



Attitudes of Benin City Residents towards Media Campaigns on Climate Change Issues in Nigeria

¹Daniel T. Ezegwu, ²Gloria Eberechukwu Nwodu, ³Rosemary Ebiere Governor, & ⁴Temitope Sarah **xz** David,

^{1&4}Department of Mass Communication, Glorious Vision University, Ogwa, Edo State, Nigeria

²Department of Mass Communication Chukwuemeka Odumegwu Ojukwu University, Anambra, State, Nigeria

³Department of Mass Communication, University of Africa, Toru-Orua, Bayelsa State, Nigeria

¹<https://orcid.org/0000-0001-9380-833x>

²<https://orcid.org/0000-0003-03307-9124>

³<https://orcid.org/0000-0002-7771-578X>

*Corresponding author: ezegwudaniel@gmail.com

ABSTRACT

Background: Climate change affects ecosystems, livelihoods, human security, low crop yield, and food shortage. Many places have experienced changes in rainfall, resulting in more floods, droughts, or intense rain, and, also more frequent and serious heat waves. Benin City, Edo State, Nigeria is no exception to the effect of climate change issues. The State capital and its environs have also been affected by floods and environmental problems due to climate change. Mass media play a critical role in raising consciousness of public issues and they also play the role of the watchdog of society. The mass media have embarked on awareness campaigns against climate change in Benin City, Edo State. These campaign messages are aired on various media organisations in Edo State. Thus, the study was carried out to determine Benin City residents' attitudes towards media campaigns against climate change issues in Nigeria.

Objective: The study examined attitudes of Benin City residents towards media campaigns against climate change issues in Nigeria

Method: A descriptive survey research method was adopted. The questionnaire served as the instrument for data collection. Generated data were analysed using the percentage method.

Result: Findings show that the majority of respondents have a low exposure to media campaigns on climate change issues. Further findings showed that a significant number of the respondents obtained information about media campaigns on climate change issues through the radio medium, followed by television medium.

Conclusion: Majority of the respondents have low exposure to media campaigns on climate change issues and they accessed the climate change media campaign's messages through a radio medium.

Unique contribution: The study contributes insights in the area of climate change, and enlightens the residents of Benin City on the implications of climate change and the need for sustainable climate action.

Key recommendation: Based on the findings, the study recommends that beyond mass media channels, tradotronic media should be used in other to get across to more people, especially the rural dwellers. Tradotronic media entails integrating traditional and electronically-mediated communication channels in message or information sharing and dissemination.

Key Words: Attitude, Benin City, Residents, Media, Campaigns, Climate change



INTRODUCTION

Climate change refers to a large-scale, long-term shift in the planet's weather pattern and average temperatures. It is a change in the statistical properties of the climate system that persists for several decades or longer, usually at least 30 years. These statistical properties include averages, variability, and extremes (Gahlau, 2024). Climate change may be due to natural processes, such as changes in the Sun's radiation, volcanoes, internal variability in the climate system, or due to human influences such as changes in the composition of the atmosphere. The issue of climate change has become an issue of discussion among scholars and environmentalists, making it one of the most topical issues on the globe. Climate change affects human health directly or indirectly. According to the World Health Organization, "climate change is expected to cause approximately 250,000 additional deaths per year" between 2030 and 2050. As global temperature rises, so do the number of fatalities and illnesses from heat stress, heat stroke, and cardiovascular and kidney disease (Denchak, 2020). Some of the direct consequences of climate change in Nigeria include cerebra-spinal meningitis, the cardiovascular respiratory disorder of elderly people, skin cancer, high blood pressure, malaria, cholera, and child and maternal health issues (Monday, 2020). The World Health Organization (WHO) estimated that at least 150,000 deaths each year could be traced to the outcome of climate change (WHO, 2021).

More so, climate change is an environmental problem that has become a global monster that stares us all in the face. Individuals, organizations, nations, and regions are all feeling the effects of climate change (Nsude, & Nwafor, 2016). Economies, homes, and lives are lost in no small measures to climate change. Because of its seriousness and severity, climate change has generated and continued to generate national, regional, and international discourse for decades. It has not only taken the front burner in political, social, and economic gatherings, but it has also necessitated numerous summits, conferences, conventions, and declarations with individuals, organizations, and nations lending their voices to the discourse.

Also, Goal 13 of the SDGs specifically dwelt on and emphasised taking urgent action to combat climate change and its impact. Clause 3 of Goal 13 of the SDGs states that to take urgent action to combat climate change and its impacts, there must be improved education, awareness-raising as well as human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning (www.un.org). Sadly, climate change is the handiwork of humans' irresponsible lifestyles. For whatever reason, humans have embarked upon the random destruction of nature and its resources (Aondover, Maiwada, Babale & Onyejelem, 2024)

Edo State, like other parts of Nigeria, has its own experience of climate change disasters, such as heavy floods, extreme heatwaves, an increase in vector-borne diseases such as malaria, losses in agriculture, poor quality air in urban areas, deforestation, and more, problems that have intensified because of climate change. In recent times, various campaigns have been set in place to educate, inform, enlighten, socialise, gatekeep, mobilise, integrate, warn, persuade, and even dissuade the heterogeneous, and sophisticated audience. In this regard, the mass media have been overt and instrumental in recent times, in the campaigns on natural disasters, environmental occurrences,



and climate change in general. One such cause the mass media have repeatedly shed light on is climate change.

Mass media play a critical role in raising consciousness of public issues and they also play the role of the watchdog of society. They raise public consciousness to salient issues. The mass media thus have embarked on awareness campaigns against climate change in Benin City, Edo State. These campaign messages are aired on various media organisations in Edo State. While there have been studies on climate change, such as Momoh et al (2023) study looked at climate change and the challenges of sustainable development in Nigeria. The researchers used a mixed research method. The researchers found that climate change often manifests in the following ways; increased desertification, heatwaves, droughts, and floods, which are particularly in the country's northern regions. The current study was carried out in Benin City, unlike Momoh et al (2023) study. The current study adopted the survey research design while Momoh et al (2023) used a mixed research method.

Maidunoma, and, Falmatami, (2018) examined the role of broadcast media in promoting environmental awareness in Yobe State, Nigeria. The researchers adopted mixed research designs. The researchers found that information provided by the media is the main source for awareness of environmental problems and they keep their houses and surroundings clean to be environment friendly. Maidunoma, and, Falmatami, (2018) work is different from the current study, especially from the methodology and subject matter. The current study was carried out in Benin City, Edo State and it utilised the survey research design and was carried out in 2024 unlike the Maidunoma, and, Falmatami, studies, which were carried out in 2018. The current study provided recent works of literature. However, adequate studies have not been conducted to determine the attitude of the audience towards media campaigns on climate change, especially in Benin City, Edo State, Nigeria. This is the knowledge gap this study aims to fill.

Research Questions

1. What is the level of exposure of Benin residents to media campaigns on climate change?
2. What are the channels through which residents of Benin City are exposed to the media campaigns on climate change?
3. Do residents of Benin City understand the language used and the contents in such media campaigns?
4. What are the attitudes of Benin City residents towards media campaigns on climate change?

What is Climate Change?

Climate change generally refers to an increase in average global temperatures. It is believed to be responsible for rising coastal floods, sea levels, and other environmental risks that call for mitigation and adaptation strategies (Ngo, Poortvliet, and Feindt, 2020). The debate around climate change is primarily centered on causality (Johnson, Affolter, Inkenbrandt, Mosher, 2021). While one school of thought believes climate change is caused by human activities (anthropogenic) such as deforestation, building, and burning of fossil fuel, the other school of thought (natural) holds



that climate change is caused by natural events such as volcanic reactions, extreme temperatures and the like. Climate is commonly defined as the synthesis of weather averaged over a long period. It is the statistically appreciable variations of weather parameters that stay for a long period, which could be decades or longer. This is the frequency and magnitude shift of sporadic weather events as well as the slow continuous rise in global mean surface temperature (Ayeni and Oloukoi, 2022).

Concept of Media Campaigns

Media campaigns are varied, multifaceted, highly planned, and strategically assembled communication efforts that use various media symphonies to convey specific messages, increase awareness, inform, or change behaviour in target audiences. According to Nwaoboli, Ogunyemi & Ezegwu (2023), media campaigns, also known as advertising campaigns or marketing campaigns, are strategic and coordinated efforts to promote a specific message, product, service, or cause to a targeted audience using various media channels. These campaigns create awareness, generate interest, and influence audience behaviour or perception. Nwaoboli (2022) notes that media campaigns typically involve a series of planned and integrated activities that leverage different media platforms to reach the intended audience effectively. The choice of media channels depends on the target audience, campaign objectives, budget, and available resources. Common media channels used in campaigns include television, radio, print publications, outdoor billboards, websites, social media platforms, mobile apps, email marketing, and more (Ovie & Nwaoboli, 2022). In preparing a campaign, the message of the campaign must be defined and communicated.

The development of a media campaign involves careful identification of realistic objectives, target audience, appropriate media channels, and the message. These interact with each other to create a successful campaign. In preparing a media campaign, the objectives, and target audience, are designed with specific purposes and goals in mind (Nwaoboli, Ogunyemi & Ezegwu, 2023). These can include raising awareness about a particular issue, promoting behaviour change, advocating for a cause, influencing public opinion, or mobilising support for a specific initiative or product.

Mass Media and Attitude Change

Attitudes are individuals' evaluations, beliefs, and feelings towards people, objects, or issues. Mass media has a significant influence on attitude change, as it has the power to shape perceptions, beliefs, and behaviours of individuals and society as a whole. Asemah (2011 as cited in Nkechukwuaga, 2023) posits that the mass media play crucial roles in shaping attitudes and opinions within society. It has the power to influence people's beliefs, values, and behaviours, and can contribute to attitude change on a wide range of issues. Mass media can influence public sentiment, shape perceptions, and sway public support or opposition. Mass media and attitude change have a significant relationship, as the media can influence and shape people's attitudes and beliefs. The mass media has the power of persuasion and influence (Nwaoboli, Arijenwa, Oviasuyi & Tiekuro, 2021; Aligwe, et al., 2018).

The mass media, including television, radio, newspapers, and the internet, has the power to persuade and influence the attitudes of individuals. Through various techniques such as advertising, news reporting, and entertainment content, media messages can attempt to change or reinforce existing attitudes (Nwaoboli, et al, 2021). Attitude change through mass media can have



both short-term and long-term effects. Repeated exposure to media messages over time can lead to gradual attitude shifts and the formation of new attitudes or modifications of existing ones (Nwaoboli & Asemah, 2021). Attitude change is a complex process influenced by multiple factors beyond mass media, such as personal experiences, social interactions, and cultural values. However, mass media remains a powerful force in shaping attitudes, as it can reach large audiences and convey persuasive messages (Nwaoboli & Asemah, 2023).

Empirical Review

Momoh, and Oyekan, (2023) carried out a study on climate change and the challenges of sustainable development in Nigeria. The study examined how climate change impacts sustainable development in Nigeria. The researchers used mixed methods (qualitative method and content analysis methods). The researchers found that climate change often manifests in the following ways; increased desertification, heatwaves, droughts, and floods, which are particularly in the country's northern regions. Momoh, et al (2023) study is different from the current study in terms of subject matter and methodology. Momoh et al (2023) study looked at climate change and the challenges of sustainable development in Nigeria, while the current work looked at attitudes of Benin City residents towards media campaigns against climate change issues in Nigeria. The two studies are quite different, although there is a little similarity, especially since both of them have climate change issues. The current study used a survey research design while the reviewed work used a mixed research method.

Okunola and Bako (2023) carried out a study “exploring residential characteristics as determinants of household adaptation to climate change in Lagos, Nigeria”. The study evaluates the factors that influence residents’ adaptation strategies to climate change effects in Lagos Metropolis, Nigeria. The study areas were stratified into three residential densities; low, medium, and high. The researcher used a survey design method. The study results showed that there are similarities and differences in the magnitude of adaptation strategies of the residents from the three residential areas. Okunola and Bako's (2023) study was carried out in Lagos and is different from the current study based on the subject matter. While the current study was carried out in Benin City, Edo State. The current work looked at the attitudes of Benin City residents towards media campaigns against climate change issues in Nigeria.

Maidunoma, and, Falmatami, (2018) examined the role of broadcast media in promoting environmental awareness in Yobe State, Nigeria. The researcher used agenda-setting theory. The researcher adopted mixed research designs. The researcher found that the majority of respondents strongly agreed that environmental programmes by radio stations assist them toward positive attitude change, avoid indiscriminate dumping of waste, and improve their attitude toward personal hygiene. The researcher further found that respondents admitted that information provided by the media is the main source for awareness of environmental problems and they keep their houses and surroundings clean to be environment friendly. The reviewed work is different from the current study, especially from the methodology and subject matter.



Theoretical Framework

The social judgment theory (SJT) is a self-persuasion theory that was propounded by Carolyn Sherif, Muzafer Sherif & Carl Hovland (Asemah, Nwammuo & Nkwam-Uwaoma, 2017 cited in Nwaoboli & Asemah, 2022). The evaluation and interpretation of an idea in light of the prevalent emotions is one definition of this concept. According to this theory, a person determines where a new idea should be placed on the mental attitude scale by weighing it against his or her existing point of view and comparing it to any new concepts that come into their awareness (Kitchen, Kerr, Schultz, McColl & Pals, 2014, cited in Nwaoboli & Asemah, 2022). The purpose of social judgement theory is to apply the ideas and findings of psychophysical judgment to the process of social judgement.

Thus, it is a theory that focuses on the internal processes of a person's judgement about the idea included within a sent message, with the individual's selected position serving as the judgmental anchor in this context (McQuail, 2010, cited in Nwaoboli & Asemah, 2022). Asemah & Nwammuo (2017 cited in Nwaoboli and Asemah, 2022) note that people interpret messages and based on their interpretation, they make decisions. This theory is relevant to this study because it demonstrates how media campaign messages about climate change issues may bring about different interpretations among the audience members and this will, in turn, determine the attitude they will display towards the campaign.

METHOD

The study adopted the descriptive survey research method for the study. Asemah, Gujbawu, Ekharefo & Okpanachi (2012 as cited in Ezegwu, Chukwuemeka, David, Ude-Akpeh, 2023) and Asemah, Nkwam-Uwaoma & Sabo (2023) note that one of the advantages of the survey is that it can be used to investigate problems in realistic settings. The population of the study comprises residents of Benin. Based on available statistics, Benin City's population is 1,682,200 (One million, six hundred and eighty-two thousand and two hundred) people (https://citypopulation.de/en/nigeria/admin/NGA012__edo/). The sample size is 400. This was arrived at, using the Taro Yamane sample size determination formula. A multistage sampling technique was adopted. In the first stage, the city was divided (stratified sampling) into local government areas; namely: Egor, Ikpoba–Okha, Oredo, and Ovia North-East. In the second stage, areas with high population density were randomly selected: Uselu area for Egor, Sakponba road for Ikpoba – Okha, King Square for Oredo, and Ugbowo area for Ovia North-East. In the third stage, well-educated residents were purposefully selected. Finally, in the fourth stage, the researchers randomly administered the copies of the questionnaire to the respondents.

RESULT

The reliability test conducted showed that the instrument was consistent. Out of the four hundred (400) copies that were administered, 364 copies were found usable while the remaining 36 were not used. Thus, the presentation and analysis of data were based on the 364 copies.



Table 1: Level of Exposure of Benin Residents to Media Campaigns on Climate Change

Response	Frequency	Percentage
Very high	31	9
High	42	12
Can't tell	16	4
Low	149	40
Very low	126	35
Total	364	100

Table 1 indicates the numerous variables used to determine the level of respondents' exposure to media campaigns on climate change. A majority of the respondents believe that their level of exposure is low. This shows that the level of exposure of respondents to media campaigns on climate change is low (40%).

Table 2: Channel through which residents of Benin City were exposed to the media campaigns on Climate change

Response	Frequency	Percentage
Radio	171	47
Television	149	41
Print Media	08	2
Billboard	23	6
Internet	13	4
Total	364	100

Table 2 indicates that radio is the medium through which most respondents (47%) get exposed to media campaigns on climate change. Thus, radio is a strong medium in the reception of media campaigns on climate change.

Table 3: Understanding of the content and language used in Climate Change Media Campaigns

Response	Frequency	Percentage
Strongly agree	176	48
Agree	153	42
Disagree	10	3
Strongly disagree	07	2
Undecided	18	5
Total	364	100

Table 3 indicates that most respondents 176 (48%) strongly agreed that they understand the content, and language used in climate change media campaigns.



Table 4: Attitude of the Benin City Residents towards Climate Change Media Campaigns

Response	Frequency	Percentage
Positive	307	84
Negative	02	1
Neutral	33	9
Undecided	22	6
Total	364	100

From all indications, a greater percentage of the respondents 307 (84%) view the message of these campaigns in a positive light. This indicates that the attitude of respondents toward the media campaigns on climate change is positive.

DISCUSSION

The aim of research question one was to determine the level of exposure of Benin City residents to media campaigns on climate change. The findings showed that the majority (40%) of respondents have a low exposure to media campaigns on climate change issues. This finding contradicts an earlier study by Nnadiukwu and Omeje (2019), who found that mass media campaigns are effective, but not ineffective in enlightening and educating of public against environmental degradation in Nigeria. Also, Azu and Alakwe (2023) found that most Nigerians are not aware of the climate change issue, the contents of communication patterns of the message, and actionable steps that are easy to understand.

The essence of research question two was to identify the mass media channels through which Benin City residents are exposed to the media campaigns on climate change. The data obtained showed that a significant number (47%) of the respondents obtained information about media campaigns on climate change issues through the radio medium, followed by television medium. Radio is a strong medium in the reception of media campaigns on climate change. This finding supports Asemah's (2020) observation that in Africa, radio is one of the most widespread and popular tools of communication. Radio is a vital tool for many developing countries. Similarly, Ezegwu and Madaki (2023) add that other advantages of radio over other media channels are; that radio has a wider population reach, radio message is immediate and easily catches the listeners' attention, and radio message is often delivered to people's dialect.

The objective of research question three is to find out if residents of Benin City understand the language used and the content in such media campaigns. It was discovered that most respondents (48%) strongly agreed that they understand the content, and language used in climate change media campaigns. This finding indicates that such campaigns are facilitated convincingly and persuasively. This goes a long way to buttress the need for the integration of the people's demographic and psychographic realities in the packaging and transmission of media campaigns. Thus, this aligns with Asemah's views (2020) on the campaign function of the mass media, where he avers that the media designs and presents messages primarily to convince audiences to support certain courses.



It also tallies with the Social Judgement Theory which highlights the important role that preexisting attitudes and beliefs play in shaping individuals' judgments of messages, and posits that people will accept messages that fall within their acceptance zone or close to their anchor point. Thus, most residents of Benin City understand and believe the language and content of media campaigns on climate change as they already have a pre-existing fear of climate change and the worrisome damage it brings, such as heavy floods, and extreme heatwaves, (as being experienced in most parts of Nigeria as of April and September/October 2024), an increase in vector-borne diseases such as malaria, losses in agriculture, poor quality air in urban areas, deforestation, and more, problems that have intensified.

In an attempt to ascertain the attitudes of Benin City residents towards media campaigns on climate change. We found that a greater percentage of the respondents (84%) view the message of these campaigns in a positive light. This indicates that the attitude of respondents toward the media campaigns on climate change is positive.

CONCLUSION

Based on the result, the study concludes that the majority of respondents have a low exposure to media campaigns on climate change issues. Also, they accessed the campaign's messages through a radio medium. The study affirms that the attitude of respondents toward the media campaigns on climate change is positive. Based on the findings of the study, the following recommendations are made:

1. The media should not relent in their effort to ensure that the public is informed, enlightened, and educated on the issues of climate change. This will raise concern and create more awareness of climate change media campaigns.
2. Beyond mass media channels, it is advisable that tradotronic media should be used in other to get across to more people, especially the rural dwellers. Tradotronic media entails integrating traditional and electronically-mediated communication channels in message or information sharing and dissemination. It consists of the blending of indigenous communication channels and ICT-driven media in amplifying message understanding for audience consumption.
3. The media should also use more languages or dialects spoken around the location or area of the campaigns to create awareness of the subject matter. This will help those who may not understand English and other languages to grab the message of the campaign.
4. The climate change issue affects everyone on earth, members of the public should imbibe a positive attitude that will reduce the effect of climate change and they should support the media campaigns on climate change.

Ethical clearance

Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes and that their participation was voluntary.



Acknowledgments

We acknowledge the effort of the residents of Egor, Ikpoba–Okha, Oredo, and Ovia North-East for assisting us with data collection. We equally appreciate the members of Ugbowo area Vigilante groups for their cooperation and support.

Sources of funding

The study was not funded.

Conflict of interest

There is no conflict of interest whatsoever in producing this piece of research.

Authors' Contributions.

Daniel Ezegwu conceived the study, including the design, Nwodu, Gloria Eberechukwu, and Governor, Rosemary Ebieri, and David, Temitope Sarah, analysed and interpreted the data while all the authors read and approved the final manuscript for publication in its current form.

Availability of data and materials.

The datasets on which conclusions were made for this study are available on reasonable request.

REFERENCES

- Abdulazeez, I, Kadiri, A.H. & Asemah, E.S. (2021). Perception o and Attitude of Etsako West residents towards Covid-19 media campaigns, In E.S Asemah,. (Ed). *Communication, Pandemic and 'Civil Unrest in Nigeria.*, (pp. 92-100). Enugu: Franklead Printing Company.
- Aligwe, H.N., Nwafor, K. A., Ohiri, K. E. &Nwabufoe F. (2018). Communication and Public Health Promotion in Nigeria. *Middle-East Journal of Scientific Research* 26 (7): 741-746.
- Aondover, E.M., Maiwada, A.A., Babale, A.M., & Onyejelem, T.E (2024). *Foundations of Communication and Media Studie*: University of Lagos Press and Bookshop Ltd.
- Asemah, E.S. (2020). *Selected mass media themes* (2nd edition). Jos: Matkol Press.
- Asemah, S. E. & Nwaoboli, E. P. (2022). Influence of Folarin Falana's Twitter Campaigns on the Participation of Lagos Youth in the 2020 Endsars Protest in Nigeria. *KIU Interdisciplinary Journal of Humanities and Social Sciences*, 3(1), 115-130.
- Asemah, E. S., Nkwam-Uwaoma, A. O. & Sabo, S. S. (2023). *Research and tactics in public relations and advertising*. Jos: University Press.
- Ayeni O. D. and Oloukoi G.(2022). Analysis of temperature trend as an indicator of climate change using land surface temperature (lst) and meteorological data in Akure, southwest Nigeria. *Journal of Research in Forestry, Wildlife & Environment*, 14(3), 84-100.



- Denchak, M. (2020). Global Climate Change: What You Need to know. Retrieved from <https://www.nrdc.org/stories/global-climate-change-what-you-need-know>.
- Ezegwu, D.T., & Madaki, W. M. (2023). Building sustainable health behaviour values among men in rural areas through mass media enlightenment campaign on prostate cancer in Nigeria. In Asemah, E.S., Ekharefo, D. O. & Santas, T. (Eds). *Insights to Behavioural Change Communication* (pp 194-202). Jos: Jos University Press.
- Ezegwu, D.T., Chukwuemeka, G.N, David, T.S. Ude-Akpeh, C. E. (2023). Awareness and perception of Onitsha residents on ‘Japa’ syndrome among Nigerians. *Wukari International Studies Journal*, 7 (4), 119-127. <https://wissjournals.com.ng> .
- Gahlau, K.D. (2024). What is climate change. Retrieved from <https://www.science.org.au>.
- Matuku, S. M., (2022). Framing Climate Crisis: A Case Study of Nigeria, Kenya, and South Africa Newspapers. Unpublished Masters of Science Thesis submitted to Graduate School Southern Illinois University Edwardsville.
- Maidunoma, Z and, Falmatami, K, S. (2018). Broadcast media in promoting environmental awareness: A study of Yobe State Broadcasting Cooperation Damaturu (YBC), Nigeria. *Kampala International University*, 3(1), 341–350.
- Monday, I.F. (2020). Investigating Effects of climate change on Health Risks in Nigeria. Retrieved from <https://www.intechopen.com/online-first/investigating-effects-of-climate-change-on-health-risks-in-nigeria>.
- Momoh, Z & Oyekan, M. (2023). Climate change and the challenges of sustainable development in Nigeria. *Middle East J Islam Stud Cult.*, 3(4), 32-36.
- Nelson, L.N., Ekhorigue, S. O. & Asemah, E.S. (2021). Attitude of Benin residents towards media campaign on Covid-19. In In Asemah, E.S. (Ed). *Communication, Pandemic and Civil Unrest in Nigeria.*, (pp. 70-78). Enugu: Franklead Printing Company.
- Nwaoboli, E. P. & Asemah, E. S. (2022). Perception of social media trial of Chidinma Ojukwu’s alleged murder case among select Edo residents. In E. S. Asemah, (Ed.) *Communication, Media and Society*, (pp.147-158). Jos: Jos University Press
- Nwaoboli, E. P. & Asemah, E. S. (2023). Perception of social media trial of Chidinma Ojukwu’s alleged murder case among select Edo residents. In E. S. Asemah (Ed.). *Communication, Media and Society* (pp. 282-289). Jos: Jos University Press.
- Nwaoboli, E. P. Chukwu, N. Arijenywa, F. A. & Asemah, E. S (2021). Mass media and corona virus campaigns in Edo State: Examining the status conferral approach. Proceedings for 2nd College of Management and Social Sciences 2021 Conference, Samuel Adegboya University. 70-91
- Nwaoboli, E. P. & Asemah, E. S (2021). Textual analysis of select online media use of fear appeals in the promotion of COVID-19 vaccination in Nigeria. In E. S. Asemah, (Ed.).



Communication, Pandemic and Civil Unrest in Nigeria (pp. 1-11), Franklead Printing Company.

- Nkechukwuaga, U.E. (2023). Attitudes of residents Of Benin City towards media campaigns on flood prevention. Un published Bachelors Degree's project submitted to the Department of Mass Communication, University of Benin, Edo State.
- Ngo C.C, Poortvliet, P. M, Feindt, P. H. (2020). Drivers of flood and climate change risk perceptions and intention to adapt: An explorative survey in coastal and delta Vietnam. *J Risk Res.* 23(4), 424-446. DOI: 10.1080/13669877.2019.1591484.
- Nsude, I. & Nwafor, K. A. (2016). Environmental Education: A Communication Impact Analysis. *IDOSR Journal of Communication and English* 1(1), 24-44. Available online at: <https://www.idosr.org/wp-content/uploads/2017/01/IDOSR-JCE-24-44.pdf>
- Nwaoboli, E. P., Arijenwa, F. A., Oviasuyi, C. & Tiekuro, U. (2021). Perception of the portrayal of witchcraft in Nollywood movies among Benin residents. *GVU Journal of Management and Social Sciences*, 6(1), 24-37.
- Nwaoboli, E. P., Ogunyemi, E. O. & Ezegwu, D. T. (2023). Semiotic analysis of visual propaganda and emotional appeals in MTN's No be Juju be that advertising campaign. *International Journal of Multidisciplinary Approach and Studies*, 10(4), 241-254.
- Nwaoboli, E. P. (2022). Effectiveness of mass media campaigns on adherence to covid-19 protocols among pentecostal churches in Benin City. *International Journal of Arts, Humanities and Management Studies*, 8(12), 8-19.
- Ogobodu, M, Ogunyemi, O.E & Asemah, E.S. (2023). Attitude of Benin residents towards media campaigns against land grabbing. In E.S, Asemah, D.O. Ekhareifo & T. Santas (Eds), *Insight to Behavioural Change Communication* (5-12). Enugu: Franklead.
- Onyejelem, T.E (2024). *Film Production: Video Encoding Formats, Theories and Aesthetics*: University of Lagos Press and Bookshop Ltd.
- Ovie, F. O. & Nwaoboli, E. P. (2022). Perception and acceptance of media campaigns of COVID-19 vaccine among teachers in select secondary schools in Benin City. *International Journal of Arts, Humanities and Management Studies*, 8 (11), 16-22.
- Wakefield, A. M., Loken, B. & Hornik, C.R. (2010). Use of mass media campaigns to change health behaviour. Retrieved from [https://doi.org/10.106/s0140-6736\(10\)60809-4](https://doi.org/10.106/s0140-6736(10)60809-4).
- World Health Organization (WHO), 2021. Climate Change. Retrieved from <https://www.who.int/heli/risks/climate/climatechange/en/>. (Accessed 20 January 2021).