

Dissecting Broadcast Media Advocacy Campaign against Child Trafficking Menace: The Trends and its Implications for Edo State, Nigeria

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ABSTRACT

This study examines media advocacy campaigns against child trafficking in Nigeria. The researcher undertook this study with the intention of achieving three objectives; based on these objectives, three research questions were formulated to guide the study. The study was anchored on the social responsibility theory and supported by the agenda-setting theory. The survey method was deemed appropriate for this study. Findings from this study indicate that the broadcast media create awareness about child trafficking in Nigeria; additionally, the media educate people on the dangers of child trafficking and guide public discourse on the topic. Findings also reveal that the broadcast media are highly effective in the campaign against child trafficking in Nigeria. This study recommends that the broadcast media should increase awareness by making stories on child trafficking more prominent. There should be commentary, phone-in programs, interviews, discussions, and other formats on radio and television focused on child trafficking and potential solutions. The broadcast media should also strengthen the fight against trafficking by including a segment in their programs where trafficked victims can share their experiences.

KEYWORDS

Dissecting; broadcast media; advocacy; campaign; child trafficking; menace; trends; implications.

INTRODUCTION

Some of the worst deviations from the idea of a child's social upbringing include child trafficking, child abuse, and forced labour. These children have been subjected to severe exploitation, abuse, and deprivation as a result of human trafficking and forced labour, which has harmed both their development and society as a whole. Such mistreatment and exploitation would seriously impair children's capacity for development, ultimately jeopardising the country's future. According to Ndaguba (2011), the majority of children's needs are those that support their development from birth to maturity. The most important thing during this stage of a child's development is to provide facilities and a supportive sociocultural environment that will allow the child's mental, bodily, and social health to improve over time, and eventually the health of society. Humankind's continued existence throughout history and till the end of time is guaranteed by the seed of reproduction that the Almighty God placed in man.

Humans value, care for, and protect their offspring with this understanding, particularly when they realise how defenceless these children are and how they must eventually rely on their immediate social and material surroundings to meet their innumerable needs. Therefore, journalistic coverage of issues affecting children is just as important as the declaration about child trafficking and abuse. Numerous children are being abused,

sexually assaulted, and sent to locations where they endure illegal treatment.

As the society's watchdog, the media has a social duty to cover child trafficking in their news, features, opinions, and stories. According to Uchem (2008), the slave trade has resurfaced in a new form known as trafficking, more than 200 years after slavery and the slave trade were officially abolished. Nigerians are known to engage in child trafficking both domestically and internationally, according to numerous reports. The study is necessary to be conducted because of these issues.

According to Ehindero (2012), most victims of internal trafficking in Nigeria were moved from rural areas to urban centers in states such as Lagos, Abuja, Kano, Anambra, Kaduna, Ondo, Oyo, Ogun, Rivers, Edo, and Osun, which are the main destination states. Moreover, a review of prior research reveals that human trafficking operates within a complex, interconnected web of factors. These include socioeconomic conditions (such as poverty), demographic influences (like population, migration, and fertility rates), human rights issues (including abuse and rights violations), cultural aspects (such as gender discrimination, belief systems, attitudes, values, and perceptions), educational factors (such as ignorance, illiteracy, limited educational opportunities, and outdated curricula), and political influences (including political will and leadership).

The Federal Government established the National Agency for the Prohibition of Traffic in Persons and Other Related Matters (NAPTIP) in August 2003 under the Trafficking in Persons (Prohibition), Law Enforcement and Administration Act 2003 in order to combat this threat and guarantee a better future for the entire nation. The agency was tasked with the duty of both investigating and prosecuting offenders and rehabilitating victims of the crime of trafficking in persons. On December 7, 2005, the NAPTIP Act was amended to give the Agency's prosecution powers additional urgency, further emphasising the government's goal to stop the aforementioned issues before they start. The problem of exploiting children as domestic help in various homes is one of the main aspects of the amended Act.

The amendment made it clear that child enslavement under the pretext of child domestic service was a crime. It declares that a minor, defined as an individual under the age of eighteen, is prohibited from engaging in child labour outside of their family environment. Additionally, this clause supports similar provisions in the Child Rights Act of 2003, the Employment Act, and the Cap 198 Laws of the Federation of Nigeria (1990). According to Adebayo (2011), it is regrettable that the African tradition of fostering has been tainted by poverty and selfishness in many households, as traffickers have illegally used it to force defenceless school-age children to work in factories, homes, offices, and on the streets.

Notwithstanding the 1999 Constitution's section 34(1), which states that every person has the right to respect for their own dignity and that no one shall be subjected to torture or inhuman or degrading treatment, no one shall be held in slavery or servitude, and no one shall be coerced into performing forced or compulsory labour, child trafficking has thrived in Nigeria. The criminal code's Sections 223-225, which apply in southern Nigeria, allow for the transportation of people inside or outside of Nigeria for business purposes and stipulate penalties for prostitution traders. The purchase and sale of children for immoral purposes, the purchase or sale of slaves, and the use of illegal forced labour are also prohibited and punished by paragraphs 278-280 of the penal code, which are in effect in the northern states. The Constitutional Rights Project raised awareness to what they called child trafficking and slavery in Nigeria in 1998.

Africans were previously captured, shackled, manacled, and transported around America to help their conquerors profit from their cotton, sugar cane, and tobacco

plantations. According to Abubakar (2011), estimates of the number of Africans carried range from 10 million to 30 million. The aforementioned circumstance has taken on a more modern aspect in the context of what is today referred to as human trafficking. In December 2000, a United Nations (UN) conference against organised crime was held in recognition of the global issue of human trafficking. A breakdown of the number of people trafficked worldwide each year was provided by the conference. These are primarily women and children, however it is estimated that kids under the age of eighteen make up 35% of all those trafficked worldwide. Millions of children around the world are victims of the horrifying crime of child trafficking, and Nigeria has one of the worst incidences of this crime. Broadcast media organisations in Nigeria have launched numerous advocacy campaigns to combat this problem. These programs aim to inform the public about the risks associated with child trafficking and motivate them to notify the proper authorities of any suspicious activity.

To comprehend the trends and ramifications for Nigeria, it is necessary to analyse these advocacy initiatives, even though they have had some success. Through this study, it will be made know where more work needs to be done and where progress has been made. According to Nwokocha (2009), the media is a true advocacy tool for the fight against child trafficking in Nigeria. Public debate, agenda-setting, opinion-forming, and integration are all facilitated by the mass media. Okunna (2002) asserts that it produces a great deal of power. As a result, the media is becoming more and more useful in analysing, and commenting on social events.

This study will thus examine the several broadcast media advocacy campaigns against child trafficking in Nigeria, stressing their tactics, results, and challenges. It will look at the patterns in the media's portrayal of child trafficking and investigate how these patterns have influenced how the general public views and reacts to the problem. It will also examine how these advocacy activities affect Nigeria's legal and regulatory frameworks and efforts to prevent child trafficking.

Ultimately, this paper's goal is to give readers a thorough grasp of the broadcast media's role in promoting anti-child trafficking policies in Nigeria and how their initiatives have aided in the battle against this threat.

Statement of the Problem

It is impossible to overstate the advantage that children have in every community. It is widely accepted that children's presence is necessary for human existence to continue in the community. This is due to the fact that children are expected to fill the void left by adults when they die or become too old to continue with daily activities. Given the aforementioned, it is really upsetting to watch these children endure a litany of abuse, dehumanisation, torture, and the slave trade in the name of child trafficking.

Hundreds of children are allegedly moved across borders each year, and sold and treated like commodities. This terrible inclination puts their growth and survival in constant danger and jeopardises their right to life. However, as children are an untapped resource for any country, the persistent abuse, torture, and neglect that they endure as a result of human trafficking calls for an empirical evaluation.

The issue being discussed here is the necessity of breaking down the Nigerian child trafficking advocacy campaign and examining its effects and trends in the broadcast media. Children's physical, emotional, and mental development are all impacted by child trafficking, a human rights violation that has been a problem in Nigeria for many years. For many years, there has been an advocacy movement against child trafficking, and the broadcast media has been essential in educating the public. However, the problem of child

trafficking persists in spite of the broadcast media's numerous lobbying campaigns to reduce this incidence.

Objectives of the Study

- i. To assess the role of the broadcast media in the campaign against child trafficking in Nigeria.
- ii. To evaluate the effectiveness of the broadcast media in the campaign against child trafficking in Nigeria.
- iii. To ascertain the challenges of the broadcast media in the campaign against child trafficking in Nigeria.

Research Questions

The following research questions were formulated based on the objectives of this study;

- i. What is the role of the broadcast media in the campaign against child trafficking in Nigeria?
- ii. How effective is the broadcast media in the campaign against child trafficking in Nigeria?
- iii. What are the challenges of the broadcast media in the campaign against child trafficking in Nigeria?

LITERATURE REVIEW

Concept of Child Trafficking

Child trafficking, a form of modern slavery has deep historical roots. In ancient Rome, fathers held absolute authority over children, often selling, abusing, or abandoning them as they saw fit. Children were frequently exploited as tools, utilized at the discretion of their parents or guardians. Nigeria's history reflects similar practices, where children were sometimes sold based on societal or familial judgments. Ojomo (2009) notes that Nigerians, traditionally known as farmers and traders, traveled widely across West and Central Africa, creating pathways for migration. The Nigerian Civil War (1966-1970) and the oil boom of the 1970s spurred migration, with tight ties to the Arab world in northern Nigeria enabling trade and religious travel to the Middle East. These routes later became channels for trafficking young people for labor and exploitation.

For years, the lack of effective legislation hindered efforts to curb trafficking. Until 2003, law enforcement had to rely on general criminal statutes to prosecute offenders. This changed with the enactment of the Trafficking in Persons (Prohibition) Law Enforcement and Administration Act, establishing the National Agency for the Prohibition of Trafficking in Persons (NAPTIP). NAPTIP led Nigeria's fight against trafficking, securing the country's first conviction under the law in 2005. NAPTIP later partnered with other agencies and NGOs to combat trafficking, which included children trafficked for sexual exploitation.

In past centuries, slavery existed in various forms, such as through war captivity, criminal punishment, and poverty-induced family sales. While most societies ultimately condemned slavery, today's trafficking networks continue to profit from the exploitation of human lives, often working in tandem with groups engaged in arms and drug trafficking. Globalization has fueled migration, which criminal groups exploit, particularly in poorer countries, to supply cheap labor and sex work. The United Nations formally recognized trafficking as modern slavery in a 2000 protocol, linking it to organized crime and corruption.

Child trafficking today encompasses forced prostitution, domestic servitude, illegal labor, forced marriage, fake adoption, sex tourism, begging, organ harvesting, and other

crimes. Organ trafficking, also known as "organ laundering," represents a particularly brutal aspect of this trade. Traffickers use enticing advertisements for jobs and modeling opportunities to lure young people into exploitation. Reliable statistics on child trafficking are difficult to obtain due to its illicit nature, with estimates from the U.S. State Department suggesting one to two million women and children are trafficked globally each year. The German Federal Department of Criminal Investigation estimates that 5% of women trafficked from Eastern Europe are under eighteen.

With 1.2 million child trafficking victims estimated annually worldwide, the need for international cooperation in criminal proceedings is crucial. Child trafficking deprives victims of basic human rights, including freedom, safety, and protection from abuse. The OSCE reports that trafficking generates \$40 billion annually, with significant profits derived from exploiting children due to their vulnerability and lower "costs,"

Causes of Child Trafficking in Nigeria

Child trafficking continues to thrive, resembling the scale of global drug and arms trades. Women and children are the primary victims, often forced into prostitution or labor. This issue can be explained by "push and pull" factors, as outlined by Pearson (2013). Push factors include dire living conditions in poorer countries such as poverty, unemployment, and lack of opportunities while pull factors refer to the demand for cheap labor and services in wealthier Western nations. Under these conditions, victims are exploited in sectors like restaurants, forced marriages, and illegal adoptions.

Key causes of child trafficking in Nigeria include:

- **Poverty:** Economic hardship drives vulnerable individuals into the hands of traffickers, from local groups to global networks. Nigerian victims are trafficked within West Africa (e.g., Côte d'Ivoire, Mali), Europe (e.g., Italy, Germany), North Africa (e.g., Libya), the Middle East (e.g., Saudi Arabia), and even South America (e.g., Venezuela). Primarily, women and girls are trafficked for sexual exploitation, forced labor, and organ harvesting (UNESCO, 2006). Poverty affects millions in Nigeria, with many children engaged in exploitative labor, or trafficked due to their desire to migrate.
- **Conflict:** Violent conflict, especially in Nigeria's northern regions, exacerbates poverty and displacement, making people vulnerable to trafficking. Groups like Boko Haram exploit this, trafficking minors as soldiers and enslaving young girls through forced marriages.
- **Weak Legal System:** Corruption, porous borders, organized crime, and inadequate border control facilitate trafficking. Limited capacity and commitment from law enforcement enable trafficking operations to flourish.
- **Insufficient Legislation and Political Will:** Nigeria's 2003 anti-trafficking law, updated in 2005, imposes insufficient penalties. For example, labor trafficking can lead to just a fine, which does little to deter traffickers (Adepelumi, 2015).

Child trafficking has become a pressing concern, damaging Nigeria's global reputation. The illicit trade exploits individuals and destabilizes societies, underscoring an urgent need for more robust measures to combat this crime against humanity (Ajagun, 2012).

Implications of Child Trafficking on Nigeria's Image

National image refers to the mental picture a nation conveys or projects in its interactions with other countries within the international system. This image is a key factor in shaping perceptions and evaluations of a nation's character. Morgenthau (2009) described national character as the unique intellectual and moral qualities that define a nation's identity

through its actions and values.

Recognizing the need to promote a positive national image, Nigeria established the National Agency for the Prohibition of Trafficking in Persons (NAPTIP) and collaborates with various organizations to combat child trafficking. Despite these efforts, child trafficking persists, affecting Nigeria's reputation in the following ways:

- **Negative Perception:** Child trafficking paints Nigeria in a poor light, creating the perception that the country cannot adequately provide for its citizens, pushing many young people to seek opportunities abroad.
- **Association with Prostitution:** The image of Nigerian youth, particularly women, involved in prostitution in Europe (such as in Italy, Holland, and Belgium) damages Nigeria's reputation. NAPTIP's Alhaji Mohammed Babandede stated in 2014 that over 100,000 Nigerian women were forced into prostitution in Europe (Njoku, 2015).
- **Clandestine Sex Trade:** Child trafficking of teenage girls gives the impression that Nigerians contribute to the underground sex trade in Europe.
- **Political and Economic Misconception:** The issue creates a false image of Nigeria as a country in constant political and economic distress, even though Nigeria has recently held peaceful, credible elections and is working to improve its socioeconomic conditions.
- **Barrier to Education and SDGs:** Child trafficking undermines the government's progress on the Sustainable Development Goals (SDGs), particularly universal education. Victims often lose the chance for formal schooling. Ezinma (2020) reported that over 12 million Nigerian children are in exploitative labor, casting doubt on Nigeria's commitment to eliminating child labor.
- **Inhumane Treatment Abroad:** Trafficked Nigerians face severe abuse abroad, including physical violence, sexual assault, imprisonment, and even execution. Many Nigerians also endure prison sentences related to trafficking offenses in various countries.
- **Diplomatic Consequences:** Child trafficking leads to frequent deportations of Nigerian citizens, straining diplomatic relations with other countries.
- **Damage to National Character:** The negative image resulting from human trafficking partly motivated the Nigerian government's decision to launch a national rebranding campaign aimed at restoring the country's reputation.

Broadcast Media Advocacy against Child Trafficking in Nigeria

Child trafficking is a critical issue in Nigeria, violating children's rights through recruitment, transport, transfer, and harboring for exploitation. Exploitation takes various forms, including forced labor, sexual abuse, and forced marriage. While the Nigerian government has taken steps to combat this issue, it remains a major challenge. Broadcast media advocacy is essential in raising awareness and advocating for child protection.

Broadcast media is a powerful tool for highlighting social issues, including child trafficking. With its broad reach, it informs and educates the public. The Nigerian government has acknowledged the role of broadcast media in tackling child trafficking, collaborating with media organizations to raise awareness.

UNICEF is one organization that actively engages in broadcast media advocacy against child trafficking in Nigeria. Through partnerships with local radio and TV stations, UNICEF produces programs that educate the public on recognizing child trafficking, understanding its risks, and knowing the laws in place to protect children. Similarly, the National Agency for the Prohibition of Trafficking in Persons (NAPTIP) has partnered

with media outlets to create awareness campaigns about child trafficking, focusing on identifying risks and explaining relevant laws.

The media is often referred to as the "fourth estate" due to its powerful role in shaping public attitudes and raising awareness on important issues. As Baran (2007) notes, media shapes perceptions based on the information it provides, influencing public attitudes toward social issues. Through news coverage, broadcast media educates individuals and communities about the dangers and impacts of child trafficking, while highlighting the consequences of these crimes. Njoku (2015) emphasized that broadcast media has been active in publishing news articles and reports to increase awareness of the issue, such as warning parents about the risks of sending children to live with guardians or foster parents. However, more work is needed to ensure that media coverage of human trafficking cases remains in the public eye and isn't sidelined due to political or budgetary constraints.

Leighley (2014) points out that, beyond shaping perceptions, broadcast media also plays a predictive role by spotlighting issues that governments may address. When issues like child trafficking are highlighted in news coverage, they draw public and governmental attention, prompting the government to act in the public's interest. This response depends largely on the prominence the media assigns to these issues, which influences public perception and the priority society places on them.

The public relies on the media for information and understanding on issues like child trafficking. Thus, media significantly influences public awareness and shapes viewpoints through the content it shares. Media's role is crucial in raising awareness and informing society about the risks of human trafficking to fight and prevent this problem. Since the start of the millennium, media focus on human trafficking has steadily increased, shaping societal awareness. Various forms of news delivery contribute to this, with newspapers remaining essential in defining public understanding of social issues. Coverage of social issues in the media is important as it impacts public interest, perceptions, and viewpoints.

Theoretical Framework

This study is grounded in two key theories: **Social Responsibility Theory** and **Agenda Setting Theory**. These theories will help interpret and explain aspects of the subject as their principles are essential for understanding it. According to Okunna (2002), Social Responsibility Theory of the press extends libertarian theory, emphasizing the moral and social duties of individuals and institutions that operate the media. Essentially, the media is expected to uphold social responsibility. Folarin (2002) adds that this theory emerged from the Hutchins Commission on freedom of the press in 1947 in the United States, which aimed to reassess the concept of press freedom as proposed by libertarian or free theory.

Social Responsibility Theory posits that the media should meet obligations to society, which include:

- a. Providing the public with information and fostering discussions on key social issues while avoiding actions harmful to public welfare and state security.
- b. Meeting these obligations through adherence to professional standards of truth, accuracy, objectivity, and balance.
- c. Self-regulation within legal and institutional frameworks to effectively fulfill its duties.
- d. Recognizing that society expects high performance standards from the media.
- e. Representing societal diversity, allowing access to various perspectives and the right to reply.

This theory is relevant to the study as it helps assess how well the media has fulfilled its responsibilities of accountability to society, especially in highlighting issues concerning

children, the future leaders, to keep the government and public informed for appropriate action.

Another framework guiding this study is Agenda Setting Theory. Baran (2007) explains that this theory suggests the public agenda, what people discuss, think about, and prioritize, is significantly influenced by what the media chooses to highlight. Wimmer and Dominick (2005) add that agenda-setting research explores how media priorities align with audience priorities in terms of news topic importance. If the media consistently prioritizes coverage of child trafficking, this issue would likely gain greater significance in the public eye, potentially prompting action to address it. By regularly focusing on issues affecting children, the media can emphasize their importance, shape public discourse on child welfare, and inspire public reflection on the future of children and the nation.

RESEARCH METHODS

This study adopted a survey research design. Surveys are highly useful in the fields of social and behavioral sciences, and in any study focused on human actions, particularly when individuals are the unit of analysis. This method was considered suitable for this study, as it provided comprehensive demographic and psychographic information, as well as respondents' views and opinions on the topic being investigated.

The population for this study consists of residents of Auchi, estimated to be 438,000 (NBS, 2021). A sample size of 400 was chosen. Out of the 400 questionnaires distributed to respondents, 20 were incorrectly completed, and 380 were returned. Therefore, the data collected is presented in the tables below.

Research Question 1: what is the role of the broadcast media in the campaign against child trafficking in Nigeria? Item 1 and 2 were used to answer this research question.

Table 1. Do you agree that the broadcast media play any significant role in the campaign against child trafficking in Nigeria?

Responses	Frequency	Percentage (%)
Strongly agree	244	64
Agree	136	36
Disagree	0	0
Strongly disagree	0	0
Total	380	100

(Source: field survey, 2023)

Table 2. what role did the broadcast media play in the campaign against child trafficking in Nigeria?

Responses	Frequency	Percentage (%)
Creating awareness about child trafficking	197	52
Educating people on the dangers of child trafficking	144	38
Guiding public conversation about child trafficking	39	10
Total	380	100

(Source: Field Survey, 2023)

Research Question 2: How effective is the broadcast media in the campaign against child trafficking in Nigeria? Item 3 and 4 were used to answer this research question.

Table 3. Do you think that the broadcast media has been effective in the campaign against child trafficking in Nigeria?

Responses	Frequency	Percentage (%)
Yes	380	100
No	0	0
Total	380	100

(Source: Field Survey, 2023)

Table 4. How will you rate the effectiveness of the broadcast media in the campaign against child trafficking in Nigeria?

Responses	Frequency	Percentage (%)
Excellent	104	27
Very good	76	20
Good	93	24
Moderate	71	19
Poor	26	7
Very poor	10	3
Total	380	100

(Source: Field Survey, 2023)

Research Question 3: what are the challenges of the broadcast media in the campaign against child trafficking in Nigeria? Item 5 and 6 were used to answer this research question.

Table 5. Do you agree that there are certain factors militating against the effectiveness of the broadcast media in the campaign against child trafficking in Nigeria?

Responses	Frequency	Percentage (%)
Strongly agree	249	65
Agree	131	35
Disagree	0	0
Strongly disagree	0	0
Total	380	100

(Source: Field Survey, 2023)

Table 6. What are some of the factors militating against the effectiveness of the broadcast media in the campaign against child trafficking in Nigeria?

Responses	Frequency	Percentage (%)
Lack of security proper architecture	95	25
Porous border	84	22
Media ownership	14	4
Weak legal system	100	26
Lack of adequate	87	23
Total	380	100

(Source: Field Survey, 2023)

RESULTS AND DISCUSSION

All the data collated for the purpose of this study will be discussed here:

Research Question 1: What is the role of broadcast media in the campaign against child trafficking in Nigeria? The objective of this research question is to assess the role of broadcast media in the campaign against child trafficking in Nigeria. The data in Tables 1 and 2 were used to answer this research question. The data in Table 1 show that 244 respondents (64%) strongly agree that the media play a significant role in the campaign

against child trafficking in Nigeria, while 136 respondents (36%) agree. The data in Table 2 show that 197 respondents (52%) noted that the role of the media in the campaign against child trafficking in Nigeria is to create awareness about child trafficking; 144 respondents (38%) noted that the media educate people on the dangers of child trafficking, and 39 respondents (10%) noted that the media guide public conversation about child trafficking.

Based on the above, the broadcast media create awareness about child trafficking in Nigeria; additionally, the media educate people on the dangers of child trafficking and guide public conversation about it.

Research Question 2: How effective is broadcast media in the campaign against child trafficking in Nigeria? The objective of this research question is to evaluate the effectiveness of broadcast media in the campaign against child trafficking in Nigeria. The data in Tables 3 and 4 were used to answer this research question. The data in Table 3 show that all respondents affirmed that the media have been effective in the campaign against child trafficking in Nigeria. The data in Table 4 show that 108 respondents (27%), who constitute the majority of respondents, rated the effectiveness of the media in the campaign against child trafficking in Nigeria as excellent. This was closely followed by 93 respondents (24%) who rated it as good, while 76 respondents (20%) rated it as very good. Additionally, 71 respondents (19%) rated it as moderate, while 26 respondents (7%) rated it as poor, and 10 respondents (3%) rated it as very poor.

Based on the above, broadcast media are highly effective in the campaign against child trafficking in Nigeria.

Research Question 3: What are the challenges of broadcast media in the campaign against child trafficking in Nigeria? The objective of this research question is to ascertain the challenges faced by media in the campaign against child trafficking in Nigeria. The data in Tables 5 and 6 were used to answer this research question. The data in Table 5 show that 249 respondents (65%) strongly agree that certain factors are hindering the effectiveness of media in the campaign against child trafficking in Nigeria, while 131 respondents (35%) agree. The data in Table 6 show that 95 respondents (25%) noted that a lack of proper security architecture is one of the factors hindering the effectiveness of media in the campaign against child trafficking in Nigeria; 84 respondents (22%) chose porous borders; 14 respondents (4%) chose media ownership; 100 respondents (26%) chose a weak legal system, and 87 respondents (23%) chose a lack of adequate legislation.

Based on the above, the lack of proper security architecture, porous borders, media ownership, weak legal system, and inadequate legislation are some of the challenges media face in the campaign against child trafficking in Nigeria.

CONCLUSION

The broadcast media are known to be a strong, efficient, and veritable instrument for shaping and influencing social dynamics. They are expected to enlighten both the public and the government, cultivate specific views in the minds of the people, educate, sensitize, and mobilize people for activities and campaigns against child trafficking.

From the literature, it was discovered that a small yet considerable number of Nigerians are tarnishing the country's reputation. Many are involved in human trafficking. It is especially disheartening when our children, the future of our nation, are ruined in this unethical business. We must do all we can to sustain this fight. Charity begins at home. All of us must come together with the media to create awareness of the ills of child trafficking, as it is a problem the entire country must take seriously.

This wickedness has generated a very dysfunctional society and constitutes transgressions, not only against humanity but also against God. The government has nonetheless launched efforts against human trafficking by implementing the Anti-Trafficking in Persons Law in 2003 and establishing a specialized law enforcement agency, the National Agency for the Prohibition of Traffic in Persons and Other Related Matters.

However, it must be noted that despite these efforts, instances of child trafficking in Nigeria do not appear to be abating. The main causes may be the faulty implementation of these projects by these agencies and the high level of poverty in the country.

Recommendations

Based on the findings of this study, the following recommendations were made:

1. The broadcast media need to create more awareness by ensuring that stories on child trafficking are made prominent. There should be commentaries, phone-in programs, interviews, and discussions on radio and television about child trafficking and potential solutions. The broadcast media should also strengthen the fight against trafficking by including a section in their programs where trafficked victims can share their experiences. This will help dissuade those considering leaving the country and inform those already under the control of so-called "madams" that threats against them are not real.
2. The government should work to improve living conditions to reduce poverty and should enforce penalties for child trafficking, regardless of who is involved. The broadcast media can also increase efforts to provide wide coverage of government empowerment programs, including entrepreneurial initiatives that people can utilize to reduce poverty levels in the country.
3. Security agents should fulfill their responsibilities by effectively guarding the borders and avoiding bribery, regardless of the amount offered. The media should increase campaigns against the rising number of porous borders in Nigeria and emphasize the need to strengthen security in these areas, as corrupt immigration officers often allow traffickers safe passage without apprehension.

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