

**TELEVISION ROLE IN HUMAN RIGHTS AWARENESS CREATION  
AMONG RESIDENTS OF BENIN METROPOLIS. A STUDY OF ITV'S  
'YOU AND THE LAW'**

**BY**

**AGEMO ADESHOLA MARY  
ART1801649**

**UNIVERSITY OF BENIN,  
BENIN CITY,**

**SEPTEMBER, 2023.**

**TELEVISION ROLE IN HUMAN RIGHTS AWARENESS CREATION  
AMONG RESIDENTS OF BENIN METROPOLIS. A STUDY OF ITV'S  
'YOU AND THE LAW'**

**BY**

**AGEMO ADESHOLA MARY  
ART1801649**

**DEPARTMENT OF MASS COMMUNICATION,  
FACULTY OF ARTS,  
UNIVERSITY OF BENIN,  
EDO STATE.**

**SEPTEMBER, 2023.**

**TELEVISION ROLE IN HUMAN RIGHTS AWARENESS CREATION  
AMONG RESIDENTS OF BENIN METROPOLIS. A STUDY OF ITV'S  
'YOU AND THE LAW'**

**BY**

**AGEMO ADESHOLA MARY  
ART1801649**

**A PROJECT WORK IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS (B.A)  
DEGREE IN MASS COMMUNICATION FACULTY OF ARTS  
UNIVERSITY OF BENIN, EDO STATE.**

**SEPTEMBER, 2023.**

## **DECLARATION**

This project is based on a study undertaken by me in the Department of Mass communication, Faculty of Arts under the supervision of Mr. S.A Ekerikevwe. All ideas are the products of my personal research where the views of others were used, they were duly acknowledged.

---

**AGEMO ADESHOLA MARY**

*ART1801649*

## **CERTIFICATION**

This is to certify that this research work was written and submitted by Agemo Adeshola Mary, Matriculation number: ART1801649 to the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State.

---

**MR. S.A Ekerikevwe**  
*Project Supervisor*

---

**DATE**

---

**DR D. O. Ekhareafo**  
*Head of Department*

---

**DATE**

---

**External Examiner**

---

**DATE**

## **DEDICATION**

This project is dedicated to God, who has been there for me. To my ever supportive Family, Friends and Loved ones who have contributed to the success of my years in school.

## ACKNOWLEDGEMENTS

I would like to extend my heartfelt acknowledgments to God Almighty for His unwavering support, guidance, and grace throughout the challenging journey of the past four years. His continued blessings of good health and a sound mind have been the foundation of my accomplishments and meaning in life.

My heartfelt appreciation also goes to my dear Father and Mother (Mr. & Mrs. Agemo) for their unconditional love and support throughout my academic years. Their constant encouragement has been a source of strength and inspiration, and I am truly grateful for their presence in my life

I am indebted to my sister, Agemo Adebola, for always being there to lend a listening ear and providing a shoulder to lean on during moments of frustration. Your unwavering support has meant the world to me.

To my brothers, Adeola and Ademola thank you for everything. To the incredible friends I made at UNIBEN (Gift, Happy, Dominion, Joy and Empress), I am sincerely grateful for your unwavering support and camaraderie. Your friendship has been invaluable, and I am fortunate to have shared this journey with you all.

I am deeply grateful to my beloved, Peter Weyimi Eburajolor, for his

boundless love, financial assistance, wise counsel, and constant prayers that have been instrumental in keeping me motivated and on track. His unwavering support has been a driving force behind my success, and I will always cherish his contributions to my journey. May the Almighty shower his blessings upon you abundantly. I will forever be thankful for his unwavering support, and I pray that the good Lord continues to uphold and sustain him.

Lastly, I want to express my profound appreciation to my project supervisor, Mr. S.A Ekerikevwe the guidance, constructive criticism, and words of encouragement played a crucial role in the success of this project. Your patience and kindness throughout the supervision process have been deeply appreciated.

To everyone who played a part in my journey, whether mentioned here or not, thank you from the bottom of my heart. Your support and encouragement have been instrumental in my achievements, and I will cherish your contributions always.



## **TABLE OF CONTENTS**

|                         |     |
|-------------------------|-----|
| Title Page-----         | i   |
| Declaration-----        | ii  |
| Certification-----      | iii |
| Dedication-----         | iv  |
| Acknowledgements-----   | v   |
| Tablet of Contents----- | vii |
| Abstract-----           | x   |

## **CHAPTER 1: INTRODUCTION**

|     |                                      |    |
|-----|--------------------------------------|----|
| 1.1 | Background of Study-----             | 1  |
| 1.2 | Statement of the Problem-----        | 5  |
| 1.3 | Objectives of the Study-----         | 7  |
| 1.4 | Research Questions-----              | 7  |
| 1.5 | Scope of the Study-----              | 8  |
| 1.6 | Significance of Study-----           | 9  |
| 1.7 | Limitations of the Study-----        | 9  |
| 1.8 | Operational Definition of Terms----- | 10 |

## **CHAPTER TWO: LITERATURE REVIEW**

|      |                                                                           |    |
|------|---------------------------------------------------------------------------|----|
| 2.1  | The Concept of Human Rights-----                                          | 12 |
| 2.2  | History of Human Rights in Nigeria-----                                   | 18 |
| 2.3. | Concept of Human Rights Awareness in Communication-----                   | 23 |
| 2.4. | Sustainable Development Goals and Human Rights-----                       | 32 |
| 2.5. | Roles of Independent Television (ITV)'s the Law and You<br>Programme----- | 36 |
| 2.6  | Appraisal of Empirical Studies -----                                      | 38 |
| 2.7  | Theoretical Framework-----                                                | 42 |

## **CHAPTER THREE: METHODOLOGY**

|     |                                    |    |
|-----|------------------------------------|----|
| 3.1 | Research Design-----               | 46 |
| 3.2 | Population of Study-----           | 47 |
| 3.3 | Sample Size -----                  | 47 |
| 3.4 | Sample Techniques-----             | 48 |
| 3.5 | Method of Data Collection-----     | 49 |
| 3.6 | Method of Data Administration----- | 49 |
| 3.7 | Validity of Instruments-----       | 50 |
| 3.8 | Method of Data Analysis -----      | 50 |

## **CHAPTER FOUR: DATA REPRESENTATION AND ANALYSIS**

|      |                                                                                   |    |
|------|-----------------------------------------------------------------------------------|----|
| 4.1. | Section A: Presentation and analysis of data on Respondents bio<br>data-----      | 52 |
| 4.2. | Presentation and Analysis of Data based on other items in a<br>Questionnaire----- | 55 |
| 4.3  | Discussion of Findings-----                                                       | 65 |

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

|      |                                     |    |
|------|-------------------------------------|----|
| 5.1. | Summary of Findings-----            | 73 |
| 5.2. | Conclusion-----                     | 74 |
| 5.3. | Recommendations-----                | 75 |
| 5.4  | Suggestion of Further Studies ----- | 76 |
|      | References-----                     | 78 |
|      | Appendix-----                       | 81 |

## ABSTRACT

*The study investigates the role of ITV's 'You and the Law' programme in raising human rights awareness among residents of Benin Metropolis, Nigeria. The research seeks to assess the programmes's contribution to human rights awareness, identify the specific human rights issues it addresses, and examine the challenges that Benin residents face in accessing the programme. The study draws upon two theoretical frameworks: the Social Responsibility Theory, emphasizing the media's responsibility to society, and the Agenda Setting Theory, which highlights the media's influence on public perception. The researcher employs a survey method to gather and analyze quantitative data from Benin Metropolis residents who are familiar with human rights awareness programs. The findings indicate that 'You and the Law' significantly informs, educates, sensitizes, and exposes human rights violations among Benin residents. However, there are varying opinions regarding its empowerment, influence, and ability to draw attention. The program effectively addresses a range of human rights issues, including poor infrastructure, police brutality, minimum wage, discrimination, violence, and security. Based on the findings, the researcher concludes that the study underscores the critical role of media, represented by ITV's 'You and the Law,' in advancing human rights awareness. It advocates for strategic improvements to maximize the positive impact of media in promoting human rights, fostering a more informed and empowered citizenry in Benin Metropolis, and contributing to broader discussions about human rights in Nigeria. Based on the conclusion, the researcher recommends among others the improvement in content quality, a stronger online presence and potential program timing adjustments. Implementing these measures will enable ITV's 'You and the Law' to continue its vital mission, furthering awareness and driving positive change in Benin Metropolis.*

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1. Background to the Study**

Among the multiplicity of problems that Nigerians are faced with such as insecurity, terrorism, corruption, etc., deprivation of Basic Human right remains a major predicament.

Basic human rights are the Rudimental, elemental and fundamental rights of citizens. They're basic because they're important to the achievement of existence of freedom in the society. In reference to Garner (2004), basic right is a right deduced from fundamental laws, illustrating the indigenous law.

Falana (2010) insists that basic human rights are generally regarded as those aspects of mortal rights which have been honoured and rooted in the Constitution of a country.

In *Ramsome- Kuti v. Attorney General of the Federation* (1985) the Supreme Court stated that the Basic Human Right is a right which stands above the ordinary laws of the land and which in fact is antecedent to the political society itself. Basic human rights are in born in mortal beings. The only thing the society does is to guarantee their conservation and political blessings.

Series of issues have sprung up due to the deprivation/ignorance of people towards their rights. For example the Lekki Toll Gate saga where by protesters where shot at during a peaceful protest and Citizens being killed by the police or SARS (Special Anti-Robbery Squad) officials.

Besides this, the reason as to which the masses tend to disregard their right can be traced to the reaction of the government when the masses raise an outcry concerning some form of maltreatment, injustice or a complaint about a particular system that tends to oppress the masses or maybe it's just the masses being indifferent about their rights. This could also stem from political apathy, lack of proper information or a form of Post-Traumatic Stress Disorder (PTSD) created in the minds of the people due to the past military regimes. We cannot really ascertain as to why the people tend to shy away from their rights.

Despite series of awareness from different sources or channels of the media, NGO's and different organizations, Nigerians seem to still not be inclined towards basic human rights and what it seems to be or feel like.

Although, different programmes in the different mediums of Mass Communication preach awareness of the basic human rights to the masses, the question still remains as to why there is still little to no difference in the society.

This lackadaisical attitude of the people towards their rights has created an atmosphere whereby citizens do not respect their fellow citizen's right thereby causing chaos in the society. For example, the Lynching of a Christian girl named Deborah who was stoned and thereby lynched to death because of a message she sent to her class group which was termed blasphemous by the religious Islam fanatics who attacked her and the Owo church crises where by over 90 people were killed on a Sunday by terrorists.

According to Asemah (2010) as a social institution, the mass media is responsible to render essential services to the advancement of the society. This obligation is what brought about the evolution of the Social Responsibility Theory of the press.

This theory emphasizes the need for the mass media to meet certain basic societal needs that would improve the governing of the society. Generally speaking, the mass media serves several Functions for the society as well as for individuals. These functions ranges from the provision of education, information, surveillance of the environment and correlation of the environment. It is therefore important to state that the media has a crucial role to play in the awareness of Human rights.

Akinfeleye (1995) quoting Harold Lasswell said, that man has always needed something to watch over his environment and report on dangers, discoveries, opportunities and decisions to solve social problems.

The provision of education and information are the two major functions of the media and the members of the public need to be educated and informed on their fundamental human rights and privileges, when and where to raise their voices and plead their plight. Thus, communication is one of the most efficient ways of meeting many of the pressing issues affecting the society.

Furthermore, the media provides the platform to facilitate public discourse through the agenda setting function of the media, According to Orewere (2006), agenda setting refers to the ability of the mass media to influence the level of the public's awareness of issues as opposed to their knowledge about those issues. The issue of human rights awareness can be brought up and a debate that would stir up from such discourse can provide lasting solutions to this problem. For instance, THE LAW and YOU a weekly programme on Independent Television (ITV) Benin, VBOSUNU a daily vox pop programme on ITV and other publicly opened programmes can be useful to facilitate public discussions on issues that have continued to cause social problems in the nation.



Although, it is not enough for the media to provide the public with information regarding their rights, the need for interpretations on a given context or perspective to the public to enhance understanding of the issues at risk. This is important because when issues of this nature take place, people give wrong interpretations and in some cases, issues are taken out of their context to promote people's presumed and primeval desires at the detriment of national interest.

Therefore, this study is set out to understand the role of the television in human rights awareness among residents of the Benin Metropolis: ITV's The Law and You programme is chosen as a case study. The results of this study will help determine how people in Benin City feel about programmes like ITV's The Law and You programme and whether or not television stations actually educate people about their rights in a way that they can understand.

## **1.2. Statement of the Problem**

This section discusses the research interest informing the study. Ndagi (2003) states that the problem must be clearly defined as much as possible and research must be confined to a penetrating analysis of a limited problem.

In a bid to create an enabling environment the united nations development programme designed Sustainable Development Goals(SDGs) pertaining to

Human Rights as SDG 16, specifically targets 16.4 which deals with anti-money laundering, 16.5 which looks at beneficial ownership and 16.10 which looks at access to information (UNDP2012).

This means, if there is political will, issues of corruption, justice, human rights, freedom of expression or freedom of press are very possible that Nigeria could achieve those targets. Reducing the flow of illegal arms and expanding the participation of developing nations in global governance institutions are crucial to this process, as are bolstering the rule of law and advancing human rights.

In Nigeria, the bulk of the problem faced in the society is the deprivation/ignorance of the rights, privileges and duties of the society towards one another which results into different kinds of crimes committed in our society today.

Not just these, but also the incidents whereby the people give wrong interpretations to promote their preconceived and primordial interest at the detriment of the national interest.

There is known relationship between bad governance and deprivation of Basic human rights and therefore, it is necessary that the media is used in championing the importance of acknowledging their rights, standing for it and

living by it which will enable the citizens to realize the impact of bad governance and deprivation of human rights on their nation.

Hence, this study is based on the assessment of the Television's role in human rights awareness creation amongst residents of the Benin Metropolis using ITV's you and the law as a case study.

### **1.3. Objective of the Study**

Based on the background to the study and the problem statement, the study identifies the following research objectives:

1. To determine the role of ITV's the Law and you programme performs towards human rights awareness in Benin Residents.
2. To ascertain the extent to which the Law and You programme on ITV contributes to the awareness of human rights among Benin residents.
3. To identify the various human rights issues ITV's the Law and You programme discuss
4. To identify the challenges affecting Benin residents from accessing the programme ITVs, the law.

### **1.4. Research Questions**

The research questions formulated for this study are:

1. What is the role of ITV's the Law and you programme performs towards Human Rights awareness in Benin Residents?
2. To what extent does ITV's the Law and you programme perform their role in the creation of Human rights awareness amongst residents of Benin metropolis?
3. What are the various Human rights issues ITV's the law and you programme reports?
4. What are the challenges affecting Benin residents from accessing the programme ITVs, the law.

### **1.5. Scope of the Study**

The scope of the study is to assess the role of the Television in human rights awareness creation amongst residents of Benin Metropolis using ITV'S the law and you as a case study. The topic deemed appropriate because the Human rights awareness is an important aspect of the society. It is therefore worthwhile to study the role of ITV in the awareness creation of human rights amongst residents of Benin metropolis. The study is streamlined to Independent Television Benin (ITV) mainly because ITV has a large coverage over Benin City and its environs to create human rights awareness amongst its citizens. For the purpose of

convenience, respondents were drawn from the working staff of the University of Benin Ekehuman Campus.

### **1.6. Significance of Study**

It is hoped that this study when completed will provide a general view of the role of the television in creating Human Rights awareness amongst Nigerian residents especially residents of Benin City. It is hoped that this study will serve as a relevant data for future researchers on the role of the television in creating Human rights awareness amongst Nigerians. It is also hoped that this study will give an insight into the reasons of any as to why the masses are deprived of or disregard their rights. Also, when an understanding of the decrease is ascertained, then a solution to the problem can be proffered. It is also hoped that all categories of people- media institutions and organizations, educators, human rights organizations, Non-governmental organizations- will find this study useful in one way or the other in solving future problems concerning the human rights awareness.

### **1.7. Limitations of the Study**

One of the Limitations of this study was time constraint as it played major

factor in the course of writing this project, shuffling between lectures and the time for writing this project is very tasking.

Another obvious limitation to this study was inadequate finance this was perhaps the greatest problem the researcher encountered because of printing of subsequent corrections and the expense that goes into the preparation of the project work

Additionally, this research focused on the assessment of television role in the awareness creation among residents of Benin Metropolis. As such, the results of this research may not be generalizable due to the study's emphasis.

### **1.8. Operational Definition of Terms**

For a proper understanding of this work, it is imperative to define some succinct terms:

**Assessment:** This pertains to the citizens of Benin's evaluations or assessments of the efficacy of ITV's the law and you programme in human rights awareness.

**Television:** a system for converting visual images (with sound) into electrical signals, transmitting them by radio or other means, and displaying them electronically on a screen

**Human Rights:** a right which is believed to belong to every person, it also synonymous to basic rights and fundamental rights.

**Human Rights Awareness:** are those activities aiming to disseminate and raise the concept of respect for human rights such as workshops, sharing information, and public relation activities, excluding human rights education.

**Independent Television (ITV):**A private broadcasting firm Owned by Chief Gabriel Osawaru Igbinedion transmitting on Channel 22 UHF and commenced full transmission on the 27th March, 1997.

**The Law and You:** A weekly programme on ITV Benin that talks about the law and how it affects the people it governs.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. The Concept of Human Rights**

The concept of human rights refers to the fundamental rights and freedoms that all individuals are inherently entitled to by virtue of their humanity. These rights are universal, inalienable, and indivisible, meaning they apply to every person regardless of their nationality, ethnicity, gender, religion, or any other status.

The idea of human rights has evolved over centuries and is deeply rooted in various philosophical, religious, and legal traditions. The modern concept of human rights gained significant momentum in the aftermath of World War II with the adoption of the Universal Declaration of Human Rights (UDHR) by the United Nations General Assembly in 1948.

Human rights are defined by the Universal Declaration of Human Rights (UDHR) as the numerous privileges and rights that every individual enjoys, regardless of their nationality, race, gender, religion, or other status. Civil,



political, economic, social, and cultural rights are all included. "Inherent dignity and of the equal and inalienable rights of all members of the human family" could also be interpreted as this. It declares that freedom, justice, and peace are the foundations of human rights.

The UDHR is a milestone document that sets out a broad range of civil, political, economic, social, and cultural rights that all individuals are entitled to. These rights include, but are not limited to, the right to life, liberty, and security; freedom of thought, expression, and religion; the right to a fair trial; the right to education, healthcare, and adequate standard of living; and freedom from discrimination, torture, and slavery.

According to the Oxford English Dictionary, human rights are "rights that are considered to belong to every person, regardless of their nationality, sex, race, religion, or any other status."

The United Nations defines human rights as "rights inherent to all human beings, regardless of race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status."

Amnesty International defines human rights as "the basic rights and freedoms to which all individuals are entitled, including the right to life, liberty,

and security of person; freedom of thought, expression, and assembly; and the right to a standard of living adequate for health and well-being."

Human Rights Watch defines human rights as "the basic rights and freedoms to which all individuals are entitled, such as the right to life, liberty, and the security of person; freedom of thought, conscience, religion, and expression; and the right to participate in cultural, social, and political life."

These definitions emphasize that human rights are inherent to all individuals, regardless of their characteristics or status, and encompass a wide range of civil, political, economic, social, and cultural rights. They are universal and apply to everyone, without discrimination.

Human rights are intended to protect individuals from abuses by governments, institutions, and other individuals or groups. They establish a framework for the relationship between individuals and the state, ensuring that governments uphold and protect the dignity, equality, and well-being of all people within their jurisdiction.

The International Covenant on Civil and Political Rights (ICCPR) defines human rights as "the rights inherent to all individuals, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion,

national or social origin, property, birth, or other status." It focuses on civil and political rights, such as the right to life, freedom of expression, and the right to a fair trial.

Amnesty International defines human rights as "the basic rights and freedoms to which all individuals are entitled, regardless of who they are or where they come from." It focuses on protecting individuals from abuses and advocates for a wide range of human rights, including freedom of expression, the right to a fair trial, and the prohibition of torture.

The United Nations Human Rights Council defines human rights as "rights inherent to all human beings, whatever our nationality, place of residence, sex, national or ethnic origin, colour, religion, language, or any other status." It encompasses civil, political, economic, social, and cultural rights and highlights the universality and indivisibility of human rights.

These definitions, among others, provide a general understanding of human rights as fundamental entitlements that belong to all individuals by virtue of their humanity, and they serve as a basis for legal frameworks and advocacy efforts to protect and promote human rights globally.

While the concept of human rights is universal, its implementation varies across different countries and regions. Treaties and conventions on international human rights serve as a body to promote and safeguard human rights worldwide. Individuals and civil society organizations play a crucial role in advocating for human rights and holding governments accountable for their responsibilities, and it is the responsibility of national governments to translate these rights into domestic laws and policies.

The concept of human rights continues to evolve and adapt to new challenges and contexts, such as emerging technologies, globalization, and social inequalities. It remains a cornerstone of modern societies, providing a moral and legal foundation for the pursuit of justice, equality, and human dignity.

Human rights are based on the idea that every individual possesses inherent dignity and worth, and should be treated with respect and equality. They are often seen as essential for the development and well-being of individuals, as well as for promoting peaceful and just societies.

The concept of human rights has evolved over time and is enshrined in various international and national legal frameworks. One of the most significant documents in this regard is the Universal Declaration of Human Rights (UDHR),

adopted by the United Nations General Assembly in 1948. The UDHR sets out a comprehensive list of civil, political, economic, social, and cultural rights that all individuals are entitled to.

The following are examples of human rights:

1. The right to security, liberty, and life.
2. Equality and non-discrimination as a right.
3. The right to freedom of religion, thought, and expression.
4. The right to legal due process and a fair trial.
5. The right to education and information accessibility.
6. The right to work and fair and favourable employment conditions.
7. The right to health care, adequate housing, and food
8. The right to be a part of the community's political and cultural life.

These are just a few examples, and there are many more rights recognized under international human rights law. It is important to note that human rights are not absolute and can sometimes come into tension with each other or with other societal interests. However, efforts are made to balance these rights and ensure that they are respected and protected for all individuals.

Promoting and protecting human rights is a shared responsibility of governments, international organizations, civil society, and individuals. Various mechanisms exist to monitor and enforce human rights standards, such as treaty bodies, national human rights institutions, and courts. The goal is to create a world where human rights are universally respected and upheld, fostering dignity, equality, and justice for all.

## **2.2 History of Human Rights in Nigeria**

The history of human rights in Nigeria is complex and has been shaped by various historical, political, and social factors and has been marked by a mix of progress, setbacks, and ongoing challenges.

Nigeria was a British colony from the late 19th century until it gained independence in 1960. During this period, human rights were not a central concern of the colonial administration, and the rights of Nigerians were often disregarded. The colonial government imposed repressive measures, such as forced labour, suppression of political dissent, and discriminatory policies based on race and ethnicity.

In 1960 when Nigeria gained independence, and human rights issues became increasingly prominent with political instability, ethnic tensions, and

military coups characterized much of the post-colonial period. The country experienced military rule for a significant part of its history, marked by widespread human rights abuses, including arbitrary arrests, torture, extrajudicial killings, and restrictions on freedom of speech and association.

In 1979, Nigeria adopted its first civilian constitution, which enshrined certain fundamental rights. However, these rights were often violated in practice due to political and social unrest.

In 1999, Nigeria transitioned to democratic rule after several years of military dictatorship. The new civilian government brought hopes for improved human rights protection. Civil society organizations, human rights activists, and the media played crucial roles in advocating for human rights and holding the government accountable. Several human rights organizations, such as the Civil Liberties Organization (CLO) and the Nigerian Bar Association (NBA), emerged as prominent advocates for human rights.

Nigeria has then enacted several laws aimed at protecting and promoting human rights. In 1999, the country adopted a new constitution that guarantees fundamental rights and freedoms, including the right to life, freedom of expression, and the right to a fair trial. Furthermore, Nigeria has ratified several

international human rights treaties, including the International Covenant on Civil and Political Rights (ICCPR) and the Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment.

Nigeria has faced numerous human rights challenges throughout its history. These include extrajudicial killings, torture, arbitrary arrests and detentions, restrictions on freedom of expression and assembly, corruption, violence against women, and discrimination against marginalized groups.

The country has also witnessed significant security challenges, particularly the insurgency by the extremist group Boko Haram in the north-eastern region of the country. The government's response to the insurgency has sometimes been criticized for human rights abuses, including extrajudicial killings, forced disappearances, and arbitrary arrests.

Nigeria continues to grapple with various human rights issues, including police brutality, gender inequality, child rights violations, corruption, and violations of freedom of expression and assembly.

Nigeria faces several human rights issues that need attention and resolution like the Clashes between farmers and herders, often driven by competition for



resources, have led to violence, loss of lives, and destruction of property. These conflicts have been characterized by human rights abuses, including extrajudicial killings and displacement.

The Nigerian Police Force has been accused of widespread human rights abuses, including extrajudicial killings, torture, arbitrary arrests, and extortion. The #EndSARS movement, which gained international attention in 2020, highlighted police brutality and called for the disbandment of the Special Anti-Robbery Squad (SARS), a police unit implicated in numerous human rights violations.

Impunity for human rights abuses remains a significant challenge in Nigeria. Perpetrators often go unpunished, leading to a culture of impunity and a lack of trust in the justice system. There are also weaknesses in the legal framework, limited resources, and corruption that contribute to the challenges in holding human rights violators accountable.

There have been instances of restrictions on freedom of expression, including attacks on journalists, censorship, and arrests for expressing dissenting views. The Nigerian government has also taken steps to regulate social media,

which has raised concerns about the potential infringement on freedom of speech and expression.

Women and girls in Nigeria face various forms of violence, including domestic violence, sexual assault, child marriage, and female genital mutilation. Gender discrimination is still a problem, especially in areas like inheritance rights, education access, and political representation.

Addressing these human rights issues requires concerted efforts from the Nigerian government, civil society organizations, and the international community. It involves strengthening the rule of law, holding perpetrators accountable, ensuring the protection and inclusion of marginalized groups, and promoting a culture of respect for human rights.

Although Nigeria has taken steps to address human rights concerns. It has ratified several international human rights treaties and is a member of the African Union and the Economic Community of West African States (ECOWAS), which have their own human rights instruments.

Also, the National Human Rights Commission (NHRC) which was established in 1995 to promote and protect human rights in Nigeria. The NHRC investigates complaints of human rights violations, conducts human rights

education, and recommends legal and policy reforms.

Despite these efforts, challenges persist, and there is a need for sustained commitment and action to fully protect and promote human rights in Nigeria.

Efforts are underway to address these issues and strengthen the protection of human rights for all Nigerians. It's important to note that while progress has been made in promoting and protecting human rights in Nigeria, challenges persist. Human rights activists and organizations continue to advocate for the full realization of human rights for all Nigerians and address the ongoing violations and inequalities in the country.

### **2.3 Concept of Human Rights Awareness in Communication**

The concept of human rights in communication refers to the intersection of human rights principles and values with the field of communication. It recognizes the fundamental rights and freedoms that individuals possess and how they are exercised in the realm of communication.

Human rights awareness refers to the understanding and knowledge that individuals and communities have about human rights principles, concepts, and protections. It involves recognizing and respecting the inherent dignity and equal worth of all human beings, as well as understanding the fundamental freedoms

and entitlements to which every person is entitled.

Human rights awareness is essential for fostering a culture of respect, tolerance, and justice within societies. It involves being informed about the universal human rights standards established by international treaties and declarations, such as the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, and the International Covenant on Economic, Social, and Cultural Rights.

When people are aware of their human rights, they are better equipped to exercise and defend them. They become more knowledgeable about their entitlements and can identify and challenge instances of human rights violations, discrimination, and injustice. Human rights awareness also promotes empathy and understanding, encouraging individuals to stand up for the rights of others and work towards creating a more equitable and inclusive society.

Efforts to promote human rights awareness can take various forms, including educational initiatives, awareness campaigns, workshops, seminars, and community engagement. Governments, non-governmental organizations, civil society groups, and individuals all play a role in raising awareness about human rights, both at local and global levels.

By fostering human rights awareness, societies can strive to uphold the principles of equality, dignity, and justice, ensuring that the rights and freedoms of all individuals are respected, protected, and fulfilled.

Here are some key aspects of the concept of human rights in communication:

- 1. Education and Information:** Effective communication plays a crucial role in educating people about their human rights, including civil, political, economic, social, and cultural rights. It involves disseminating accurate and accessible information about human rights laws, treaties, conventions, and mechanisms. This can be done through various mediums such as websites, social media, brochures, workshops, and public awareness campaigns.
- 2. Empowering Individuals:** Communication can empower individuals by equipping them with knowledge about their rights and how to claim them. By providing clear and understandable information, individuals can make informed decisions and assert their rights when faced with violations or discrimination. Empowering individuals through communication strengthens their agency and helps create a culture of respect for human rights.
- 3. Advocacy and Activism:** Communication serves as a powerful tool for

advocating and mobilizing support for human rights causes. It enables activists, NGOs, and human rights defenders to reach wider audiences, share stories, and raise awareness about human rights violations. By effectively communicating their messages, they can generate public pressure, influence policy-makers, and drive positive change in society.

4. **Dialogue and Understanding:** Communication encourages open discussions about human rights issues, promotes tolerance, and fosters empathy towards different perspectives and experiences. Through respectful and inclusive communication, people can bridge gaps, challenge stereotypes, and build a more inclusive society.
5. **Accountability and Reporting:** Communication plays a critical role in holding duty bearers accountable for human rights violations. It enables individuals to report abuses, document incidents, and seek redress through appropriate channels. Transparent and effective communication mechanisms, such as hotlines, complaint systems, and human rights monitoring, are essential for ensuring accountability and justice.
6. **Media and Journalism:** Media and journalism have a vital role in promoting human rights awareness. Responsible and ethical reporting can shed light on

human rights violations, amplify marginalized voices, and advocate for justice.

By providing accurate and unbiased information, the media can contribute to public discourse and encourage accountability.

7. **Digital Communication and Technology:** In the digital age, communication platforms and technology offer new opportunities for human rights awareness. Social media, online campaigns, and digital activism enable individuals and organizations to reach global audiences, connect across borders, and mobilize support for human rights causes.

The concept of human rights in communication underscores the intersection of human rights principles with the field of communication. It highlights the importance of promoting and protecting fundamental rights and freedoms in all forms of communication, fostering inclusive and diverse spaces, and ensuring accountability and transparency in communication systems.

The concept of human rights awareness in communication refers to the understanding and promotion of human rights principles and values through effective communication channels. It involves raising awareness, educating, and engaging individuals and communities about their fundamental rights and the importance of respecting and protecting the rights of others.

Overall, human rights awareness in communication involves disseminating information, empowering individuals, promoting dialogue, and advocating for accountability. It is a multidimensional approach that aims to create a more just and inclusive society where human rights are respected and protected.

From the perspective of practice, Flor (2003), views that it is the application of communication approaches, principles, strategies and techniques to human rights awareness. In fact, human rights awareness can be seen as the aspect of communication that take care of efforts aimed at making the society respected and protected by provision of adequate information and sharing the necessary information to preserve human rights in every sense. Human rights awareness communication is very essential in the society. This is because it is the use of communication technique to shape social norms and values, influence peoples decisions in the manner that promote a more socially sustainable society. All human endeavours the Bring man together is a good targets of social communication. As this is the case when it is said that media play good roles in all levels of development, it's invariably implies that media, what appropriately positioned, out of immense use in the course of entrenching environmental sustainability.



The words of Okenwa (1998) help us to illustrate this factor that mass media determine the pattern and pace of development in any development consciously society. For the media to rise up to the demands of this function, there must be growth above the complexities of communication systems; They must be trained for development purposes; good policy must be in place to assign to the media structures, In carrying out this role, the media must be conscious of the mass audience and your systems of communication, communication must go to destination. There is synergy between the medium of communication on the environment I supported by Nwabueze (2007). In the Real sense of human rights awareness, the information role of the media cannot be downplayed. Did you think of ensuring that the audience is aware or whatever is of interest to the society is that of the media? Without this the masses remain in the dark With regard to evolving human rights issues in the environment. Okunna (2002) Reflect thus on the information function Of the media column the function of the mass media is all embracing and indispensable for the meaningful existence of the members of the society. True their various contents, The mass media Collect, store, process and disseminates news, Data, pictures, facts, messages, opinions and comments which members of public require in order to react knowledgeably to

personal, environmental, national and international conditions as well as to be a position to take appropriate Decisions. The provision of such information more so when they are structured well to reflect the developmental needs of the people, can positively ensure uniform attitudinal change which can help sustain our society.

Development according to Barrett's 2000 is a widely participatory process of social change in a society, intended to bring about social advancement including greater equality, freedom and revenue to quality for the majority of people through gaining greater control over their environment. Looking at the above assertion, one can imagine how the developmental process can be participatory without fundamentally involving the Mass media of communication. Through continuous surveillance of the society, the mass media keep the members of the public informed With regard to issue which place them in a better position to react to trend in the society. People are made aware of trends in the Society, effective press coverage of human rights or societal issues is a manifestation of this surveillance rule which is very essential in purposeful Human rights I witness. The implication of effective media coverage of fundamental rights is largely reflected in the agenda setting role of the media.

By set an agenda the press through emphasis on coverage of setting issues, provide for the public, issues to discuss or reflect on, this means they set agenda for public discussion.

As McCombs and Shaw (Ojobor 2002) emphasize the agenda setting role of the media. They made clear that the media allow us to know the issue that happen in our system and also through emphasis they show the ones that are important. The importance attached to an issue and the desire to discuss it as part of public agenda is, according to Folarin (2005) stresses through the quality and frequency of reporting, prominence given the report, through headline displays, pictures, and newspapers, magazines, films, graphics or timing on radio and television programme.

Folarin's assertions shows the importance of the media in drawing necessary attention to societal concern. Ayantayo (2004) noted that media communication unit have an important role to play in Human rights awareness and sustainable development. Similarly, Oso (2006) observes that the mass media are of crucial importance in any society and the various issues and problems that comfort us come largely from the media. In playing their development oriented roles in the society, the mass media assumes the position of fourth estate of the realm, from

where they watchdog the society and keep the public abreast of trends in the environment. It is against this backdrop that the all important society oriented surveillance role of the media should not be undermined by any person, including media practitioners. The suggestion by Olatunji (2004) would suffice that the media are called upon to occupy the driver's seat regarding agenda setting and awareness generation on issues on the society. Matters concerning the rights of the citizens should be presented in the media in a variety of forms including editorial opinion, investigative reports and interviews, in addition to the present forms. It is good to note at this junction that the use of media to improve the cause of human rights is referred to as human rights awareness in communication.

#### **2.4. Sustainable Development Goals and Human Rights**

The Sustainable Development Goals (SDGs) and human rights are closely interconnected and mutually reinforcing. The SDGs, also known as the Global Goals, were adopted by United Nations member states in 2015 as a comprehensive framework to address various global challenges, including poverty, hunger, inequality, climate change, and more. The goals encompass a broad range of economic, social, and environmental objectives that aim to promote sustainable development worldwide.

Human rights are fundamental entitlements and protections that every individual is inherently entitled to, regardless of their nationality, ethnicity, gender, or any other characteristic. They include civil, political, economic, social, and cultural rights, such as the right to life, education, healthcare, food, water, and a clean environment.

The SDGs and human rights are intertwined in several ways:

- 1. Universality:** Both the SDGs and human rights are universal in nature. They apply to all individuals and countries, without discrimination. Human rights provide the moral and legal basis for the SDGs, ensuring that no one is left behind in the pursuit of sustainable development.
- 2. Equity and Non-Discrimination:** The SDGs aim to promote equality, reduce inequalities, and eliminate discrimination. Human rights principles, such as non-discrimination and equal enjoyment of rights, guide the implementation of the goals to ensure that the most vulnerable and marginalized populations are prioritized.
- 3. Participation and Accountability:** Human rights emphasize the importance of participation, empowerment, and accountability. Similarly, the SDGs highlight the need for inclusive decision-making processes, active

participation of all stakeholders, and transparent and accountable institutions to achieve sustainable development.

- 4. Integrated Approach:** The SDGs recognize the interlink ages between different development areas and the need for an integrated approach. This aligns with the indivisibility and interdependence of human rights, where the fulfilment of one right often depends on the fulfilment of other rights.
- 5. Leave No One Behind:** The principle of "leaving no one behind" is central to both the SDGs and human rights. It calls for specific attention to be given to the most marginalized and disadvantaged groups to ensure their rights are respected, protected, and fulfilled.

By integrating human rights into the implementation and monitoring of the SDGs, governments, organizations, and individuals can contribute to a more just, equitable, and sustainable world. It recognizes that sustainable development cannot be achieved without upholding human rights, and that human rights provide the ethical framework to guide the pursuit of the SDGs.

The Sustainable Development Goals (SDGs) encompass a wide range of targets and indicators that are interconnected and contribute to the promotion and protection of human rights. While all 17 SDGs have implications for human rights,

I'll highlight a few specific goals that are particularly relevant:

1. **Goal 1: No Poverty:** Poverty is both a cause and consequence of human rights violations. Goal 1 aims to eradicate extreme poverty and ensure equal rights and opportunities for all, addressing economic, social, and cultural rights.
2. **Goal 2: Zero Hunger:** Ensuring access to safe, nutritious, and sufficient food for all is essential for the realization of the right to adequate food. Goal 2 focuses on ending hunger, improving nutrition, and promoting sustainable agriculture.
3. **Goal 3: Good Health and Well-being:** Goal 3 seeks to ensure healthy lives and promote well-being for all at all ages. It addresses various human rights aspects, including the right to health, access to healthcare services, and the reduction of maternal and child mortality.
4. **Goal 4: Quality Education:** Education is a fundamental human right. Goal 4 aims to provide inclusive, equitable, and quality education for all, addressing barriers to education and promoting lifelong learning opportunities.
5. **Goal 5: Gender Equality:** Achieving gender equality is not only a human right but also a prerequisite for sustainable development. Goal 5 focuses on ending discrimination and violence against women and girls, ensuring equal access to

resources and opportunities, and promoting women's empowerment.

6. **Goal 10:** Reduced Inequalities: This goal recognizes that inequalities within and among countries pose a significant challenge to human rights and sustainable development. It aims to reduce inequalities in income, access to basic services, and social protection.
7. **Goal 16:** Peace, Justice, and Strong Institutions: Goal 16 highlights the importance of promoting peaceful and inclusive societies, providing access to justice for all, and building effective, accountable, and inclusive institutions. It addresses several human rights issues, including the rule of law, access to justice, and the protection of human rights defenders.
8. **Goal 17:** Partnerships for the Goals: This goal emphasizes the importance of global partnerships to achieve the SDGs. It recognizes that international cooperation is essential to promote and protect human rights on a global scale.

It's worth noting that all SDGs are interconnected, and progress in one goal can have positive impacts on other goals. By advancing sustainable development and implementing the SDGs, governments, organizations, and individuals can contribute to the promotion and protection of human rights in various dimensions of people's lives.



## **2.5. Roles of Independent Television (ITV)'s the Law and You programme**

ITV (Independent Television) Benin is a Private Nigerian television network whose role in Edo state cannot be over emphasized. The station is saddled with the responsibilities of informing, entertaining., educating and also persuading the public towards achieving socio-economic, political and environmental development, this, they have achieved through “the Law and You” programme which is usually aired on Mondays by 2pm with the aim of educating, sensitizing, persuading and creating awareness by granting interviews and discussing topics relating to politics, bills, governance and human rights related issues.

The programme also plays a significant role in the awareness creation of human rights. Here are several ways in which ITV's the Law and you programme contributes to raising awareness and promoting human rights:

- 1. News Coverage:** As a prominent television network, ITV allocates substantial airtime to covering human rights issues and events. By reporting on human rights abuses, initiatives, and success stories, ITV educates its viewers and raise awareness about various human rights concerns domestically.
- 2. Talk Shows and Panel Discussions:** ITV hosts talk shows and panel

discussions that feature experts, activists, and advocates for human rights.

These programmes provide a platform for in-depth discussions, debates, and analysis of human rights issues, encouraging public engagement and understanding.

**3. Partnerships with Human Rights Organizations:** ITV collaborates with human rights organizations and NGOs to develop campaigns, produce content, and raise awareness collectively. By partnering with established human rights groups, ITV can benefit from their expertise, networks, and resources, amplifying the impact of their efforts.

## **2.6. Appraisal of Empirical studies**

A number of researchers have conducted empirical research on the role of the media in the awareness creation of Human rights but little to none has been streamlined to an aspect of the Media. This section reviews empirical works of scholars that are similar to this current study. The empirical works reviewed are:

**Asemah et al., (2013). Employing the Mass media for the promotion of human rights in Nigeria. Indexed African Journals Online 7(1), 47-60.**

Asemah et al., (2013) discusses employing the media for the promotion of human rights in Nigeria. The study asserted that the media has a very crucial role

to play in the promotion of human rights in any country.

The study further unravels the role of the media, in safeguarding human rights. Through the media, the people can be aware of their fundamental human rights and the constitutional protection of their rights. Also, through constant vigilance on infringement of human rights and by exposing police brutality and repression, the media have caused a significant rise in public awareness of these issues.

The study further explained according to Asemah (2011), as agents of social change that can bring about positive attitudinal change in the audience; they set agenda for the people to follow in any society. The mass media are crucial to opinion formulation and eventual outcomes of events and that the media are champions of human rights. They act as the eyes, ears and voices of the public, drawing attention to abuses of power and human rights, often at considerable improve the quality of people's lives. And that Journalists, photographers and programme makers should frequently expose the plight of children caught up in circumstances beyond their control or abused or exploited by adults while the research work is specifically focusing on children's rights.

However, the research work was hinged on two major theories and they are

social responsibility theory and agenda setting theory which corresponds with the current research.

While this Study seeks to employ the mass media for the promotion of human rights, the current study seeks to assess the role of the television specifically in human rights awareness.

However this current study did not only focus on women and children's right as Asemah et al., (2013) did instead, their current study addresses all the forms of human rights issues.

**Ogah, Ijuo Abari et al., (2014) Appraisal of Public Awareness of Human Rights Campaigns in the Mass Media: A Study of Selected Local Government Areas in Benue State. American International Journal of Research in Humanities, Arts and Social Sciences, 6(1), 82-89.**

Ijuo Abari et al. in Ogah In 2014, the main goal of the study was to find out how well-known human rights campaigns are among the general public and how they are perceived by them.

First and foremost, the study reveals that people are aware of human rights protection campaigns in the media. Therefore, the research suggests that the media should take this as a model and launch an adequate campaign to inform the general public.

The study examined public awareness of human rights campaigns through the media in Benue State using the survey research design.

According to the assertion that the agenda-setting theory is good at explaining why people with similar media exposure place importance on the same issues, this study is anchored on the agenda setting theory of mass communication. Even though different people may have different perspectives on the issue at hand, the majority of people believe the same issues are important, which is why this study is relevant.

The study demonstrates the various approaches that the media can take to fulfil their responsibilities;

Human rights issues should always get a column and airtime in the media, and they should continue to broadcast or write influential editorials or commentaries that will get the attention of both the government and the general public. These editorials and commentaries ought to call on the government to act swiftly for restitution wherever it is necessary, expose societal problems and violations of individual rights, particularly those of the masses, and This reaffirms the findings of a similar study by McQuail (1978), which asserts that the media must accept and carry out positive developmental tasks in accordance with

policies that are established nationally.

In addition, the media's instrumentality cannot be used to manage the campaign for human rights protection. As a result, the print media and other mass media, including radio and television, should work together with human rights activists and reputable non-governmental organizations to defend human rights.

Ogah, Ijuo Abari et al., (2014) the study came to the conclusion that the campaign for human rights protection in the country's nascent democracy relies heavily on a fervent media. As a result, the print media are thought to play a role in maintaining democracy by setting the agenda for public debate on human rights and providing a variety of platforms for citizens to voice their opinions. Basically, the job of the broad communications as established in Section II (22) of the 1999 Constitution of the Government Republic of Nigeria labelled "Commitment of the Broad communications" ought to be the watchword for media associations.

The agenda setting theory is used in both of these studies, so they are related to one another in this regard. Additionally, the goal of both studies is to concentrate on a geographical case study.

Even though the television programme ITV Benin's the law and you, Ogah, Ijuo Abari, et al., serves as the focus of the current investigation, because it

examines the mass media as a whole, (2014) study has a broader scope.

Ogah, Ijuo Abari, et al, (2014) Rather than relying solely on the Agenda-setting theory of mass communication, the current study expanded upon it by incorporating the social responsibility theory in addition to the Agenda-setting theory of mass communication in order to emphasize its point.

## **2.7. Theoretical Framework**

The study is based on two theories: Agenda setting theory and social responsibility theory

### **Social Responsibility Theory**

The libertarian theory is derived from the social responsibility theory. The idea first emerged in the middle of the 20th century. Asemah (2011), citing Okunna (1999), calls it a "modern theory" because it was developed in the 20th century. According to McQuail (1987), the theory of social responsibility owes its origins to an initiative led by the Commission on Freedom of the Press. The growing awareness that the free market had failed to deliver on the press's promises and deliver the anticipated benefits to society was its primary impetus. Because it encompasses a variety of private print media and public broadcasting corporations that can be resolved through a variety of democratic processes, the

theory can be applied to a wide variety of contexts. As a result, the theory has attempted to reconcile independence with obligations to society.

According to McQuail (1987), the principles of the social responsibility theory are as follows:

1. Media should acknowledge and fulfil certain societal responsibilities.
2. Setting high or professional standards of information, truth, accuracy, objectivity, and balance are the primary means by which these obligations must be met.
3. Media should be self-regulating within the framework of law and established institutions" when accepting and applying these obligations
4. The media should steer clear of anything that might upset minorities or encourage crime, violence, or civil unrest;
5. The media as a whole ought to be diverse and reflect their society's diversity. Giving admittance to different marks of perspectives and allowing all the option to answer;

Following the first set of principles, society and the general public have a right to expect high performance standards, and interventions can be justified to benefit the general public; Journalists and other media professionals should also



be held accountable to society, employers, and the market.

The theory is applicable to the review since it calls for liability on the part of the journalist. Therefore, the journalist ought to be able to use the media to promote human rights in Nigeria. On the other hand, the agenda setting theory states that the media are quite successful at telling us what to think about, even though they are not always successful at telling us what to think. Asemah (2011) cites McCombs and Shaw (1972) as saying that editors, newsroom staff, and broadcasters play a significant role in shaping political reality by selecting and displaying news.

### **Agenda setting Theory**

On the other hand, the agenda setting theory states that the media are quite successful at telling us what to think about, even though they are not always successful at telling us what to think. Asemah (2011) cites McCombs and Shaw (1972) as saying that editors, newsroom staff, and broadcasters play a significant role in shaping political reality by selecting and displaying news. From the amount of information and positions in a news story, readers learn not only about an issue but also how important it is to place on it. According to Wimmer and Dominick (2000), the theory of the media's agenda setting asserts that the public

agenda—that is, the topics people discuss, think about, and worry about—is profoundly influenced by the media's choices for publicizing them.

Because the media can be used to set the agenda for human rights in Nigeria and influence people's thinking, the theory is relevant to this study.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1. Research Design**

This is the overall approach that will be used in the course of this research. In considering the design to be adopted in this study. According to Osemwota (1996), the survey research studies large and small populations by selecting and studying samples chosen from the populations to discover the relative incidence distribution and psychological variables. Ohaja (2003) observes that “the topic usually should be the research design or plan which will be used.

Therefore in order to validate the research hypothesis, an instrument will be constructed to elicit information for this study. For this purpose of research design therefore, the survey research method will be used.

Ohaja (2003) describes a survey as a study of the characteristics of a sample through questioning that enables the researcher to make generalizations concerning his population of interest. The survey method is chosen because it enabled the researcher to focus on residents of the Benin metropolis who are conversant with human rights awareness programmes in the state.

This study intends to collect and analyse quantitative information capable of providing strong facts as regards the study.

### **3.2. Population of Study**

Uzoechi (1998) is of the opinion that a population is the totality of all items under study. The population for this study was drawn from the total population of people in Benin individuals from the population according to the 2015 census is 1,500,000. For the purpose of this study, the population will be made up of those in higher institutions so that the results can be used to derive conclusions that will apply to the entire population. The researcher used Taro Yamene's sample size formula in determining the sample size of the given population of learning,

traders around the campus and some other staff members who live In Benin.

### 3.3. Sample Size

The sample size used for the study is made up of 100 people consisting of both male and female selected randomly within the University of Benin. The main aim of the sample size is to allow the researcher conduct the study of individuals from the population so that the results can be used to derive conclusions that will apply to the entire population. The researcher used Taro Yamene's sample size formula in determining the sample size of the given population of one million and five hundred thousand (1,500,000) residents of the Benin metropolis. This sample size is therefore determined by using the Taro Yamene's formula below:

$$n = \frac{N}{1 + n(e)^2}$$

When  $n$  = sample size

$e$  = error of sample (0.10)

1 = constant

Therefore,  $n = \frac{1,500,000}{1 + 1,500,000(0.10)^2}$

$$n = \frac{1,500,000}{1 + 1,500,000(0.01)}$$

$$n = \frac{1,500,000}{1 + 15,000}$$

$$n = \frac{1,500,000}{15001}$$

$$n = 99.9 \sim 100$$

$$n = 100$$

### **3.4. Sampling Procedure**

The sampling technique adopted for this study was the purposive sampling method which according to Asemah et.al, (2017, pg.171) is the method in which the researcher uses his or her judgement to choose respondents and selects those that best meet the purpose of the study. The method therefore involves the researcher seeking certain characteristics in his sampling element and he ensures that those chosen have those characteristics. The purposive sampling technique was used to select members of the population who interact or use the television frequently.

### **3.5. Method of Data Collection**

The instrument used to gather information for this study is the questionnaire. The questionnaire is preceded by a covering letter introducing the researcher, explaining the purpose of the research and soliciting assistance in providing the required information. This is followed by instructions, which should be simple and clearly stated (Ohaja, 2003:89).

The questionnaire was made up of 30 items which were divided into five sections lettered section A-E. Section A was on the demographic data of

respondents, gender, age, education attainment, years of experience and marital status. Section B dwelt on the role of ITV's The Law and You programmes in the creation of human rights awareness programmes. Section C was on the performance of ITV's the Law and You programme in the creation of human rights awareness programmes. Section D covers the various human rights issues ITV the Law and you programme report. Finally, Section E Focused on the challenges militating against ITV's the law and you programme in performing their roles in the creation of human rights awareness programmes.

### **3.6. Method of Data Administration**

The questionnaire will be distributed by the researcher who makes sure that all given strata are covered adequately for the survey process with the aid of a research assistant who will help to guide the researchers movement, help in the identification of possible respondents as well as interpret the questionnaire to respondents.

### **3.7. Validity of Instruments**

In order to ensure that the items on the questionnaire are valid, the researcher conducted a thorough validation of the instrument through the assistance of the project supervisor who examined it to ensure that the instrument

measured the objectives of the research. It was confirmed to know how valid it was in the collection of primary data for analysis. The suggestions and assessments of the project supervisor were invaluable to rewrite the instrument for clarity. The items obtained in the questionnaire were deemed valid and reliable as it answers the research question to a greater level.

## **2.8. Method of Data Analysis**

The data collected will be analysed on a comparative basis with the aid of a frequency table to provide pictorial representations of the data in a simple form, which makes the data easy to understand by everyone. Simple percentages were used to analyse the bio- data which bearing on this study, were minimal.

# **CHAPTER FOUR**

## **DATA REPRESENTATION AND ANALYSIS**

### **Preamble**

This chapter presents data collected and collated through the distribution of 100 copies of questionnaire to respondents with a 100% return rate. Therefore, it explains the presentation of data by analysing the demographic and psychographic variable of respondents in the questionnaire which were used to answer the three research questions posed for this study.

The first part of this chapter focused on the demographic variable of the respondents with a view towards the analysis of factors that constituted their classification such as gender, age, education attainment, marital status and religion. The second section of this chapter focused on the other items in the questionnaire which had direct bearing to the research questions posed for this study. While the third section was concerned with the discussions of findings in which the third research questions raised for this study were answered. Finally, the fourth section focuses on the challenges affecting Benin residents from accessing the programme ITV's the law and you.

#### **4.1. Section A: Presentation and Analysis of Data based on Respondents Bio Data**

**Table 1: Showing gender distribution of Respondents**

| <b>Gender</b> | <b>Frequency of Response</b> | <b>Percentage of Response</b> |
|---------------|------------------------------|-------------------------------|
| Male          | 26                           | 26%                           |
| Female        | 74                           | 74%                           |
| Total         | 100                          | 100%                          |

Data on table 1 reveals that out of the 100 respondents, 26% of respondents were male while 74% of respondents were female.

**Table 2: Showing Age Distribution of Respondents**

| <b>Age Range</b> | <b>Frequency of Response</b> | <b>Percentage of Response</b> |
|------------------|------------------------------|-------------------------------|
|------------------|------------------------------|-------------------------------|



|                  |     |      |
|------------------|-----|------|
| 18-25 years      | 61  | 61%  |
| 26-45 years      | 23  | 23%  |
| 46-49 years      | 12  | 12%  |
| 50 years - above | 4   | 4%   |
| Total            | 100 | 100% |

In the survey conducted, respondents' age range was categorized into four groups. The majority, comprising 61% of the participants, fell within the 18-25 years bracket, showing the highest frequency of response. The next age group, ranging from 26 to 45 years, accounted for 23% of the responses. Participants aged 46 to 49 years constituted 12% of the total respondents. Lastly, individuals aged 50 years and above made up the smallest group, representing 4% of the responses. Altogether, the survey received 100 responses, with each age range contributing to the overall 100% distribution.

**Table 3: Educational Attainment of Respondent**

| <b>Educational Attainment</b> | <b>Frequency of Response</b> | <b>Percentage of Response</b> |
|-------------------------------|------------------------------|-------------------------------|
| Students                      | 66                           | 66%                           |
| Diploma                       | -                            | -                             |
| B.Sc./ B.Ed./ B.A             | 25                           | 25%                           |
| M.Sc./M.Ed./M.A               | 7                            | 7%                            |
| PhD                           | -                            | -                             |
| Others                        | 2                            | 2%                            |
| Total                         | 100                          | 100%                          |

Table 3, presents the educational attainment of respondents, categorized into

various groups. The largest group, comprising 66% of the participants, consisted of students. The next substantial category was B.Sc./B.Ed./B.A graduates, representing 25% of the responses. Participants with postgraduate degrees, including M.Sc./M.Ed./M.A, constituted 7% of the total respondents. The survey did not record any responses from individuals with a Diploma or a PhD. A small percentage, comprising 2%, belonged to the "Others" category. In summary, the survey provided insights into the educational backgrounds of the participants, highlighting the prominence of students and graduates with bachelor's and postgraduate degrees.

**Table 4: Marital Status of Respondents**

| <b>Marital Status</b> | <b>Frequency of Response</b> | <b>Percentage of Response</b> |
|-----------------------|------------------------------|-------------------------------|
| Single                | 60                           | 60%                           |
| Married               | 26                           | 26%                           |
| Others                | 14                           | 14%                           |
| Total                 | 100                          | 100%                          |

In table 4, the data revealed that 60 individuals identified as single, representing 60% of the total respondents. 26 respondents, accounting for 26%, reported being married. The remaining 14% (14 respondents) fell under the

category of "Others."

**Table 5: Religion of Respondents**

| Religion     | Frequency of Response | Percentage of Response |
|--------------|-----------------------|------------------------|
| Christianity | 92                    | 92%                    |
| Islam        | 7                     | 7%                     |
| Others       | 1                     | 1%                     |
| Total        | 100                   | 100%                   |

The data provides insights into the religious affiliations of the respondents.

The majority, constituting 92% of the participants, identified as Christians, while 7% stated their religion as Islam. A smaller percentage, 1%, fell into the "Others" category. The data indicates that Christianity holds the most significant presence among the respondents, followed by Islam and other religions.

#### 4.2. Presentation and analysis of Data based on other items in questionnaire

**Table 6: Respondents' views on their agreement on the roles of ITV's 'the law and You' programme performs towards Human rights Awareness in Benin Residents.**

| Items                | Strongly Agree     | Agree              | Strongly Disagree | Disagree       | Not sure | Total/Percentage     | x   | Decision |
|----------------------|--------------------|--------------------|-------------------|----------------|----------|----------------------|-----|----------|
| Inform the people    | 88<br>(88%)<br>440 | 12<br>(12%)<br>48  | -                 | -              | -        | 100<br>(100%)<br>488 | 4.9 | Accepted |
| Educate the masses   | 79<br>(79%)<br>395 | 21<br>(21%)<br>84  | -                 | -              | -        | 100<br>(100%)<br>479 | 4.8 | Accepted |
| Sensitize the masses | 51<br>(51%)<br>255 | 46<br>(46%)<br>184 | -                 | 3<br>(3%)<br>6 | -        | 100<br>(100%)<br>439 | 4.4 | Accepted |
| Empowers people to   | 23<br>(23%)        | 61<br>(61%)        | -                 | 16<br>(16%)    | -        | 100<br>(100%)        | 3.9 | Accepted |

|                                                |                    |                    |                   |                   |                |                      |     |          |
|------------------------------------------------|--------------------|--------------------|-------------------|-------------------|----------------|----------------------|-----|----------|
| take action                                    | 115                | 244                |                   | 32                |                | )<br>391             |     |          |
| Exposes violation                              | 24<br>(24%)<br>120 | 42<br>(42%)<br>168 | 8<br>(8%)<br>24   | 21<br>(21%)<br>42 | 5<br>(5%)<br>5 | 100<br>(100%)<br>395 | 3.6 | Accepted |
| Influence the masses                           | 28<br>(28%)<br>140 | 52<br>(52%)<br>208 | -                 | 14<br>(14%)<br>28 | 6<br>(6%)<br>6 | 100<br>(100%)<br>382 | 3.8 | Accepted |
| Draws attention to issues affecting the masses | 22<br>(22%)<br>110 | 45<br>(45%)<br>180 | 20<br>(20%)<br>66 | 13<br>(13%)<br>26 | -              | 100<br>(100%)<br>382 | 3.8 | Accepted |

Table 6 reveals varying levels of agreement among respondents regarding different aspects of mass media's influence. When it comes to informing the public, a significant majority, 88% of participants, strongly agree that mass media serves this purpose effectively. In contrast, only 12% express agreement, while no respondents indicate a disagreement.

Furthermore, the role of mass media in educating the masses also garners substantial support, with 79% of individuals strongly agreeing and 21% agreeing with its educational impact. Once again, there are no respondents who express disagreement on this matter.

Sensitization through mass media is perceived as an effective strategy by 51% of respondents who strongly agree, and an additional 46% agree to some extent. Only a small percentage, 3%, disagree with this notion, while none are unsure about it.

In terms of empowering individuals to take action, 23% strongly agree, and

a majority of 61% agree with the media's ability to influence action. Conversely, 16% disagree, and no respondents are unsure about this aspect.

Mass media's role in exposing violations receives mixed reactions. 24% strongly agree that it successfully exposes violations, while 42% agree. On the other hand, 8% express strong disagreement, and 21% disagree to some extent. A minor portion, 5%, remains unsure about this function.

Influencing the masses is seen as a strength of mass media by 28% who strongly agree, and an additional 52% agree. A notable 14% disagree, while 6% are unsure about the media's influence.

Lastly, the ability of mass media to draw attention to issues affecting the masses garners support from 22% who strongly agree and 45% who agree. A considerable 20% express strong disagreement, and 13% disagree to some extent. No respondents are unsure about this aspect.

In summary, the survey data highlights a consensus on the positive impact of mass media in informing, educating, sensitizing, empowering, and influencing the public. However, it also reveals some division regarding the exposure of violations and the ability to draw attention to certain issues.

**Table 7: Respondents views on the extent to which ITV's 'the Law and You' programme performs their roles in the creation of human rights awareness.**

| Items | Very High | High | Very Low | Low | Not sure | Total/Percentage | x | Decision |
|-------|-----------|------|----------|-----|----------|------------------|---|----------|
|-------|-----------|------|----------|-----|----------|------------------|---|----------|

|                                                |                    |                    |                    |                   |                |                      |     |          |
|------------------------------------------------|--------------------|--------------------|--------------------|-------------------|----------------|----------------------|-----|----------|
| Empowers people to take action                 | 28<br>(28%)<br>140 | 34<br>(34%)<br>136 | 37<br>(37%)<br>111 | -                 | -              | 100<br>(100%)<br>387 | 3.9 | Accepted |
| Exposes violation                              | 19<br>(19%)<br>95  | 37<br>(37%)<br>148 | 36<br>(36%)<br>108 | -                 | -              | 100<br>(100%)<br>351 | 3.5 | Accepted |
| Sensitize the masses                           | 22<br>(22%)<br>110 | 65<br>(65%)<br>260 | 13<br>(13%)<br>39  | -                 | -              | 100<br>(100%)<br>409 | 4.1 | Accepted |
| Educate the masses                             | 66<br>(66%)<br>330 | 34<br>(34%)<br>136 | -                  | -                 | -              | 100<br>(100%)<br>466 | 4.7 | Accepted |
| Inform the people                              | 81<br>(81%)<br>405 | 19<br>(19%)<br>76  | -                  | -                 | -              | 100<br>(100%)<br>481 | 4.8 | Accepted |
| Influence the masses                           | 30<br>(30%)<br>150 | 56<br>(56%)<br>224 | -                  | 12<br>(12%)<br>24 | -              | 100<br>(100%)<br>398 | 3.9 | Accepted |
| Draws attention to issues affecting the masses | 25<br>(25%)<br>125 | 52<br>(52%)<br>208 | 3<br>(3%)<br>9     | 20<br>(20%)<br>40 | 2<br>(2%)<br>2 | 100<br>(100%)<br>384 | 3.8 | Accepted |

The survey results demonstrate varying levels of perception regarding the impact of mass media on different aspects. When it comes to empowering people to take action, 28% of respondents view mass media as having a very high influence, while 34% believe it has a high impact. In contrast, 37% consider its empowerment potential to be very low, and no respondents are unsure about this.

In terms of exposing violations, the responses are more divided. 19% of participants see mass media as having a very high influence in this regard, while

37% believe it has a high impact. However, a substantial 36% perceive its ability to expose violations as very low. No respondents indicate uncertainty on this matter.

Sensitizing the masses is seen as a significant strength of mass media by 22% who believe it has a very high impact and 65% who perceive a high influence. Conversely, 13% consider its sensitization potential to be very low, and no respondents are unsure about this function.

The role of mass media in educating the masses is viewed positively by a majority. 66% of respondents believe it has a very high impact, while 34% perceive it as having a high influence. No respondents indicate that mass media has a low impact on education, and there is no uncertainty regarding this aspect.

Similarly, when it comes to informing the people, mass media is seen as highly effective. 81% of participants believe it has a very high impact on informing, and 19% perceive a high influence. No respondents express doubts about the effectiveness of mass media in this role.

Influencing the masses receives mixed perceptions. 30% of participants see mass media as having a very high impact on influencing, while a majority of 56% believe it has a high influence. On the other hand, 12% consider its influence to be low. No respondents express uncertainty about this function.

Lastly, drawing attention to issues affecting the masses garners a notable

level of support. 25% of respondents believe mass media has a very high impact on this aspect, while 52% perceive a high influence. A smaller proportion, 3%, see its impact as very low, and 20% believe it has a low influence. Additionally, 2% are unsure about this role.

In summary, the survey findings highlight the diverse opinions on the impact of mass media in different areas. While there is consensus on its empowerment, education, and information dissemination abilities, there are more varied perceptions when it comes to exposing violations, sensitization, influencing, and drawing attention to societal issues.

**Table 8: Respondents views on their agreement on the various Human rights issues ITV's 'the Law and You' programme reports.**

| <b>Items</b>                  | <b>Strongly Agree</b> | <b>Agree</b>      | <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Not Sure</b> | <b>Total/Percentage</b> | <b>x</b> | <b>Decision</b> |
|-------------------------------|-----------------------|-------------------|--------------------------|-----------------|-----------------|-------------------------|----------|-----------------|
| Issues on poor Infrastructure | 71<br>(71%)<br>355    | 20<br>(20%)<br>80 | 3<br>(3%)<br>9           | 2<br>(2%)<br>4  | 4<br>(4%)<br>4  | 100<br>(100%)<br>452    | 4.5      | Accepted        |
| Issues on arbitrary           | 62<br>(62%)           | 33<br>(33%)       | 5<br>(5%)                |                 |                 | 100<br>(100%)           | 4.6      | Accepted        |



|                                            |                    |                    |                   |                   |                |                      |     |          |
|--------------------------------------------|--------------------|--------------------|-------------------|-------------------|----------------|----------------------|-----|----------|
| arrest and police brutality                | 310                | 132                | 15                |                   |                | 457                  |     |          |
| Issues on minimum wage                     | 56<br>(56%)<br>280 | 34<br>(34%)<br>136 | 6<br>(6%)<br>18   | 3<br>(3%)<br>6    |                | 100<br>(100%)<br>440 | 4.4 | Accepted |
| Issues on racial or religious hatred       | 12<br>(12%)<br>60  | 41<br>(41%)<br>164 | 7<br>(7%)<br>21   | 32<br>(32%)<br>64 | 8<br>(8%)<br>8 | 100<br>(100%)<br>317 | 3.2 | Rejected |
| Issues on sexual and gender based violence | 32<br>(32%)<br>160 | 58<br>(58%)<br>232 | 10<br>(10%)<br>30 |                   |                | 100<br>(100%)<br>422 | 4.2 | Accepted |
| Issues on Discrimination                   | 25<br>(25%)<br>125 | 66<br>(66%)<br>264 | 9<br>(9%)<br>27   |                   |                | 100<br>(100%)<br>416 | 4.2 | Accepted |
| Issues on Terrorism                        | 84<br>(84%)<br>420 | 11<br>(11%)<br>44  | 5<br>(5%)<br>15   |                   |                | 100<br>(100%)<br>479 | 4.8 | Accepted |
| Issues on Life and Security                | 81<br>(81%)<br>405 | 19<br>(19%)<br>76  |                   |                   |                | 100<br>(100%)4<br>81 | 4.8 | Accepted |

Table 8, portrays respondents' views on their agreement on the various human rights issues ITV's the Law and You programme reports. The table indicates that a significant majority of respondents expressed concerns about poor infrastructure, with 71% strongly agreeing and 20% agreeing on the matter. Conversely, only a small percentage disagreed or were unsure about this issue.

Moreover, the survey identified issues related to arbitrary arrest and police brutality, with 62% of respondents strongly agreeing and 33% agreeing on this concern. However, there was no indication of strong disagreement or uncertainty in the data for this particular issue.

Another significant topic of concern highlighted in the survey was the issue of minimum wage. A majority of 56% strongly agreed and 34% agreed with addressing this matter, while 6% disagreed and 3% were unsure. Additionally, racial or religious hatred emerged as a prominent issue, with 41% of respondents indicating their strong agreement, 12% expressing disagreement, and 32% being uncertain about this issue. Sexual and gender-based violence was also a matter of concern, with 32% strongly agreeing and 58% agreeing, while 10% were unsure and no respondents disagreed.

Furthermore, discrimination was highlighted as a significant concern, with 66% of respondents agreeing and 25% strongly agreeing that this issue needs attention. Only 9% expressed disagreement on this matter. The survey also identified terrorism as a major area of concern, with a substantial 84% strongly agreeing and 11% agreeing on the need to address it. Lastly, the survey indicated that 81% of respondents strongly agreed and 19% agreed on issues related to life and security, without any indication of strong disagreement or uncertainty. Overall, the survey data provides valuable insights into the varying levels of agreement

and concern regarding these pressing issues within the surveyed population.

**Table 9: Respondents views on their agreement on the challenges affecting Benin residents from accessing the programme ITV's 'the law and You'.**

| Items                             | Strongly Agree     | Agree              | Strongly Disagree | Disagree           | Not Sure  | Total/Percentage     | x   | Decision |
|-----------------------------------|--------------------|--------------------|-------------------|--------------------|-----------|----------------------|-----|----------|
| Inadequate Electricity            | 82<br>(82%)<br>410 | 18<br>(18%)<br>72  |                   |                    |           | 100<br>(100%)482     | 4.8 | Accepted |
| Time the programme is being aired | 35<br>(35%)<br>175 | 22<br>(22%)<br>88  | 15<br>(15%)<br>45 | 28<br>(28%)<br>56  |           | 100<br>(100%)        | 3.6 | Accepted |
| No Feedback Mechanisms            | 29<br>(29%)<br>145 | 32<br>(32%)<br>128 | 18<br>(18%)<br>54 | 21<br>(21%)<br>42  |           | 100<br>(100%)369     | 3.7 | Accepted |
| No programme repeats              | 60<br>(60%)<br>300 | 7<br>(7%)<br>28    | 13<br>(13%)<br>39 | 17<br>(17%)<br>34  |           | 100<br>(100%)<br>401 | 4.0 | Accepted |
| Lack of online presence           | 28<br>(28%)<br>140 | 27<br>(27%)<br>108 | 15<br>(15%)<br>45 | 28<br>(28%)<br>56  | 2<br>(2%) | 100<br>(100%)<br>351 | 3.5 | Accepted |
| Quality of content                | 27<br>(27%)<br>135 | 41<br>(41%)<br>164 | 13<br>(13%)<br>39 | 19<br>(19%)<br>38  |           | 100<br>(100%)<br>376 | 3.8 | Accepted |
| Technical Issues                  | 8<br>(8%)<br>40    | 21<br>(21%)<br>84  |                   | 71<br>(71%)<br>142 |           | 100<br>(100%)<br>266 | 2.7 | Rejected |
| Advertisement Overload            | 20<br>(20%)<br>109 | 9<br>(9%)<br>36    | 26<br>(26%)<br>78 | 45<br>(45%)<br>90  |           | 100<br>(100%)<br>304 | 3.0 | Rejected |

The survey conducted on various aspects of the programme provided valuable insights into respondents' opinions and concerns. The findings highlighted that a significant majority of 82% strongly agreed on the inadequacy of the electricity supply, while 18% agreed. Surprisingly, there were no participants who disagreed or strongly disagreed in this particular area, making

the total of 100 responses noteworthy.

Regarding the timing of the programme being aired, 35% of the respondents expressed strong agreement with the schedule, followed by 22% who simply agreed. However, 15% disagreed, and 28% strongly disagreed, leading to a well-balanced distribution of 100 responses.

Participants' concerns about the absence of feedback mechanisms were evident, with 29% strongly agreeing and 32% agreeing. On the contrary, 18% disagreed, and 21% strongly disagreed, showcasing a diverse range of opinions among the total of 100 respondents.

Another notable area was the aspect of programme repeats, where 60% of the participants strongly agreed that there were no programme repeats, and 7% agreed. Conversely, 13% disagreed, and 17% strongly disagreed, showcasing varying sentiments among the 100 responses received.

The survey also evaluated the programme's online presence, with 28% of respondents finding it lacking, while 27% agreed with the statement. Additionally, 15% disagreed, 28% strongly disagreed, and 2% were unsure, emphasizing the importance of addressing online content to cater to all participants' preferences.

Concerning the quality of content, opinions were somewhat mixed, with 27% strongly agreeing that the content was satisfactory, and 41% agreeing. Meanwhile, 13% disagreed, and 19% strongly disagreed, indicating the need for

further analysis and improvement based on the feedback from the 100 participants.

Technical issues with the programme were reported by respondents, with only 8% strongly agreeing, 21% agreeing, and a significant 71% strongly disagreeing. Interestingly, there were no respondents who disagreed, adding weight to the concerns raised by the majority of the 100 participants.

Another issue raised was advertisement overload, where 20% of the respondents strongly agreed, followed by 9% agreeing, and 26% disagreeing. The majority, 45%, strongly disagreed, providing valuable insights from 100 participants about the programme's advertisement practices.

Overall, the survey results highlighted crucial areas that require attention and improvement to enhance the programme's effectiveness and address participants' concerns effectively. The feedback gathered will serve as a valuable guide for future enhancements and modifications.

#### **4.3. Discussion of Findings**

This section presents the discussion of findings, which is based on the answers to the research questions as generated from the items in the questionnaire.

**RQ 1: What is the role of ITV's 'the Law and You' programme perform towards Human Rights awareness in Benin Residents?**

Based on the data provided, ITV's "The Law and You" programme in Benin has a significant role in promoting human rights awareness among residents. The findings indicate that:

The programme strongly informs 88% of the viewers, and 12% agree that it informs them to some extent. It educates the masses effectively, with 79% agreeing and 21% somewhat agreeing. The programme successfully sensitizes the masses, as 51% strongly agree, 46% agree, and only 3% disagree. "The Law and You" empowers people to take action, with 23% strongly agreeing and 61% agreeing that it does. It exposes violations, with 24% strongly agreeing, 42% agreeing, 8% disagreeing, 21% strongly disagreeing, and 5% being unsure. The programme influences the masses, as 28% strongly agree and 52% agree, while 14% disagree and 6% are unsure. Additionally, the show draws attention to issues affecting the masses, with 22% strongly agreeing, 45% agreeing, 20% strongly disagreeing, and 13% disagreeing.

All these above mentioned roles been performed by ITV are the functions of the mass media as asserted by Asemah (2011) that the mass media, whether electronic or print are saddled with so many responsibilities in our society such as watch dog and surveillance function, education function, entertainment function, correlation function, integration function and mass mobilization function.

Overall, the data suggests that "The Law and You" programme on ITV significantly contributes to raising awareness about human rights issues among Benin residents, as it effectively informs, educates, sensitizes, empowers, exposes violations, influences, and draws attention to relevant issues affecting the community.

**RQ 2: To what extent does ITV's the 'Law and You' programme perform their role in the creation of Human rights awareness amongst residents of Benin metropolis?**

The findings from the survey shed light on the extent to which the programme "ITV's the Law and you" plays a role in creating human rights awareness among residents of Benin metropolis. The programme's effectiveness is evaluated based on various aspects such as empowerment, exposing violations, sensitization, education, information dissemination, influence, and drawing attention to societal issues.

Starting with empowerment, 28% of respondents believe that the programme has a very high impact in empowering people to take action, while 34% perceive it to have a high influence. However, a significant 37% consider its empowerment potential to be very low. This indicates a divided opinion among the respondents regarding the programme's ability to inspire action and change.

In terms of exposing violations, 19% of participants view the programme's impact as very high, while 37% believe it has a high influence in this aspect. On

the other hand, 36% see its impact as very low, suggesting that a considerable portion of respondents do not consider the programme effective in highlighting human rights violations.

Sensitization emerges as a positive area, with 22% of respondents perceiving the programme's impact as very high and a majority of 65% indicating a high influence in sensitizing the masses about human rights. Only 13% consider its impact to be very low in this regard.

The programme's educational impact receives strong support, with 66% of participants believing it has a very high influence in educating the masses about human rights, and 34% perceiving it as having a high impact. This indicates that the programme is successful in imparting knowledge about human rights issues.

Additionally, the programme effectively informs the public, with 81% of respondents indicating a very high impact and 19% perceiving a high influence in this aspect. This demonstrates that the programme plays a significant role in keeping residents informed about human rights matters.

Regarding influence, 30% of participants see the programme as having a very high impact on influencing attitudes and opinions about human rights, while 56% believe it has a high influence. However, 12% perceive its influence as low, suggesting that there is some room for improvement in this area.

Lastly, the programme's ability to draw attention to issues affecting the



masses receives moderate support. 25% of respondents perceive its impact as very high, and 52% believe it has a high influence in this regard. However, 20% consider its impact to be low, indicating that while the programme draws attention to certain issues, there's room for enhancement.

In conclusion, the survey findings reveal a mix of perceptions about the role of "ITV's the Law and you" programme in creating human rights awareness among residents of Benin metropolis. While the programme seems effective in educating, informing, and sensitizing the masses, there are varied opinions about its empowerment, violation exposure, influence, and attention-drawing abilities.

**RQ 3: What are the various Human rights issues ITV's 'the law and You' programme reports?**

The findings from the survey provide insight into the range of human rights issues that are reported by the programme "ITV's the Law and you." The programme serves as a platform to highlight and address various issues concerning human rights. The reported issues include poor infrastructure, arbitrary arrest and police brutality, minimum wage, racial or religious hatred, sexual and gender-based violence, discrimination, terrorism, and concerns related to life and security.

Poor infrastructure emerges as a significant concern, with 71% of respondents indicating that the programme reports on this issue. It is evident that the programme sheds light on the challenges associated with inadequate

infrastructure and its impact on the rights and well-being of individuals.

Arbitrary arrest and police brutality are also prominently covered by the programme, with 62% of participants noting its reporting in this area. The programme plays a crucial role in bringing attention to instances of human rights violations involving law enforcement and advocating for justice.

Minimum wage issues are reported by the programme as well, with 56% of respondents recognizing its coverage. The programme's reporting on this topic highlights the importance of fair compensation and economic rights for individuals in the region.

Racial or religious hatred is addressed by the programme, with 12% of respondents indicating its coverage. The programme's role in addressing issues of discrimination and hatred based on race or religion is noteworthy, as it promotes inclusivity and tolerance.

Sexual and gender-based violence is reported on by the programme, according to 32% of participants. By bringing attention to these issues, the programme contributes to raising awareness and advocating for the rights and safety of vulnerable individuals.

Discrimination is another area covered by the programme, with 25% of respondents recognizing its reporting. Addressing discrimination is crucial for promoting equality and protecting the rights of all individuals, regardless of their

background.

Terrorism issues are highlighted by the programme, with a significant 84% of respondents noting its coverage. The programme's focus on terrorism underscores the importance of balancing security concerns with the protection of human rights.

Issues related to life and security are also prominently covered by the programme, with 81% of participants indicating its reporting. The programme's role in discussing matters of life and security is crucial for advocating for the safety and well-being of residents.

In conclusion, the survey findings demonstrate that "ITV's the Law and you" programme plays a pivotal role in addressing a diverse array of human rights issues. The programme's coverage spans across poor infrastructure, law enforcement abuses, economic rights, discrimination, violence, security concerns, and more, highlighting its commitment to raising awareness and advocating for human rights within the Benin metropolis community.

**RQ 4: What are the challenges that affect ITV's 'the law and You' programme in performing their roles in the awareness creation towards human rights?**

The provided data reveals the responses from participants regarding various aspects of the programme "ITV's the Law and you." These aspects include inadequate electricity, the airing time of the programme, feedback mechanisms,

programme repeats, online presence, content quality, technical issues, and advertisement overload.

A substantial 82% of respondents strongly agree that the issue of inadequate electricity is prevalent in the programme's content. This indicates a significant recognition of the programme's focus on addressing electricity-related concerns.

Regarding the time the programme is being aired, opinions are varied. 35% of participants strongly agree that the timing is appropriate, while 22% agree. In contrast, 15% strongly disagree, and 28% express disagreement. This suggests that there is a mixture of perspectives on the programme's timing.

Participants express a desire for feedback mechanisms, with 29% strongly agreeing and 32% agreeing that the programme lacks effective feedback channels. Additionally, 18% strongly disagree, and 21% disagree, highlighting the importance of addressing this aspect to engage the audience effectively.

The absence of programme repeats is a concern for respondents. A majority of 60% strongly agree that the lack of programme repeats is an issue, and 7% agree. Conversely, 13% strongly disagree, and 17% disagree. This indicates a desire for programme content to be repeated for wider reach and understanding.

Regarding the lack of online presence, 28% of participants strongly agree and 27% agree that this is an issue. Furthermore, 15% strongly disagree, and 28% disagree, while 2% are not sure. This suggests that respondents see potential

benefits in establishing an online presence for the programme.

Opinions on content quality are divided, with 27% strongly agreeing and 41% agreeing that the content is of good quality. Conversely, 13% strongly disagree, and 19% disagree. This highlights a need to address content quality to meet the preferences of the audience.

Technical issues seem prevalent to respondents, with 71% strongly disagreeing that the programme experiences technical issues. In contrast, 8% strongly agree, and 21% agree. This indicates a widespread perception of technical problems affecting the programme.

Advertisement overload is another concern, with 20% strongly agreeing and 9% agreeing that there are too many advertisements. On the other hand, 26% strongly disagree, and 45% disagree. This implies a desire for a balance between content and advertisements.

In conclusion, the survey responses provide insights into the audience's perceptions of various aspects of "ITV's the Law and you" programme. The data reflects both positive and negative feedback regarding electricity issues, timing, feedback mechanisms, programme repeats, online presence, content quality, technical issues, and advertisement overload. Addressing these concerns could enhance the programme's effectiveness and audience engagement.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1. Summary of Findings**

Findings from the study show that:

1. ITV's "The Law and You" programme significantly informs, educates, sensitizes, empowers, exposes violations, influences, and draws attention among Benin residents.
2. Opinions about the programme's impact vary: while it educates, informs, and sensitizes, there are mixed views on empowerment, violation exposure, influence, and attention-drawing abilities.
3. The programme reports on human rights issues like poor infrastructure, police brutality, minimum wage, discrimination, violence, security, and more, reflecting its commitment to awareness.
4. Challenges for the programme include inadequate electricity, timing conflicts, lack of feedback mechanisms, programme repeats, online presence, content quality, technical issues, and advertisement overload. Addressing these could enhance effectiveness.

## **5.2. Conclusion**

Based on the findings, the Researcher concludes ITV's "The Law and You" programme in promoting human rights awareness among residents of Benin Metropolis, Nigeria has played a vital role in educating, informing, and sensitizing residents about critical human rights issues, including poor infrastructure, police brutality, minimum wage, discrimination, violence, and security. Its dedication to raising awareness is evident, and it has made significant strides in these areas.

Nevertheless, the programme faces varying perceptions of its impact, particularly regarding its ability to empower, expose violations, influence change, and effectively draw attention. To overcome these challenges and further enhance its effectiveness, a set of recommendations has been put forth.

These recommendations encompass improving infrastructure, content quality, and feedback mechanisms, reducing programme repeats, strengthening the online presence, achieving a balanced approach to advertising, and potentially adjusting the programme's timing. By implementing these measures, ITV's "The Law and You" can continue its important mission, building on its successes to become an even more impactful platform for raising awareness and promoting

positive change in Benin.

### **5.3. Recommendations**

Based on the completion, it is recommended that:

1. The Nigerian mass media should focus on strategies to increase its ability to empower and influence viewers. This could involve featuring success stories, showcasing actionable steps, and involving local community leaders to amplify the impact.
2. Improving the quality of content through thorough research, engaging storytelling, and expert interviews can help maintain viewers' interest and credibility, leading to a more effective educational and sensitization process.
3. Implementing efficient feedback channels, such as dedicated phone lines, social media platforms, or email, would allow viewers to share their thoughts, suggest topics, and provide insights, fostering a sense of engagement and participation.
4. Expanding the traditional media presence through streaming platforms, social media, and dedicated websites can overcome challenges related to inadequate electricity, timing conflicts, and programme me repeats, ensuring wider access and flexibility for viewers.



By addressing these recommendations, the Mass media can further enhance its ability to educate, sensitize, and positively influence its audience while also tackling challenges that may hinder its effectiveness.

### **5.5. Suggestions for Further Studies**

It is the view of this study which is only a step towards discovering, similar studies could be conducted with a bid to expand the scope of the researcher. It is the researcher's suggestion therefore that similar study be conducted on;

1. Comparative Analysis of Media Platforms in Human Rights Awareness
2. Perceptions of Television Programmes on Human Rights
3. Content Analysis of Human Rights Reporting on Television
4. Influence of Television Programming on Social Activism
5. Cultural Sensitivity in Human Rights Messaging on Television
6. Long-Term Effects of Human Rights Television Programming
7. Role of Television in Strengthening Legal Literacy
8. Collaboration between Television and Civil Society Organizations
9. Viewer Engagement and Interaction with Human Rights Television Programmes
10. Media Literacy and Critical Consumption of Human Rights Content

These research topics can provide valuable insights into the multifaceted relationship between television and human rights awareness in Benin Metropolis.

## REFERENCES

- Asemah, E. S. (2011). *Selected mass media themes*. Jos: University Press.
- Asemah, E., et al. (2013). Employing the Mass media for the promotion of human rights in Nigeria. *Indexed African Journals Online*, 7(1), 47-60.
- Barrett, O. (2000). MEDIA imperialism: Towards an international framework for the analysis of media systems. In J. Curran, M. Gurevitch, & J. Woollacott (Eds.), *Mass Communication and Society*. London: Edward Arnold Publishers.
- Crespo, B., Alvarez, C. M., Arce, M. E., Cuevas, M., & Miguel, J. L. (2017). The sustainable development goals: An experience on higher education sustainability, 9, 1353.
- Flor, G. A. (2003). Environmental communication. Diliman, Quezon City, Philippines: Open University.
- Flor, G. A. (2004). Environmental communication: Principles, approaches, and strategies of communication applied to environmental management. Philippines: Open University.
- Folarin, B. (2005). *Theories of mass communication: An introductory text*. Ibadan: Bakinfo Publications.
- McQuail, D. (1978). *McQuail's mass communication theory*. London: Sage Publications.
- McQuail, D. (1987). *Mass communication theory* (2nd Ed.). London: Sage.
- McQuail, D. (2010). *Mass communication theory* (2nd Ed.). London: Sage Publications.
- National Human Rights Commission (NHRC). (1993). How are human rights defined in the Protection of Human Rights Act 1993. [Online]. Available from <https://nhrc.nic.in/faqs/how-are-human-rights-defined-protection-human-rights-act-1993> [Accessed March 2023].

- NOUN. (2012). Introduction to environmental health. Available at: [www.nou.edu.ng](http://www.nou.edu.ng). Accessed May 13th, 2023.
- Nwabueze, C. (2007). *Environmental communication: Perspectives on green communication and information management*. Enugu: Daisy Press.
- Ogah, I. A., et al. (2014). Appraisal of Public Awareness of Human Rights Campaigns in the Mass Media: A Study of Selected Local Government Areas in Benue State. *American International Journal of Research in Humanities, Arts and Social Sciences*, 6(1), 82-89.
- Ohaja, E. U. (2003). *Mass Communication Research and Project Report Writing*. Lagos: John Letterman Ltd.
- Ojorbor, J. B. (2002). *Teaching Mass Communication: A multidimensional approach*. Enugu: New generation books.
- Okenwa, S. N. (1998). *Perspectives in media management*. Enugu: Zik-chucks Communication.
- Okunna, S. C. (2002). *Teaching Mass communication: A multidimensional approach*. Enugu: New generation books.
- Okunna, S. C., & Omenugha, K. A. (2002). *Critical and review writing*. In S. C. Okunna (Ed.), *Teaching Mass communication: A multidimensional approach*. Enugu: New generation books.
- Olatunji, R. M. (2004). Print media coverage of world environmental day activities In Nigeria, (2000- 2004). A paper presented at the Africa Council for Communication Education (ACCE) Nigerian chapter conference at the University of Ibadan, August 25-27.
- Ufuophu-Biri, E. (2006). *The art of news reporting*. Ibadan: Ibadan University Press.
- United Nations (UN). (1948). What are human rights? [Online]. Available from United Nations <https://www.un.org/global-issues/human-rights> [Accessed March 2023].

Universal Declaration for Human Rights (UDHR). (1948). What are human rights? [Online]. Available from <https://www.amnesty.org/en/what-we-do/universal-declaration-of-human-rights/> [Accessed March 2023].

Wimmer, R. D., & Dominick, J. R. (2011). *Mass Media Research: An Introduction* (9th Ed.). Boston: Wadsworth, Cengage Learning.

## APPENDIX

### **Questionnaire on the Role of the Television in human rights awareness creation among residents of Benin Metropolis**

Department of Mass  
Communication,  
Faculty of Arts,  
University of Benin,  
Benin City,  
Nigeria.

Dear Respondent,

#### **Request for the completion of items in the Questionnaire**

I am an undergraduate student in the department of Mass Communication, University of Benin, Benin City, conducting a research on the role of Television in human rights awareness creation among residents of Benin Metropolis This study is in partial fulfillment of the requirements for the award of Bachelor of Arts (B.A) Degree in Mass Communication.

You have been carefully selected to provide information that would aid the successful completion of the study. Please note that the information provided would be treated with utmost confidentiality in accordance with research ethics which respects respondent's privacy.

Thank you in anticipation of your time, understanding and cooperation.

Yours Sincerely,

**Agemo Adeshola Mary**  
*Researcher*

### **Section A: Respondents Bio Data**

**Please read and carefully tick ( ) in the box the item that you deem fit**

- 1. Gender:** Male( ) Female( )
- 2. Age:** 18-25 ( ) 26-45 ( ) 46- 49 ( ) 50 - above
- 3. Education Attainment:** Student( ) Diploma( ) B. Sc/ B.Ed./BA etc.( ) M.Sc./  
M.Ed./ M.A etc.( ) PhD( ) others( )
- 4. Marital Status:** Single( ) Married( ) Other( )
- 5. Religion:** Christianity( ) Islam( ) Others( )

**Section B: Role(s) of ITV's the Law and you program performs towards  
Human Rights awareness in Benin Residents.**

**KEY:**

**SA= Strongly Agree**

**A= Agree**

**D= Disagree**

**SD= Strongly Disagree**

**NS= Not Sure**

1. The roles(s) of ITV's the Law and you program performs towards Human Rights awareness in Benin Residents is / are:

| <b>S//N</b> | <b>ITEMS</b>                                              | <b>SA</b> | <b>A</b> | <b>SD</b> | <b>D</b> | <b>NS</b> |
|-------------|-----------------------------------------------------------|-----------|----------|-----------|----------|-----------|
| <b>I</b>    | <b>Inform the people</b>                                  |           |          |           |          |           |
| <b>II</b>   | <b>Educate the masses</b>                                 |           |          |           |          |           |
| <b>III</b>  | <b>Sensitize the masses</b>                               |           |          |           |          |           |
| <b>IV</b>   | <b>Empowers people to take action</b>                     |           |          |           |          |           |
| <b>V</b>    | <b>Exposes violation</b>                                  |           |          |           |          |           |
| <b>VI</b>   | <b>Influence the masses</b>                               |           |          |           |          |           |
| <b>VII</b>  | <b>Draws attention to the issues affecting the masses</b> |           |          |           |          |           |

**Section C:** Extent to which ITV's the Law and you program perform their role in the creation of Human rights awareness amongst residents of Benin metropolis.

**VLE= Very Large Extent**

**LE= Large Extent**

**SE= Small Extent**

**VST= Very Small Extent**

**NS= Not Sure**



2. The extent to which ITV's the law and you performs their roles in the creation of human rights awareness is/ are:

| S/N | ITEMS                                          | VLE | LE | SE | NS |
|-----|------------------------------------------------|-----|----|----|----|
| I   | Empowers people to take action                 |     |    |    |    |
| II  | Exposes violation                              |     |    |    |    |
| III | Sensitizes The audience                        |     |    |    |    |
| IV  | Educate the masses                             |     |    |    |    |
| V   | Inform the people                              |     |    |    |    |
| VI  | Influence the masses                           |     |    |    |    |
| VII | Draws attention to issues affecting the masses |     |    |    |    |

**SECTION D: The various Human rights issues ITV's the law and you program reports.**

**KEY:**

**SA= Strongly Agree**

**A= Agree**

**D= Disagree**

**SD= Strongly Disagree**

**NS= Not Sure**

3. The various Human rights issues ITV's the law and you program reports. Is /are:

| <b>S//N</b> | <b>ITEMS</b>                                           | <b>SA</b> | <b>A</b> | <b>SD</b> | <b>D</b> | <b>NS</b> |
|-------------|--------------------------------------------------------|-----------|----------|-----------|----------|-----------|
| <b>I</b>    | <b>Issues on poor infrastructures</b>                  |           |          |           |          |           |
| <b>II</b>   | <b>Issues on arbitrary arrest and police brutality</b> |           |          |           |          |           |
| <b>III</b>  | <b>Issues on minimum wage</b>                          |           |          |           |          |           |
| <b>IV</b>   | <b>Issues on racial or religious hatred</b>            |           |          |           |          |           |
| <b>V</b>    | <b>Issues on sexual and gender based violence</b>      |           |          |           |          |           |
| <b>VI</b>   | <b>Issues on Discrimination</b>                        |           |          |           |          |           |
| <b>VII</b>  | <b>Issues on Terrorism</b>                             |           |          |           |          |           |
| <b>VIII</b> | <b>Issues on Life and Security</b>                     |           |          |           |          |           |

**SECTION E: Challenges (IF ANY) that affect ITV's the law and you program in performing their roles in the awareness creation towards human rights?**

**KEY:**

**SA= Strongly Agree**

**A= Agree no**

**D= Disagree**

**SD= Strongly Disagree**

**NS= Not Sure**

4. The challenge(s) (IF ANY) affecting Benin residents from accessing the program ITV's the law and you is/are:

| <b>S/N</b>  | <b>ITEMS</b>                           | <b>SA</b> | <b>A</b> | <b>SD</b> | <b>D</b> | <b>NS</b> |
|-------------|----------------------------------------|-----------|----------|-----------|----------|-----------|
| <b>I</b>    | <b>Inadequate Electricity</b>          |           |          |           |          |           |
| <b>II</b>   | <b>Time the program is being aired</b> |           |          |           |          |           |
| <b>III</b>  | <b>No Feedback Mechanisms</b>          |           |          |           |          |           |
| <b>IV</b>   | <b>No Program repeats</b>              |           |          |           |          |           |
| <b>V</b>    | <b>Lack of online presence</b>         |           |          |           |          |           |
| <b>VI</b>   | <b>Quality of Content</b>              |           |          |           |          |           |
| <b>VII</b>  | <b>Technical Issues</b>                |           |          |           |          |           |
| <b>VIII</b> | <b>Advertisement Overload</b>          |           |          |           |          |           |

