exploitation in Nigeria

Amnesty organization

The sticky black truth, Shell makes billions of dollars from selling oil and gas every year, and spends a fair bit of it on glossy marketing- including a project called #makethefuture, which asks young people for bright ideas to change the world. No amount of shiny PR can hide the sticky black truth about Shell’s ongoing pollution in southern Nigeria’s oil-rich Niger Delta. Shell first started pumping oil there in 1958, and now runs around 50 oil fields and a 5,000km pipeline network. And every year, more oil from its broken pipelines and wells seep into the delta’s water and soil, sadly despite its riches, Shell still has not come up with any bright ideas for how to stop this happening-or how to clean up the environment properly afterwards. “When shell came, they promised that if they find oil they will transform our community” Emadee Roberts Kpai.

Shell’s dirty past, “Everything just died like that,” says Barine Ateni. Barine is a farmer from Kegbara Dere (known as K.Dere) village, a tiny dot on the map of Africa’s largest river delta. She is describing the aftermath of an oil spill that hit her community in 1970, when she was just a baby. It “destroyed all the aquatic life in the stream where we used to fetch water. Our farmlands, every living thing there,” She says. Shell claims to have cleaned up this site twice.

When Amnesty visited in August last year we found that the soil around Bomu well 11 is still encrusted with oil, 45 years since it blew out. Just down the road is Shell's Bomu Manifold, a junction of several pipelines leading to the coast. It is surrounded by a fence and guarded by the military. When it blew out in 2009, the resulting fire burned for 36 hours. While the oil wells proved to be full, their promises proved empty. Shell often boasts that it creates jobs in the areas where it works. Instead, oil exploitation has destroyed the livelihoods of tens of thousands of people. So while Shell's executives and shareholders have made a fortune, whole communities across the delta have been driven deeper into poverty. Barine and her neighbour's talk of explosions and fire, people injured, of oil-filled drinking wells and fish dead in the river. Instead of enriching people, oil has poisoned their lives for over 50 years. Amnesty says their new research clearly shows that four oil spill sites that Shell has publicly claimed to have cleaned up are still contaminated today. "We had high hopes. Instead we got nothing. If I had money, I would sue Shell for lying to us," Emadee says.

Shell says most oil exploitation is caused by sabotage and theft, even in cases where our research clearly shows that its own equipment has been to blame. It also has also massively underestimated the volume of oil spilled. How can the government anywhere possibly trust Shell with future oil drilling, when it still is not taking responsibility for cleaning up the Niger Delta? "We have an idea for how Shell can truly #makethefuture-start cleaning up your oily mess properly, now". Amnesty international.

2.3.2 The place of Film in the campaign against social vices

Christian Metz (1999) once argued that of all the arts, film is the most capable of creating an illusion of reality in the audience's mind. Any movie whose major aim is to provide vicarious

experience whether of romance, adventure or horror depends on the medium's ability to make the viewer forget about scripts, directors, producers, and all other elements of 'behind the scene' manipulation. According to Reverso Dictionary, a film consists of moving pictures or images that have been recorded so that they can be shown at cinema or television. A film tells a story, or shows a real situation. These images are generally accompanied by sound, and more rarely, other sensory stimulations.

The media can be a powerful medium for social change. Contemporary society is an unprecedented age of media saturations (Wells & Hakenen, 1997), from more traditional forms of media such as television and film to the panoply of interactive network such as internet, social networking and mobile applications. According to a 2008 study by the Council for Research Excellence, the average American adult is exposed to over eight hours of media screen time per day (Zackron, 2009).

2.4 Theoretical Framework

For this research work, the theoretical frameworks adopted are Agenda setting theory and Dialectical Materialism Approach.

2.4.1 Agenda Setting Theory

The theory says that the media are not always successful at telling us what to think, but they are quite successful at telling us what to think about. The theory was proposed by Maxwell McCombs and Donald L. Shaw in 1972/1973. An agenda is an issue or subject of discussion. It is a topical issue which elicits a positive or negative comment from the members of the public. Agenda setting on the other hand is the process of reflecting events in

our society. The major assumption of this theory is that the media sets agenda for the public to follow. The theory holds that most of the pictures we store in our heads, most of the things we think, the issues we discussed are based on what we have read. The media makes us think about certain issues in the society.

In defense of the theory, the movie is out to expose the evil of oil exploitation. With more emphasis on the media, more people will be aware of how oil is being exploited in Niger Delta and the communities are not benefiting from it. The movie reflects events happening in Niger Delta. The movie as a medium is used to publicize the problems of oil exploitation in Niger Delta and also provides possible solutions to this issue.

2.4.2 Dialectical Materialism Theory

The theoretical framework for this research adopts “Dialectical Materialism Approach”. The paradigm, dialectical materialism derives its theoretical foundation from the Marxian Analysis which deals with a wide range of social phenomena ranging from past, present and future.

The foregoing highpoints of the theory of dialectical materialism best explains the Niger Delta conditions of under-development of social amenities and human development as Forlov, (1981;4) opined, that dialectical materialism is considered the most appropriate theoretical approach for an objectivity study of the dynamics of oil exploitation, challenges of development the petro-dollars, dependency, internal contradictions of the capitalist state formation and the agitations against under-development in the Niger Delta region despite the huge oil revenue from the area.

The dialectical materialism approach therefore, will reliably present a better chance of genuine and holistic view of the development challenges in the Niger Delta both in its historical and present assessments.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The research method adopted for this study is survey method. This method was used because the population of the study is extensive which involves the students of Mass Communication department, University of Benin who have seen the movie '*Oloibiri*'.

Thus, the need to select a few out of many population of the study arises and the only way to achieve this is to use the survey method.

3.3 Research Population

For this study, the population is drawn from the students of Mass Communication department of the University of Benin, Edo State, Nigeria.

As at the time of the research 2020/2021 academic year, the Department had the 923 students

3.4 Determination of Sample Size

According to Wimmer and Domnick(2011), a sample is a subset of a population which is usually representative of the entire population. The sample size is a part of the population. However, since it is impracticable to study the entire elements in the population. In other

words, the sample size is the number of respondents the researcher wants to elicit responses while using the questionnaire. The sample for the study was determined by the use of percentage. The researcher took 10% of the students as the sample size.

$N =$ number of people in the population

$$10/100 \times 923/1$$

$$9230/100 = 92.3 \text{ approximately } 92$$

Result; 92

3.5 Sampling Techniques

According to Popoola et al (2014), sampling technique involves the division of sample frame into homogenous groups in order to ensure that the sample is truly representative. Following this, the population was divided into four levels- 100l, 200l, 300l, 400l using the stratified sampling technique. In drawing a representative formula for each stratum, the researcher used the formula:

$$\frac{\text{No of members from stratum} \times \text{desired sample size}}{\text{No of total population}}$$

Therefore, in order to get an even distribution in the selection of respondents to these levels. The researcher would put them in various strata.

$$n/N \times s$$

Where:

n= population of each strata

N= total population

S= Desired sample size (92)

100 Level:

$$216/923 \times 92 = 22$$

200 Level

$$235/923 \times 92 = 23$$

300 Level

$$250/923 \times 92 = 25$$

400 Level

$$222/923 \times 92 = 22$$

This calculation therefore shows the number of respondents selected from the various levels or stratum.

The researcher used the simple random sampling to select the determined number of respondents at each level.

Dele (2005) as noted in the National Teacher's Institute Module, Kaduna (2008), random does not connote haphazard, accidental or without aim or direction. It is the process

of selecting a sample in such a way that all individuals in the defined population have an equal and independent chance of being selected for the sample.

3.6 Description of Instrument

The research instrument according to Wimmer and Domnick (2011) is a device for collecting the data or measuring the variables which are used for answering research questions. The instrument employed was a questionnaire. It contains closed ended questions as primary source of data for the study. The questionnaire is in two parts. Part A contains questions on the demographic of respondents while Part B contains psychographic data. Part A of the questionnaire contains 1 question while Part B of the questionnaire contains 9 questions.

3.7 Validity of Research Instrument

According to Okwechime (2011), validity is a vital quality of measuring instruments in research. It is used to establish confidence that a given research instrument can produce acceptable results and significant information. As a validity test, the study is subjected to face validation to ensure that the questionnaire was capable of eliciting appropriate information or data required for the study.

In determining the validity of research instrument, expert's analysis was adopted in this regard.

3.8 Reliability of Instrument

The questionnaire is a very reliable instrument that is used for collecting data and information from the respondents or the population. The reliability of the study is concerned with the consistency obtained from the results of the application of the research instrument. An instrument is reliable if it consistency gives similar results.

The reliability of this work is shown using the pilot study. A pilot study is a small scale preliminary study conducted before the main research in order to check the feasibility of the research. A pilot study is done on a small proportion of a population to decide whether it is worth doing on a larger scale. The pilot study helped the researcher to know the strengths and weaknesses of the instrument. A pilot study was conducted by the researcher and the data were tested and a Cronbach alpha reliability of 0.89 was obtained which indicated that the research instrument had a strong reliability.

3.9 Methods of Data Collection

The data collected through responses given in the questionnaire were analyzed and interpreted using tabulation and percentage method.

- a. Tabulation Method: this involves putting of the collected data in similar and meaningful groups. The tables which have titles include columns, rows and figures to clearly demarcate to avoid confusion of data presented
- b. Percentage Method: the data collected from the respondents given in questionnaire were analyzed on percentage basis. The percentage of collected data in respect to each alternative was calculated against total response

CHAPTER 4
DATA PRESENTATION AND ANALYSIS

2.3 Introduction

This chapter looks at the presentation, analysis and discussion of findings. The analysis of data is a vital part of the research work. It interprets correctly the summaries of the data collected, it also gives meaning to the characteristics of subjects which are considered significant to the study. The tabular presentation of the data collected from questionnaire are presented below and are correlated to answer research questions raised in chapter one.

2.4 Data Presentation

Table 1: Questionnaire Administered

Variables	Frequency of Respondents	Percentage (%)
Retrieved	92	92
Not Retrieved	0	0
Total	92	92

Source: Field Survey, 2021.

The table above revealed that 92 copies of questionnaire were duly administered and distributed to respondents and 92 copies of questionnaire were retrieved by the researcher.

Table 2: Level of Respondents

Variable	Frequency of Respondents	Percentage (%)
100	18	19.5
200	25	27.2
300	24	26.1
400	25	27.2
Total	92	100

Source: Field Survey, 2021.

Table 2 revealed that 18 respondents representing 19.5% were from 100 level, 25 respondents representing 27.2% were from 200 level, 24 respondents representing 26.1% were from 300 level and 25 respondents representing 27.2% were from 400 level.

Table 3: Viewership rate of the movie, Oloibiri.

Question	Variables	Frequency of Respondents	Percentage (%)
Have you watched the movie, <i>Oloibiri</i>	Yes	69	75
	No	23	25

	Total	92	100
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Source: Field Survey, 2021.

The table above shows that 69 respondents representing 75% have seen the movie, *Oloibiri* while 23 respondents representing 25% have not seen the movie

Table 4: Perceptions of Boma’s situation as an avoidable one.

Question	Variable	Frequency of Respondents	Percentage (%)
Do you think the situation Boma found himself could be avoided	Yes	75	81.5
	No	17	18.5
	Total	92	100

Source: Field Survey, 2021.

The table above shows that 75 respondents representing 81.5% of the total population agrees that Boma’s situation could have been avoided while 17 respondents representing 18.5% of the total respondents thinks Boma’s situation could not have been avoided .

Table 5: opinion on the vital role Elder Timipre played

Question	Variable	Frequency of Respondents	Percentage (%)
Do you think Elder Timipre played a vital role in saving Powell's life?	Yes	82	89.1
	No	9	9.8
	Void	1	1.1
	Total	92	100

Source: Field Survey, 2021.

The table above shows that 82 respondents representing 89.1% of the total population agrees that Elder Timipre played a vital role while 9 respondents representing 9.8% of the total respondents thinks Elder Timipre did not play a vital role, 1 respondent representing 1.1% of the total of 92 respondents was counted as void on the basis that no option in the questionnaire box was ticked.

Table 6: Justification of Boma's death at the end of the movie

Questions	Variable	Frequency of Respondents	Percentage (%)
Do you think the way Boma was killed at the end of the movie justifies the crime committed?	Yes	67	72.8
	No	25	27.2
	Total	92	100

Source: Field Survey, 2021.

The table above shows that 67 respondents representing 72.8% of the respondents believe that Boma’s death at the end of the movie justifies the crime committed while 25 respondents representing 27.2% of the respondents do not believe that death justifies the crime committed.

Table 7: Significance of the movie in exposing Oil Exploitation in Niger Delta

Question	Variable	Frequency of Respondents	Percentage (%)
Do you think the movie played a	Yes	92	100

significant role in exposing the menace of oil exploitation in Niger Delta?			
	No	0	
	Total	92	100

Source: Field Survey, 2021.

The table above shows that 92 respondents believe that the movie played a significant role in exposing the menace of Oil Exploitation in Niger Delta while 0 respondent representing 0% of the respondent did not believe that the movie played a significant role in exposing the menace of Oil Exploitation in Niger Delta.

Table 8: Reinforcing Opinion of viewers on how Oil Exploitation should be handled

Question	Variable	Frequency of Respondents	Percentage (%)
Did the movie reinforce your opinion about how oil exploitation	Yes	87	94.6

should be handled?			
	No	5	5.4
	Total	92	100

Source: Field Survey, 2021.

The table above reveals that 87 respondents that is 94.6% of the respondents are of the opinion that the movie reinforced their opinion on how Oil Exploitation should be handled while 5 respondents ,that is 5.4% of the respondents did not believe that the movie reinforced people's opinion on how Oil Exploitation should be handled.

Table 9: Campaign strategies used in the movie

Question	Variable	Frequency of Respondents	Percentage (%)
What campaign strategy was used in the movie?	Media Advocacy	18	19.6
	Sensitization	7	7.6
	All of the Above	67	72.8
	Total	92	100

Source: Field Survey, 2021.

The table above reveals that 18 respondents, that is, 19.6% of the respondents agree that media advocacy is a campaign strategy used in the movie while 7 respondents, that is 7.6% of the respondents agree that sensitization is a campaign strategy used in the movie. Lastly, 67 respondents that is 72.8% of the respondents agree that both advocacy and sensitization are campaign strategies used in the movie.

Table 10: Success rate of the movie as a campaign against Oil Exploitation

Question	Variable	Frequency of Respondents	Percentage (%)
How successful do you think the movie is in campaigning against Oil Exploitation?	Not successful	1	1.1
	A little bit successful	22	23.9
	Very successful	69	75
	Total	92	100

Source: Field Survey, 2021.

The table above shows that 1 respondent, that is, 1.1% of the respondents believe that the movie was not successful as a campaign against Oil Exploitation. 22 respondents that is 23.9% of the respondents believe that the movie was a little bit successful in campaigning

against Oil Exploitation, lastly, 69 respondents, that is 75% of the respondents believe that the movie was very successful in campaigning against Oil Exploitation.

Table 11: Level of Recommendation of the movie to fellow Nigerian students

Question	Variable	Frequency of Respondents	Percentage (%)
Would you recommend the movie?	Yes	77	83.7
	No	15	16.3
	Total	92	100

Source: Field Survey, 2021.

The table above reveals that 77 respondents, that is, 83.7% of the respondents agree that they can recommend the movie to fellow Nigerian students while 15 respondents, that is 16.3% of the respondents do not agree to recommending the movie to a fellow Nigerian student.

2.5 Answering Research Questions

Research Question 1 Restated: what is the level of exposure of Nigerian students to the issue of oil exploitation with reference to the movie, Oloibiri?

In answering the research question, references are made to Table 3 and 7. The findings from Table 3 revealed that 75% of the respondents have watched the movie, Oloibiri. In table 7,

100% of the respondents believe the movie played a significant role in exposing the menace of oil exploitation in Nigeria. Thus, the level of exposure of Nigerians to the issue of oil exploitation with reference to the movie, Oloibiri is very high.

Research Question 2 Restated: what is the perception of students to the issue of oil exploitation with reference to the movie, Oloibiri?

In answering the research question, references were made to table 4,8,10 and 11. Findings from table 4 indicate that 81.5% of the respondents believe that the situation Boma found himself in could have been avoided. In table 8, 94.6% of the respondents believe the movie reinforced their opinion on how the issue of oil exploitation should be handled. Nevertheless, 5.4% of the respondents did not believe that the movie reinforced their opinion on how the issue of oil exploitation should be handled. In table 10, 1 respondent representing 1.1 of the respondents believes that the movie was not successful in campaigning against oil exploitation, 22 respondents representing 23.9% of the respondents believe that the movie was a little bit successful in campaigning against oil exploitation while 69 respondents representing 75% believe that the movie was very successful in campaigning against oil exploitation. This therefore goes to show that the movie itself was very successful in its campaign against oil exploitation. In table 11, 83.7% of the respondents agree that they can recommend the movie to fellow Nigerians. In all, it is obvious that the movie has helped to improve the perception of students to the issue of oil exploitation and has even exposed ways in which oil exploitation can be handled.

Research Question 3 Restated: What are the campaign strategies used in the movie, Oloibiri in the treatment of oil exploitation?

In answering this research question, reference is made to table 9. From the table, 18 respondents believe that media advocacy was a campaign strategy used in the movie. 7 respondents representing 7.6% believe that sensitization is a campaign strategy used in the movie while 67 respondents representing 72.8% agree that both media advocacy and sensitization were campaign strategies employed in the movie. Therefore, two major campaign strategies were used in the movie; Media advocacy and Sensitization.

Research Question 4 Restated: what is the role of the media in campaigning against oil exploitation in Nigeria with reference to the movie, Oloibiri?

In answering this research question, reference is made to table 9. From table 9, 18 believe that media advocacy was a campaign strategy used in the movie. 7 respondents representing 7.6% believe that sensitization is a campaign strategy used in the movie while 67 respondents representing 72.8% agree that both media advocacy and sensitization are campaign strategies used in the movie. These strategies are roles played by the media in campaigning against oil exploitation in the movie.

2.6 Discussion of Findings

The discussion of findings for this study is based on data gathered during the course of the research in relations to the research questions. The findings of this research has shown that the movie, Oloibiri was very successful in campaigning against oil exploitation in Niger Delta This finding is based on facts gathered in table 9. The movie projected the media as being useful in projecting issues that the society is faced with , in this case, oil exploitation . Oil exploitation is a menace in the Niger Delta that must be handled carefully and tactically.

Government must put measures in place to reduce the rate at which oil is being exploited. The elimination of oil exploitation should be made a top priority.

The research shows that Elder Timipre and his family also have a role to play in the issue against oil exploitation and militant insurgency. In table 5, 82 respondents representing 89.1% of the respondents agree to the fact that Elder Timipre played a vital role in saving Powell's life. This goes to show the role of an advocate or activists in fighting against militants insurgency in Niger Delta.

Furthermore, the findings of this study also revealed punishment for Boma who engaged and also was the leader of the militant, in table 6, 67 respondents representing 72.8% of the respondents believe that the way Boma was killed at the end of the movie justifies the crime committed. At the end of the movie, Boma is found guilty of crimes committed.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This study which was aimed at surveying students' perception of the movie, Oloibiri in campaigning against oil exploitation arrived at the following findings:

Elder played a vital role in saving Powell's life

Similarly, the study revealed that the punishment meted out to Boma (Gunpowder) justifies the crime he committed

The movie played a significant role in exposing the menace of oil exploitation in Niger Delta

The study also revealed that both media advocacy and sensitization are campaign strategies employed in the movie

Lastly, the study showed that the movie was very successful in campaigning against the menace of oil exploitation in Niger Delta

1.2 Conclusion

In a digest, exploration in Niger Delta region of Nigeria avail the country the opportunity of harnessing important natural resources like oil and gas, this has made Nigeria famous domestically, regionally, continentally and of course internationally. But sarcastically, the region especially oil Host Communities does not reflect that such an important natural resources deposits are found and exploited in the area of judging from their physical look in terms of developmental strides. After myriad of decades of wanton degradation of the natural environment which is the associate syndrome of oil prospecting and the refusal of both the oil companies and the federal government to accede to the wailings and clamour for unjust exploitation with the accompanied challenges of development in the Niger Delta region. The inhabitants of the Niger Delta resorted for solace in a rancorous manner resulting in commotion, convulsion, disturbances, turmoil, discomposure, distraction and violence in the Niger Delta region. This situation of agitation was started by the Ogonis then the Ijaws , Itsekiris and the Urhobos. In the early 1990s. Subsequently, the clamour for development in the region metamorphosed to the present merger of pan Niger Delta struggle for a fair portion of the oil resource to be used for the development of the region in all realms/spheres of development.

In the case of the Niger Delta and oil exploitation, the above situation suggests that identification of the most affected groups such as, farmers, fishermen, women and youths with their heart-felt needs. This entails access to capital for self-reliance. More so, while emphasis is placed on oil bearing communities, community felt needs should be prioritized if quick impact is to be made.

To be able to achieve the above, the responsive agencies must be adequately empowered and guided by the principles of accountability, probity and service. Sustainable development of the Niger Delta can be realized when the need for environmental protection is taking into cognize, stringent environmental policies and the will, for enforcement must be made if the gains of empowerment are to be sustained in the Niger Delta.

1.3 Recommendation

In the intricacies, intrigues, power-play, misnomer, deprivation, acrimony, and crisis that surrounds the oil wealth of the Niger Delta which is occasioned with development challenges in the region; we for purposes of oil exploitation to strive with peace and sustainability, hereby recommend as follows:

Oil companies should embark on community relations to promote mutual relationship between the organization and its host community.

Government and MNOCs should always take steps to enhance, resuscitate and improve on the environmental degradation challenges of the people of Niger Delta.

MNOCs should attach priority to payment of compensation for damages that results from operations without delay.

Development issues should not be politicized and government issues and MNOCs should contribute immensely towards the development of the areas of operation.

Above all, moral laws favourable to the oil bearing communities/region should be put in place to regulate; land tenureship, deprivation, compensation, development plans, environmental hazards assessment, targets to meet emergency situations and corporate governance with honesty and service to Niger Delta people.

These proposed tenets, when explored and diligently practiced, will afford the Federal Government, Multinational Oil Communities (MNOCs), Oil Host Communities (OHCs) and the Niger Delta region the opportunity to peacefully exploit the oil resources to the zenith at every given point in time in the Niger Delta region.

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QUESTIONNAIRE

Department of Mass Communication

University of Benin,

Faculty of Arts

October, 2021

Dear Respondent,

Request for completion of questionnaire

I am a Mass Communication student of the University of Benin. I am conducting a research on the topic, “Campaign against Oil Exploitation in Niger Delta: A survey on students perception of the movie, Oloibiri”. Your assistance in providing answers to the questions specified in the questionnaire would be highly appreciated.

I hereby appeal to you to fill this questionnaire as honestly as possible as your candid response will help solve the problems accurately. Any information obtained will be treated with utmost confidentiality as it is purely for academic purpose. Thank you

Yours Faithfully,

Idehen Elizabeth

Kindly tick (✓) where applicable

PART A: DEMOGRAPHIC DATA

1. Level: 100 () 200 () 300 () 400 ()

PART B: PSYCHOGRAPHIC DATA

1. Have you watched the movie, Oloibiri?

Yes () No ()

2. Do you think the situation Boma (Gunpowder) found himself could be avoided?

Yes () No ()

3. Do you think Olu Jacobs (Elder Timipre) played a vital role in saving Powell's life?

Yes () No ()

4. Do you think the way Boma (Gunpowder) was killed at the end of the movie justifies the crime committed?

Yes () No ()

5. Do you think the movie play a significant role in exposing the menace of oil exploitation in Niger Delta?

Yes () No ()

6. Did the movie reinforce your opinion about how Oil Exploitation should be handled?

Yes () No ()

7. What campaign strategy was used in the movie?

Media Advocacy () Sensitization () All of the above ()

8. How successful do you think the movie is in campaigning against Oil Exploitation?

Not successful () A little bit successful () very successful ()

9. Would you recommend the movie?

Yes () No ()

