

Newspaper Framing and University of Uyo Students' Perception of Boko Haram Insurgency in Nigeria

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Abstract

This study examined "Newspaper Framing and Uniuyo Students' Perception of Boko Haram Insurgency in Nigeria." The study aimed at determining the diverse frames used in the coverage of the Boko Haram insurgency and impact of framing on Uniuyo students' perception of Boko Haram insurgency in Nigeria. The study made use of two populations, the first comprised of undergraduates of the University of Uyo amounting to 17,669, and the second was three national dailies: Vanguard, This Day and The Punch newspapers, published between the 1st of April and 31st of December 2014, amounting to 825 issues. The study found out that the application of frames by the 3 dailies under study in the reportage of the Boko Haram insurgency made the stories simple and self-explanatory, thus helping UNIUYO students to understand the phenomenon better. This made it possible for some of them to hold on to the beliefs, motivating them to give possible solution to the problem of Boko Haram. It concluded that frames have a way of shaping (influencing) the minds of the audience to think towards a particular direction, helping them rely on such information, and in most cases, provide possible solutions to a problem. It recommended that more frames for stories should be developed, rather than focus on the causes of the Boko Haram insurgency in Nigeria, more of the solution frames should be used in reporting the issue.

Keywords:

Framing,
Insurgency,
Perception and
Boko Haram

Background to the Study

The news media, and more especially, print media, serve as valuable sources of information and powerful modes of communication. This power controls much of what people understand of events that happen around the world on a daily basis. The way information is transmitted to its recipients comes through various forms of communication, all of which are framed to meet the goals of the providing source. All media publications are meant for people's consumption and until the intended people or audience get the publication and respond to it, communication could not be adjudged to have taken place. It presupposes that the receivers of any mediated message(s) and their feelings are important factors to be critically examined in every communication enterprise.

By choosing which stories to publish on a daily basis, the media can set agenda regarding which issues the public believe are most important (McCombs, 2004). Beyond agenda setting, journalists can frame stories in certain ways to influence the audience's understanding of those issues being covered (Druckman, 2011). There are many useful ways that frames can help audience members make sense of an otherwise complicated issue, but when the issue is framed in such a way that does not reflect reality, it can be detrimental to the audience's understanding (Aubrun and Grady, 2003).

According to Nisbet (2007, p.12), frames are "schemata of interpretation that allow individuals to locate, perceive, identify and label issues, events and topics". McLeod, Kosicki, and McLeod (2009) explain that framing involves not only telling a news story in a way that makes it accessible in the audience's mind, but also making aspects of the story applicable to the larger topic being discussed or addressed. Framing helps the audience understand a topic in the short term, and also gives them a way to think about the topic that they can draw on later when thinking about the topic in future. One of the topics that have attracted the attention of media men and audiences at home and abroad in recent times is insurgency. It is the state or condition of being insurgent, it is also rebellion against constituted authority, or existing government by a group recognized as belligerent or warlike (Random Dictionary, 2010). To different nations, groups, organizations, individuals and others, different names are given to insurgency to make sense within their context. In the case of Nigeria, several activities going on in the country are seen as acts of insurgency perpetrated by a group known as Boko Haram. The Boko Haram incidence is a grievous conundrum threatening Nigeria as a nation. Thomas Hobbs (1959, p247), once put forward an argument that "the human society exists in conflict not by accident but by the very nature of man, which makes him pitch against his fellow".

Boko Haram insurgency has come to violently live with the people as a consequence of the political confusion in the country. Also, the point of religion being another of the causes of Boko Haram insurgency cannot be ignored. The fact that the group comprises essentially Muslims puts forward the idea that it has religious connotations. The principles governing its emergence and activities relate to its rejection of Western education as "evil", Islamizing Nigeria and promoting Islamic ideologies in the country.

Media in Nigeria, specifically the print media, do try as much as they can to avoid triviality when reporting insurgency. That is why the idea of framing the concept is worth investigating.

Statement of the Problem

Since its inception in 2002, there have been numerous events, attacks, and topics covered by several media in Nigeria in a bid to clarify the misconceptions of the group Boko Haram. There exist a substantial body of research and information analyzing press coverage of the activities of Boko Haram insurgency in Nigeria. Available literature shows that the frames employed by the media in such coverage have not been investigated. Also lacking, is information on the prevalent and dominant frames employed by the media.

A scan of empirical studies on news coverage of insurgency in Nigerian newspapers reveals that the parameters constantly examined are prominence, depth of coverage, direction and frequency. This limited scope does not provide for the examination of other factors which will help in revealing the role of the media in the selection, interpretation and communication of perceived reality – a role which Goffman (1974) christened "Framing". In a bid to examine and ascertain other categories, this study asks: what are the diverse frames that select newspapers in Nigeria use in covering insurgency in the country? And how does this framing influence University of Uyo students' perception of Boko Haram?

Objectives of the Study

The objectives of this study are to:

1. Determine the nature of coverage of Boko Haram insurgency in Nigeria.
2. Determine the diverse frames used in the coverage of the Boko Haram insurgency.
3. Identify the dominant frames used in the coverage of the Boko Haram insurgency by newspapers in Nigeria.
4. Determine the impact of framing on Uniuyo students' perception of Boko Haram insurgency in Nigeria.

Research Questions

This study seeks to answer the following questions:

1. What is the nature of coverage of Boko Haram insurgency in Nigeria?
2. What are the diverse frames used in the coverage of the Boko Haram insurgency?
3. What are the dominant frames that newspapers use in the coverage of the Boko Haram insurgency?
4. What is the impact of newspaper framing of Boko Haram insurgency on Uniuyo students' perception of the phenomenon?

Significance of the Study

Insurgency to many in the nation, has been a sad story told only on memorials and gravesides, often by families, familiars, organizations, even churches, without really knowing exactly how the media portray the issue. The findings derived at the end of this

study should help shed more light on the various frames the mass media, especially newspapers, use in portraying the issue.

Also, the study should serve as a reference point to newspapers and other media outfits in their quest to decide on the relevant frames which are best suited for the topic.

Finally, the results obtained will add to the already existing body of knowledge and also should be a guideline for scholars who are still researching on framing of insurgency by newspapers and those that will do so in future.

Literature Review

Framing is the way in which information is presented to its audience. Being the first to focus on framing as a form of communication, Goffman (1974, p 61) pointed to the concept as a "schemata of interpretation that enables individuals to locate, perceive, identify and label occurrences or life experiences". Also, Robert Entman (1993, p.51) suggested that "to frame a communicating message is to promote certain facets of perceived reality and make them more salient in such a way that endorses a specific problem definition and/or a treatment recommendation". People like to think of reality as fixed, as something we can all agree on. They believe that the news media may make mistakes, but largely present reality the way it is. The news media make every effort to promote this view by trying to appear neutral and objective, but the writers and editors who report the news are usually anything but objective. They construct a subjective picture of reality, selecting and organizing a confusing flood of information in a way that makes sense to themselves and the audiences. This process is called "framing".

The concept of framing is considered a very important aspect of journalism by Gregory Bateson, an English Anthropologist, who first used the term "frame" in 1955 to refer to two key aspects of communication: first, "frames are cognitive models that allow a person to interpret and evaluate a message, that is, understanding what a family is;" second key aspect according to Bateson is; "frames are meta-communications or messages about messages" (Gregory, 1955).

Generally, there are two main frames in media practice; episodic and thematic frames. The episodic frame is the predominant frame on television newscasts that depicts public issues in terms of concrete instances. It also focuses on discrete events that involve individuals located at specific places at specific times. Thematic frames on the other hand are news frames that place public issues in a broader context by focusing on general conditions/outcomes (Gregory, 1955).

The concept of insurgency is one that catches attention even without proper presentation either by the media or individuals. The reason is because of its nature of being a 'human interest' topic (affecting human beings directly or indirectly). The ultimate goal of an insurgency is to change the existing government of all or portions of its territory, or force political concessions in sharing political power. It requires the active or tacit support of some portion of the population involved.

Nigeria as a nation has been through six phases of insurgency, all of which vary in their scope, sophistication and intensity: The Declaration of Niger Delta Republic of 1966 by Major Boro; The Nigerian Civil War (sometimes called the Nigeria-Biafra war) of 1967-1970, led by military men of Igbo descent; Movement For The Actualization of The Sovereign State of Biafra founded by Mr. Ralph Uwazurike, a lawyer by profession; Movement For The Emancipation of Niger Delta; Oodua People's Congress of 1997 which had Ganiyu Adams as its head of militant affairs, and The Northern Arewa Groups of the late 1970s and 1980s (they were mostly violent, intra-religious campaigns between different sects of Islam), (Muzan, 2014). The seventh and surviving of the acts of insurgency in Nigeria is *WilâyatGharbIfriqiyyah*, popularly known as Boko Haram, which has without a doubt, the character of an insurgency. It was founded by Mohammed Yusuf, and has as its current leader, Abubakar Shekau. The group has been active from 2002.

The name Boko Haram is derived from Arabic and Hausa languages, 'Haram', from the Arabic 'Arâm' meaning 'forbidden'; and the Hausa word 'Boko', originally meaning 'fake' (Wikipedia, 2015). It has brought about heightened tension, anxiety and a sense of insecurity hitherto unknown in any part of Nigeria, except the Niger delta region. The concept of insurgency could be used in two senses depending on the cause being fought for. It could be a fight against injustice and uneven distribution of national benefit as was the case in the 1990s Movement for the Emancipation of the Niger Delta (MEND) which centred on who should control the oil benefits coming to Warri, a center of oil production (Muzan, 2014).

The second idea of insurgency could be that of rebellion, as was the case of Movement for the Actualization of the Sovereign State of Biafra (MASSOB), which still focuses on the independence of Biafra, even after the state was declared 'non-existent' and the surrender paper was signed on 14th January 1970. Just as anything under the sun requires motivation to function, there are also motivating forces behind any act of insurgency in any part of the world. It could be religiously motivated, economically motivated, politically motivated, etc. It all leads to the fact that insurgency, just like any other event that is motivated, can be properly framed by the media, most especially, newspapers, to make a whole lot of sense to its audience.

Seth (2008, p.9) sees insurgency as a political-military campaign by non state actors who seek to overthrow government or secede from a country through the use of unconventional - sometimes conventional military strategies and tactics, from small scale public demonstrations to large scale violence. According to Seth, there are two general theories (factors) why insurgencies begin. The first theory is tied to grievances among the population, ethnic grievances he identified as playing a major role in causing war, is common in literature on civil wars and insurgencies.

The second theory is that insurgencies are caused by greed. Seth (2008, p.13), building on a growing body of economic literature postulates that " violence is an industry that generates profits from looting, making insurgents 'indistinguishable' from bandits and pirates.

Omela et al (2015) believe that the Boko Haram insurgency is an "urgent wake-up call" for policymakers in Nigeria and global health agencies to provide humanitarian aid. They suggested that health workers and supplies, including vaccines, need to be deployed to both camps. Also, efforts should be focused on how to reintegrate returning refugees, and on building capacity for early preparedness for future humanitarian emergencies in Nigeria. In the end, Omela et al call for other nations with strong health care sectors to support Nigeria and its neighbours, who so far have been unable to contain the Boko Haram insurgency, which will help them respond to the unique health challenges posed by the conflict. Studies have been done in the past on the coverage given to the issues of insurgency by different scholars namely: Alla, N.B (2012), Samuel, S.E. (2013).

The findings of the studies, among other things, were that: the prominence given by the most newspaper studied about insurgency in the local scene tends to reports events in five formats namely (editorials, news features, columns and opinion/letters), while the foreign study on content analysis carried out by Alla Nikolaevna Baranovskiy in 2012 to analyze news coverage of Russia's Chechenya wars used a communication phenomenon known as 'Framing'. Among other things, Alla found out that information war, as a deliberate tactic of the Russian state to get across its information agenda, grew more coherent and pronounced through the first war, and achieved its peak in the second. He also discovered that when official releases with factual data on casualties, enemy losses, equipment used, location secured and the rest, were not provided, the newly competitive newspapers (elite newspaper vs. tabloids, and national newspaper vs. regional newspaper) compensated their stories by utilizing other frames such as 'human interest' or 'responsibility' to aid audience understanding of the events.

Theoretical Framework

This study is anchored on two theories namely the Agenda Setting theory and the Framing theory. This Agenda Setting theory was formally developed by Max McCombs and Donald Shaw in a study on the 1968 American presidential election. By comparing the salient issues in news content with the public's perception of the most important election issue, McCombs and Shaw were able to determine the degree to which the media opinion and public opinion correlate.

Dominick (2009) perceives agenda setting theory as having two directions; the first pertains to the notion of framing, which he referred to as 'the general way a news topic is treated by the media', proposing that not only do the media tell us what to think about, they also tell us how to think about it by the way the story is framed. A second direction concerns agenda building, which examines how the media build their agenda of newsworthy items. Framing theory suggests that the way an event is presented to the audience (called frame) influences the choices people make about how to process that information.

As suggested by Goffman (1974) in his book, *Frame Analysis* (being the first appearance of the theory), people interpret what is going on around the world through their primary framework. This framework is regarded as primary as it is taken for granted by the user

(s). Framing theory is in many ways closely tied to agenda-setting theory. Both focus on how media draw the public's attention to specific topics. In this way they set the agenda. But framing theory takes this a step further in that the way in which the news is presented creates a frame for that information. This is usually a conscious choice by journalists.

Research Method

This study made use of content analysis and survey as research techniques. Content analysis is a research tool used to determine the presence of certain elements within a text or sets of texts. Researchers use it to quantify and analyze the presence, meanings, and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are part. This study also made use of the survey method which, according to Senam and Akpan (2014), is one of the methods of quantitative research, which entails a painstaking process of gathering of information or data and using the results as the basis for determining the trend or the issues that formed the thrust of the research.

Population of the Study

This study made use of two populations. The first population comprised undergraduates of the University of Uyo. According to data from the Directorate of Quality Assurance, University of Uyo, the figure for undergraduates is 17,669. Therefore, the population for the study was 17,669. The second is three national dailies: *Vanguard* newspaper, *This Day* newspaper and *The Punch* newspaper, published between the 1st of April 2014 and 31st December 2014, therefore, the total population was issues published by the three dailies during the period of the study. April to December is nine (9) months, which makes it 275 days. Issues published by the three dailies within this period amounted to 825, making that figure the total population for the study.

The sample sizes for the study were determined using the Taro Yamane sample size determination formula. A sample size of 400 was chosen from the first population of 17669. Subjects to be studied were randomly selected by the researcher using the stratified random sampling method, which according to Dode (2002), involves the separation of the characteristics or attributes of a population into various categories (strata-plural, stratum-singular), which helps a researcher to record smaller sampling error because of its high degree or representativeness of the composite population characteristics. Thus, University of Uyo undergraduates were divided into strata (faculties). The number of subjects to be studied from each stratum (faculty) was determined using the proportionate allocation formula, which uses a sampling fraction in each stratum (faculty) that is proportional to that of the total population (Neville and Sidney, 2001).

The second population also had 400 as its sample size. The number of issues to be studied was determined using the purposive sampling method, which involves hand picking desired sample elements to ensure that such elements are included in the survey (Dode 2002), in which case the researcher scans through each newspaper and selects each one that contains articles on Boko Haram up to 400.

Description of Measuring Instruments

The instrument used in measuring Uniuyo students' perception of the Boko Haram insurgency in Nigeria is a 14 item questionnaire, divided into sections A and B. Section A comprises four questions, seeking answers to the respondents' demographic characteristics. Section B, comprising 10 items focused on the research questions and objectives of the study.

Unit of Analysis

This implies the researcher defining the content unit he is interested in. It entails stating the kind of content one is looking out for in the selected sample (Nwodu, 2006). This unit could be a single word or symbol (a single assertion about a subject) or an entire article or story. For this study, the units of analysis were the newspaper articles in the forms of news, features and editorials that indicated the kinds of frames used by the 3 national dailies in the framing of Boko Haram insurgency in Nigeria within the period under study

Content Categories

In this study, the content categories were:

Diverse frames used In the Coverage of the Boko Haram Insurgency:

- I. This was determined by identifying all the frames used in the reports by the three national dailies under study. The frames used were those that had to do with cause of the Boko Haram insurgency: Greed frames, Religious frames, Ideology frames, Illiteracy frames, Tribalism frames, Political frames and Unemployment frames.
- ii. **Solutions:** The second set of frames obtained from the reports was concerned with solutions to the problem of Boko Haram insurgency: Unity Frames, Employment Frames, Harmonization of Religions Frames, Education Frames, Industrialization Frames, And Entrepreneurial Frames.
- iii. **Coding parameters:** This was determined by analyzing the content of each report on the issue within the study period. The parameters often used were: **Placement** (assigning a suitable position to the story in the day's issue), **Direction**(the guiding or motivation purpose of the story), **Prominence**(the level of importance attached to the story, which is determined by its placement) and **Depth of Coverage**(the extent to which the phenomenon was observed, analysed and reported).

Intercoder Reliability

To ensure the reliability of the coding process, the researcher and a graduate of Psychology from the University of Uyo were engaged to determine the contents of The Punch, This Day and Vanguard newspapers that were published within the period under study on the Boko Haram insurgency in Nigeria. These contents were examined to find out which of the content categories the articles were supposed to address and ascertain if

they really did.

In the end, the two coders agreed on two hundred and fifty two items (252) and disagreed on forty eight items (48). Holsti's(1969) method, cited in Wimmer and Dominick (2003) was considered appropriate for this test. Therefore:

Reliability =

$$\frac{2m}{N_1 + N_2}$$

Where:

2m = total number of coding decisions in which two decoders agree

N₁+N₂ = total number of coding decisions by the first and second coders.

The result is shown below:

$$\begin{aligned} CR &= \frac{2m}{N_1 + N_2} \\ CR &= \frac{2 \times 252}{300 + 300} \\ CR &= \frac{504}{600} \\ CR &= 0.84 \end{aligned}$$

Data Presentation, Analysis and Discussion of Findings

The data collected for this study were analyzed using percentages and frequency tables. 400 copies of the questionnaire were distributed to respondents, 320 copies were correctly filled and returned, the remaining 80 copies were rendered invalid as the responses given by the respondents were not in favor of the elements used for analysis. Therefore, the analyses of data for this study were based on the 320 copies of the returned questionnaire, representing 80% response rate.

This study had 320 as its total respondents, 102(40%) were male and 218 (60%) were female. Respondents within the age of 18-25 were 163 (51%), 26-35 were 93 (29%), 36-45 were 31 (10%) and those within 45 and above were 33 representing 10% of the respondents. For their marital status, 210 (66%) were single, 83 (26%) were married, 27 (8%) were separated and none of them were divorced. Below are the faculties and number of respondents from each of them:

Discussion of Findings

Research Question 1:

What is the Nature of Coverage of the Boko Haram Insurgency?

In response to this research question, finding reveals that there are certain elements that makes a pieces of writing to qualify for a story, they include: placement of the story, its direction, the level of prominence and the depth of coverage of such a piece.(See Table i) The level of prominence accorded reports on the Boko Haram insurgency by the three national dailies under study was based on the depth of coverage of all the reports and the direction the story was pointing to, which also determined the part of the issue the story was placed. These made it easy for the writers as well as the editors to assign frames to the

stories, which made it easy for the audience to understand the phenomenon much better.

All these were made possible because these dailies labelled and structured their stories by way of framing them to make meaning to the readers, making the whole process easy. This is evident in table ii, where the diverse frames used by the three national dailies in their reports were analysed. This fact is supported by findings of a study reviewed in this work. Thus, in Alla (2012) on Framing Chechenya: An Analysis of News Coverage of Chechenya's Wars, it was discovered that, newly competitive newspapers compensated their stories by utilizing frames to aid audience understanding of the events.

Table I : Nature of Reportage

Coding Parameters	Frequency	Percentage
Placement	55	22
Direction	62	25
Prominence	76	30
Depth of coverage	59	23
Total	252	100

Table 2: Diverse and Dominant Frames

Newspaper	Diverse and Dominant frames							Total
	Religion	Ideology	Politics	Tribalism	Greed	Unemployment	Illiteracy	
This Day	19 (8%)	10 (4%)	10 (4%)	20 (8%)	0	11 (4%)	0	70 (28%)
The Punch	16 (6%)	29 (11%)	15 (6%)	5 (2%)	14 (6%)	0	6 (2%)	85 (33%)
Vanguard	15 (6%)	31 (12%)	15 (6%)	0	18 (7%)	9 (4%)	9 (4%)	97 (39%)
Total	50(20%)	70(27%)	40(16%)	25 (10%)	32 (13%)	20 (8%)	15 (6%)	252 (100%)

Research Question 2:

What are the Diverse Frames used in the Coverage of the Boko Haram Insurgency?

The answer to this research question is provided in table ii, where the diverse frames in the reports of the 3 dailies under study are being analysed. The frames were: Religion, Ideology, Politics, Tribalism, Greed, Unemployment, and Illiteracy.

All stories use certain frames, but the three national dailies under study adopted a problem-solution kind of frames. The diverse frames identified were those that had to do with the cause of the phenomenon which was influenced by the direction the story was going and its depth of coverage. Data analysed on table 10 revealed that the frames used by the three dailies in their reports were those concerned with the solution to the problem, which also was determined by direction and its depth of coverage, this supports Alla (2012). She found out that the major problem of covering the Chechnya war was that when official documents containing details of the war were released to the media, important information that were supposed to aid audience understanding of the

phenomenon were missing, the media used frames as a were of solving that problem.

Research Question 3:

What are the Dominant Frames that Newspapers Use in the Coverage of the Boko Haram Insurgency?

In answering this research question, Table ii reveals that out of the seven frames used by the three national dailies under study some frames were dominant, while others were less dominant. Ideology frame with a total of 70 (27%) issues was the most dominant frame used in all the reports, followed by religious frame with 50 (20%) issues, Political frame with 40 (16%) issues, Greed with 32 (13%) issues, Tribalism with 25 (10%), Unemployment with 20 (8%) and Illiteracy with 15 (6%). It should be noted therefore that, the different frames used were as a result of the three dailies under study trying to identify the causes of the Boko Haram insurgency as supported by table 7. Out of 320 respondents, 84 (26%) suggested that Ideology was the major cause of the Boko Haram insurgency in Nigeria, followed by Politics with 62 (19%) respondents, Tribalism with 54 (17%) respondents. Because of the constant use of ideology, political and tribalism frames by the newspapers in their reports, it shaped the minds of the audience to believe that they are the causes of the Boko Haram insurgency, thereby supporting the agenda setting theory which says that: the media may not tell us what to think about, but media certainly tell us what to think about.

Seth (2008) illustrates that insurgency in Afghanistan was caused by two major factors, first, the structural collapse of the state (political factor) which provided a permissive environment, and the second, ideology, being a direct motivation for insurgent leaders. It can then be said that the two major causes of the Boko Haram insurgency in Nigeria are: Ideology and Politics as clearly revealed in the study.

Research Question 4:

What is the Impact of Newspaper framing of the Boko Haram Insurgency on Uniuyo Students' Perception of the Phenomenon?

The answer to this research question is provided in tables iii, iv, and v. The application of frames by the three dailies in reporting the Boko Haram insurgency has made the stories simple and self-explanatory to help the audience in understanding the phenomenon. This is revealed in Table 3 where 249 (78%) respondents agreed to the fact that the reports were simple, helping them to understand the phenomenon better.

Table 3: Respondents' Views on Whether Newspaper Reports are Simple and Explanatory

Response	Number of Respondents	Percentage
Yes	249	78
No	71	22
Total	320	100

Table iv: Influence on Respondents' Belief System (s)

Response	Number of Respondents	Percentages
Yes	46	14
No	194	61
Not Really	80	25
Total	320	100

This has made it possible for them to decide if the issue has affected their belief system(s) in any way as revealed in Table iv. 194 (61%) out of 320 respondents affirmed that their belief system(s) were not affected, 46 (14%) said they were and 80 (25%) respondents were undecided. When a person's belief system(s) has not been tampered with, it gives them a sense of belonging and possible solutions to a problem can then be provided as revealed in Table V

Table 4: Respondents' Views on Possible Solution to Boko Haram

Solution	Number of Respondents	Percentage
Unification of Tribes	54	17
Employment	42	13
Harmonization of Religion	48	15
Industrialization	68	21
Entrepreneurship	60	19
Education	48	15
Total	320	100

Sixty-eight respondents representing (21%) believed that industrialization is the way out of the Boko Haram insurgency, 60 (19%) are of the opinion that entrepreneurship will solve the problem, while 54 (17%) preferred unification of tribes, 48 (15%) accordingly went for co-existence of religion and education and 42 (13%) went for employment. This finding tallies with Omela et al (2015) in their believe that, if the government can build more infrastructures, reintegrate returning refugees, deploy health workers and supplies to the different camps, it will be a way of building capacity for early preparedness for future humanitarian emergencies in Nigeria.

Conclusion

Professionally, the media are expected to publish stories on events happening every day. They are also expected to label these stories so as to make meaning to its audiences. This they achieve by framing those stories. Based on the findings of this study, it is a fact that newspapers do employ frames when writing their stories, and these frames have a way of shaping the minds of the audience to think towards a particular direction, helping them rely on such information, and in most cases, provide possible solutions to a problem. This can be related to the agenda setting theory of the media. The media may not tell its audience what to think, but they sure do tell us what to think about by labelling the stories by way of framing them

Recommendations

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

1. More frames for stories should be developed. Rather than focus on the causes of the Boko Haram insurgency in Nigeria, more of the solution frames should be used in reporting the issue.
2. Since these reports have certain impact on their audience, they should be made active participant in the process of publishing such stories. That is to say, newspaper houses should not always depend on the news makers when it comes to story development. Other members of the society should also be provided with opportunities to do so.

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