CHRISTIAN SERVICE UNIVERSITY COLLEGE

DEPARTMENT OF COMMUNICATION STUDIES

A CONTENT ANALYSIS OF THE FRAMING OF BOKO HARAM INSURGENCY IN THE

BROADCAST MEDIA

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STATEMENT OF AUTHENTICITY

We have read the university's regulations relating to plagiarism and certify that this report is our original work and do not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this report herein submitted.

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ABSTRACT

This study examines how the Boko Haram Insurgency in Nigeria was covered by the broadcast media in Kumasi, Ghana. It identifies patterns of frames that were adopted, angle of news and the scope of coverage. The study was carried out on two radio stations in Kumasi – Luv FM and Hello FM. The purpose was to analyze the Ghanaian media's coverage of Boko Haram Insurgency and the frames that were used. The content analysis method was used. Seventy- four news stories on Boko Haram in 2014 were sampled and analysed. Findings indicate that social issues and victims related stories on Boko Haram were the subjects prevalent in the Ghanaian media and they were predominantly reported in a straight news format. There were also contrasting frames employed by the Ghanaian media in reporting the Boko Haram insurgency. It was however observed that the Ghanaian media reported less terrorism education stories. Therefore, the researchers encourage the need for such education. It was also observed that the Ghanaian broadcast media gave prominence to attacks of the militant group and the profile of the militant group and its leader. This is quite glorifying to the insurgency. Therefore further recommendations were made that the broadcast media reports the insurgency in the light of government policies to address it.

The major limitation to this study was the size of the sample used for the research. Therefore generalization cannot be made.

DEDICATION

We dedicate this work to the Almighty God who guided and protected us through our years of study in the university. Also to our parents who supported us in diverse ways to achieve this goal.

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CHAPTER ONE

1.0 BACKGROUND TO THE STUDY

According to a database by Global Terrorism index, the world has recorded over two million deaths on terror attacks globally in the last ten years. The last five years alone saw a rapid increase in insurgencies and terror attacks in the world, according to a study by Jane's Terrorism and Insurgency Centre. In 2009, a worldwide total of 7,217 attacks were recorded from open source. In 2013, that number increased by more than 150% to 18,524. Maplecroft, a British risk consultancy in its index suggest that, Iraq has endured the highest number of attacks in the year 2014 with 3,158 incidents while insurgency in Nigeria is the world's deadliest, recording the highest number of deaths per attack with an average of 24 in a day. The following are:

TERROR GROUPS	YEAR OF INCEPTION	LOCATION	NUMBER OF ATTACKS
Islamic State of Iraq and Syria (ISIS)		Iraq and Syria	2,193
Jabhat al-Nusra (Syria)	Active since January 23,2012 to present	Syria	539

Taliban	2007	Northwest of Pakistan and Afghanistan	480
Communist Party of India – Maoist	September 21, 2004	Red corridor	358
Yekineyen Parastina Gel (YPG)		Syria	331
Hrakat al-Shabaab al-Mujalhideen (Al-Shabaab)	Active from 2006 to present	Southern Somalia Yemen	231
Barisan Revolusi Nasional (Thailand)	1963	Thailand	207
Al-Qeada in Iraq	1988 to present	Arabian Penninsula (AQAP)	188
Boko Haram Islamist Group in Nigeria	2002 to present	Nigeria, Cameroon, Niger and Chad	179

Ansar Allah		Yemen	137

Insurgencies have sadly become one of the defining features of our society, one of the potent modern threats that seem to be putting Africa's development on the low. The global mass media have by far been very crucial in reporting the activities of some of these terrorist and extremist groups' nefarious activities. African countries that have been affected by insurgencies and terror attacks include; Somalia, Mali, Kenya and Nigeria. However, Nigeria now ranks high among countries with high rates of insurgencies in the world, Maplecroft (2013). The Boko Haram Islamist group has been waging an insurgency against Nigeria since 2009. More than three million people were facing a humanitarian crisis in three northern Nigerian states hit by an Islamist-led insurgency. The report added that this conflict led to more than 250,000 Nigerians misplaced as at March 2014 (BBC report, 2014). The militant group operates mostly in Borno, Yobe, and Adamawa of northern Nigeria. The Brussels-based International Crisis Group in their April 2014 report revealed that the terrorists are "tapping into real governance, corruption, impunity and under development grievances shared by most people in the region."

Some of the major attacks of the Boko Haram group include but are not limited to the Baga massacre in April 16, 2013 killing 187 people in Baga in Borno State, the Yobe State School shooting which left more than 42 people killed. Also in April 15, 2014, 276 female students in Chibok were kidnapped. According to a report by Congressional Research Service in Nigeria (2015), the potential for violence around the upcoming elections is high, given a close presidential race and widespread frustration in northern Nigeria with the government's

performance. Pre-election assessments in January 2015 had raised concerns about the status of election preparation but previous calls for a delay had been dismissed by the election commission. The opposition had raised concerns about hundreds of thousands of the most affected Nigerians from northern states being unable to vote, but who had pressed for the elections to be held on schedule. These issues have resulted in political tensions in the country. Such pressing issues which involve the loss of a large number of human lives with infringement on human rights are among the lot that get media attention and coverage.

1.1 INTRODUCTION

The world is gradually becoming a global village. What happens in one country is no longer a problem to that country but a concern to the whole world. The media thus represent the main source through which people know the world while they provide an interpretation of the events taking place. The news media, as part of their role in information dissemination, may set the agenda for its audience. Although the media mostly succeed in setting the agenda for the public, they do not end there. The media proceeds to influence how individuals, groups and society perceive a certain reality. This is done through the idea of 'framing'. Whiles the mass media report on insurgencies, the insurgents also rely on the mass media for both tactical and strategic purposes.

1.1.2 BRIEF HISTORY OF BOKO HARAM

Boko Haram was founded in the Muslim-dominated northern part of Nigeria in 2002 by Mohammed Yusif. The group was originally labeled as the Nigerian Taliban because of its ideology and methods. Boko Haram, which translated to "western education is forbidden", is also known as "Jama'atu Ahlas Sunnah li-Da'awati wal-Jihad". Yusif's followers were not as

active as members of Boko Haram are today, but they did attempt several attacks against Nigerian Security Forces. Only one of them was successful. In 2003, a group of Yusif's followers established a small settlement near the border of Niger called "Afghanistan". Local officials denounced the settlement and called for it to be disbanded. Eventually, escalating tensions culminated in the group assaulting the homes of officials and police to which the Nigerian security forces retaliated, killing several group members and destroying the "Afghanistan" settlement. Despite frequent arrest of Yusif (the leader of Boko Haram), the group and the Nigerian government were able to maintain a truce for the next five years.

1.1.3 THE MASS MEDIA AND TERRORISM

According to Idyorough (2014), some terrorist groups engage in violence as a means of gaining popular support for their cause or for their organizations. The media is drawn to cover terrorism because terrorism evokes important news values such as frequency, negativity and conflict. In doing so, media outlets may also provide terrorists with an outlet to air their grievances to a larger audience (Hoffman, 2006). A terrorist organization may hope that attacks will convince potential supporters or sympathizers that the organization is capable of inflicting substantial harm or demonstrate that the organization is more effective than rival groups in challenging the authorities (Chenoweth, 2010; Kydd & Walter, 2006). It is commonly claimed that terrorists and the media both benefit from high levels of media attention to terrorism (Hoffman, 2006). Terrorists gain popularity from media attention that communicates their goals and grievances to a wider audience. The media gain larger audiences because, as previously discussed, terrorist attacks tap many of the characteristics that communication research identifies as important for media attention. Both national and international media are now making series of headlines on Boko Haram's terrorist activities (Ibrahim, 2011, pp.14-20).

1.3 PROBLEM STATEMENT

The world has suffered a major hit of insurgencies and terror attacks over the years. The most active and deadliest on the African front is the Boko Haram insurgency in Nigeria which has led to more than 250,000 Nigerians misplaced as at March 2014, (BBC report, 2014). Tochukwu (2013) notes that, the group has made mockery of peace and security in Nigeria. This poses threats to regional security. He added that since Boko Haram resumed its operations in 2010, foreign direct investment (FDI) into Nigeria has declined, owing to the political instability the country has faced. According to World Investment Report (WIR) (2013), FDI flows into Nigeria dropped by 21.3% in just one year from 8.9 billion dollars in 2011 to seven billion dollars in 2012. These indicate that the consequences of the activities of the insurgents are enormous.

The group has indulged in atrocious activities having an adverse effect on Nigeria's economy and development. There is the tendency that the effect of the Boko Haram insurgency would spill over to its neighboring countries. Nigeria is only three countries away from Ghana after Togo and Benin. The country has a healthy relationship with Ghana due to the fact that the two are Anglophone countries with the rest being francophone countries. A good number of Nigerians are currently resident in Ghana with others who travel in and out of Ghana for school and business purposes. The vice-versa is also acknowledged. Also the lives of Ghanaians who reside in Nigeria will be put to danger. It is therefore undisputable that the Boko Haram insurgency has an adverse effect on other countries.

1.4 PURPOSE OF THE STUDY

This study is to analyze the Ghanaian media's coverage of the Boko Haram insurgency and the frames that were used.

1.5 OBJECTIVES

1. To find out the angles of news of Boko Haram activities reported in the Ghanaian Broadcast media.

2. To find out the scope of reportage of Boko Haram activities in the Ghanaian Broadcast media.

3. To find out the patterns of frames used by the Ghanaian Broadcast media in reporting Boko Haram activities for the year 2014.

1.6 RESEARCH QUESTIONS

1. What was the angle used by the Ghanaian broadcast media in reporting Boko Haram Insurgency?

2. What was the scope of reportage on Boko Haram activities reported in the Ghanaian Broadcast media?

3. What patterns of frames were used for reporting Boko Haram activities in the Ghanaian Broadcast media?

1.7 SIGNIFICANCE OF THE STUDY

The significance of this study is to serve as a reference point for other studies and to educate the citizenry on insurgencies and terror attacks and to help the media to improve on how they report insurgencies.

1.8 SCOPE OF THE STUDY

This study analyses broadcast news copies of selected radio stations in Kumasi, Ghana. The population for this study is the 31 radio stations in the Kumasi metropolis out of which two

will be used for the study.

1.9 LIMITATION OF THE STUDY

This study could not analyze news scripts of all the radio stations in Kumasi due to challenges of accessing the scripts. Out of the 32 radio stations in the Kumasi metropolis which form the population for the study, only two are used for the study namely Luv FM and Hello FM. It must be noted that the small sample used does not allow for generalization of the results.

1.9 OPERATIONAL DEFINITION OF KEY TERMS

Framing refers to the way the media and gate-keepers organize and present the events and issues they cover and the way audiences interpret what they provided.

Insurgency is an organized movement aimed at the overthrow or destruction of a constituted government through the use of subversion, espionage, terrorism and armed conflict.

Broadcast is a program, performance or speech on the radio or on television.

Media is the communication channels through which news, entertainment, education data or promotional messages are disseminated.

Terrorism is defined as violent act intended to create fear perpetuated for a religious, political or ideological goal and which deliberately target or disregard the safety of non-combatants.

Terror Attack is a surprise attack involving the deliberate use of violence against civilians in the hope of attaining political or religious aims.

Tone refers to the choice of words, diction, and the way journalists present the news.

Angle of news is the perspective from which a story is reported. The particular slant a news item takes can depend on variety of things, including the strength of the content whether it contains important, interesting, unusual information and so on.

Scope it means the extent of the area or subject matter that something deals with thus the area of coverage.

1.9.1 KEY TERMS IN CODING GUIDE

Ambiguous something that can be understood in more than one way, having different meanings.

Misleading giving the wrong idea or impression and making one believe something that is not true.

Appropriate suitable, acceptable or correct for the particular circumstances.

Straight news is the news that contains facts given without exaggeration or embellishment. Its main aim is to inform and pass on the news and it uses the summary lead.

Feature story as the special human interest story or article that is not closely tied to recent news event. It focuses on particular people, places and events, and it goes into detail regarding concepts and ideas of specific interest.

Editorial They are some part of the news that reflects the opinion of the radio stations used for this study.

Investigative Report is finding, reporting and presenting news which other people try to hide.

Social Issue refers to an issue that influences and is opposed by a considerable number of individuals within a society.

Government Policy a general principle by which a government is guided in its management of public affairs or the legislature in its measures.

Terrorism Politics and Institution they cover the politics involved in terrorism issue as well as various stakeholders and institutions of terrorism such as Amnesty International and Janes Terrorism and Insurgency Centre

Victims Persons who have suffered attacks of Boko Haram Group

Boko Haram Leader they are news stories that cover the profile of Boko Haram leader Abubakar Shekau and other members of the Islamist group.

Terrorism Education Stories they are the stories that educate and enlighten the public on Boko Haram and issues of terrorism

Geographical Locations this refers to the places involved in the news coverage of Boko Haram insurgency

Streets Boko Haram attacks that took place on the street

Schools Boko Haram attacks that took place in schools or other institutions for learning.

Churches Boko haram attacks that took place in a church building used for public Christian worship.

Homes Residents that were involved in Boko Haram attacks.

Market The world of commercial activity where goods and services are bought and sold

Formal News stories presented in accordance with rules of convention, suitable for or constituting an official or important situation.

Informal News stories that have a relaxed, unofficial style or manner.

Favorable News stories that are presented to the advantage of Boko Haram.

Informative These are news stories that provide useful information about Boko Haram insurgency and terrorism.

CHAPTER TWO

THEORETICAL FRAMEWORK AND REVIEW OF RELATED LITERATURE

2.0 INTRODUCTION

The chapter reviews the literature related to the study as well as the agenda setting and framing theories.

2.1 THEORETICAL FRAMEWORK

2.1.1 Agenda Setting Theory

Agenda setting theory refers to the theory that the news media have a large influence on audiences by their choice of what stories to consider news worthy and how much prominence and space to give to them.

History and Orientation

Agenda setting theory posits that the media has a very powerful influence on their audiences - the ability to tell us what issues are important, McCombs and Shaw, (1972). As far back as1922, the newspaper columnist Walter Lippman was concerned that the media had the power to present images to the public. McCombs and Shaw (1972), in the research done in 1968, focused on two elements, awareness and information. Investigating the agenda setting function of the mass media, McCombs and Shaw (1972), attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw (1972) concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign. In their article where they brought this theory to light in choosing and displaying

news, editors, newsroom staff and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position, McCombs and Shaw (1972).

In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues – that is, the media may set the "agenda" of the campaign.

Assumptions of Agenda Setting

1.   The media's concentration on some selected issues makes audiences perceive those issues as more important than others - this suggests that the media drives public agenda.

2.   The media does not absolutely reflect reality of issues - this means the media does not fully represent all sides of the issues due to brevity of time and scarcity of space.

3.   The media shapes and presents its choices of issues - media gatekeepers determine which angle of it is presented. It means the media remodels events/issues in our environment into a simpler model for our consumption.

The agenda setting theory is relevant to analyzing Ghanaian media coverage of Boko Haram insurgency in that, the rate at which the local media cover Boko Haram related issues, the nature of reports, and the salience attributed to these issues could influence and shape public perception on them. The media uses different techniques to establish the agenda setting process. One of the methods is to group coverage topics into several categories and measure the amount of time or space devoted to each category, Wimmer and Dominick (2003). From the perspective of the agenda setting theory, the media group events and select some issues of which news on the Boko Haram insurgency maybe part. Now the media attributes some

salience to the Boko Haram news by placing prominence on the issue. This helps the audience to recollect the news easily and discuss it in public domain. Also, while the news may not determine what the people should think, the news from various media suggest which issues are salient and tell people such issues are something they should be thinking about.

2.2 Framing Theory

Framing refers to how the media packages and presents information to the public Goffman (1974). According to the theory, the media highlights certain events and places them within a particular context to encourage or discourage certain interpretations.

History and Orientation of Framing

The concept of framing is related to the agenda setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning Goffman (1974). Framing is an important topic since it can have a big influence and therefore the concept of framing expanded to organizations as well. Media frames also serve as working routine for journalist that allows the journalists to quickly identify and classify information and to file it for efficient relay to their audiences, (Gitlin, 1980).

In essence, framing theory suggests that how something is presented to the audience influences the choices people make about how to process that information. According to Goffman (1974) frames are abstractions that work to organize or structure message meaning. The most common use of frames is in terms of the frame the news media place on the information they convey. Frames are thought to influence the perception of the news by the audience, in this way it could

be construed as a form of second level agenda setting. They do not only tell the audience what to think about (agenda setting theory), but also how to think about that issue (second level agenda setting); framing theory.

Assumptions of Framing

1. Agenda setting theory describes the media determining what to think about, framing theory describes the media determining how audiences should think about what to think about.

2. They assert that whether deliberate or unintentional, framing is a phenomenon that cannot be avoided by the journalists.

The theory is relevant to this study because, the local media in their efforts to present their audiences with stories associated to Boko Haram, choose angles that direct the minds of their audience on how to think about the Boko Haram insurgency.

2.2.1 Frames of Analysis

Various frames have been used by journalists in an attempt to report on the Boko Haram insurgency. These frames in one way or the other, have contributed immensely to how the mass audiences perceive the crises situation in Nigeria, Okoro (2013). In the news media, news frames serve as journalistic tools through which journalists recount a story in limited amount of space and place an event within its broader context Hallahan (1999) cited in Okoro (2013).

Examining the frames in media content analysis is motivated by the event under study. This study is on the Boko Haram insurgency in Nigeria and the following frames and their definition were outlined in a similar study by Okoro 2013. The frames under study are; religious frames, responsibility frame, ethnic frame, policy frame, response frame and political frame. These measures of framing were developed by Valkenburg (2000), Iyenger (1991) and

De Vreese (2005) for analyzing frames in media coverage issues.

The frames cited above have been adopted by the researchers for this study. Policy frame is added to widen the scope and bridge the gap in literature. The policy frame provides knowledge into the measures that are being taken by government to curb the insurgency. These frames are analysed individually to examine how the broadcast media in Ghana frames the Boko Haram Insurgency for broadcast. This will help the researchers discover the light in which the media portray the insurgency to the Ghanaian citizenry.

2.3 REVIEW OF EMPIRICAL STUDIES

Okoro and Chukuwumo (2012) say one fundamental impediment to the advancement of any society is conflict. Conflict engenders stagnation as well as retrogression in all facets of life. In their research: reporting violent insurgencies in postcolonial Nigeria: an analysis of audience assessment of Nigerian broadcast media reportage of the Boko Haram Insurgency, some observations were made. They employed the survey research methodological approach to carry out the study. The researchers observed that the Nigerian broadcast media have been biased in their reportage of the Boko Haram insurgency. In their result, they revealed that the Nigerian broadcast media's reportage of the Boko Haram insurgency has glorified the act of terrorism. Although the broadcast media have so far reported the Boko Haram insurgency adequately, the broadcast media have not been timely in their reportage of the Boko Haram insurgency. In line with the findings of the study, Okoro and Chukuwumo (2012) made the following recommendations that the Nigerian broadcast media should (as a matter of necessity) give timely account of the Boko Haram insurgency. They state that a very fundamental function of the media is the surveillance function therefore; the Nigerian broadcast media must endeavor to effectively play this role in their reportage of the Boko Haram insurgency. They further entreat

the broadcast stations in Nigeria to shun bias and embrace objectivity in their reportage of the Boko Haram insurgency and in account of other events. This, amongst others implies that journalists must carefully report the Boko Haram insurgency in such a manner that will not glorify the act of terrorism.

In a similar study by Papacharissi and Oliveira (2008), titled "News Frames Terrorism: A comparative Analysis of Frames Employed in Terrorism Coverage in U.S and U.K", qualitative and quantitative methods were used for gathering data. The newspapers used for the study were: the Washington Post, the New York Times, the London Financial Times and the Guardian over a period of one year. The unit analysed included news reports, features, news analyses and editorials. Papacharissi and Oliveira (2008), discovered after the research that, the U.S papers engaged in more "episodic coverage while the U.K papers were more interested in thematic coverage of terrorism and terror - related events". They also found that the U.S papers were consumed with presenting news with the military approach, whereas the U.K papers were oriented toward diplomatic evaluations of terrorist events.

Okoro (2013) also did a study on the topic "Print Media Framing of Boko Haram Insurgency in Nigeria: A Content Analytical Study of The Guardian, Daily Sun, Vanguard and Thisday Newspapers". He employed the content analysis method to gather data. Four Nigerian newspapers were used for the study. They are; the Guardian, the Vanguard, the Thisday and the Daily Sun Newspapers. The frames of analysis studied were; economic frame, conspiracy frame, attribution of responsibility frame, human interest frame, response frame, political frame, ethnic frame, religious frame, labeling frame and powerlessness frame. In the end, the study found contrasting patterns in frames used by the Nigerian newspapers in the coverage of

Boko Haram in the year 2012. The Guardian, the Vanguard and the Thisday newspapers emphasized the responsibility frame 24% as against 17.1% emphasized by the Daily Sun newspaper. Also among the ten frames used as yardstick for measuring newspaper coverage of the Boko Haram insurgency, the dominant frame identified in the coverage was the response frame, 26.3%. Findings also showed that there was 60% prevalent in the use of frames by the newspapers in the coverage. On the other hand, he discovered that there was 40% non - prevalent in the use of the frames. Okoro (2013) concludes by stating that the study has provided evidence into the differences in newspaper reporting and framing of the Boko Haram crises as well as showing both the dominant and prevalent frames used by the newspapers. A significant contribution of this study, not found in previous efforts, is the analysis of the way frames could contribute to the understanding of the role the media play in the understanding of phenomenon.

Key among the recommendations was the need for the Nigerian press to be encouraged in reporting terror related news stories positively – emphasizing on policy actions and response to the situation. Similarly the Daily Sun newspaper was tasked to endeavor not to present news on perceived realities in the light of ethnicity or religion in a secular and multi-cultural state like Nigeria.

Ogbonnaya and Ehigiamusoe (2013) equally did a study on Boko Haram titled; Niger Delta Militancy and Boko Haram Insurgency: National Security in Nigeria. The purpose of the study sought to examine the security challenges posed to nation – states by "violent non – state actors" such as Boko Haram and Niger Delta Militancy in international politics. The study used the descriptive and analytical approaches in their data gathering. In their findings, Ogbonnaya and Ehigiamusoe (2013) discovered that the Niger Delta Militancy and the Boko Haram

terrorist group have challenged the security of Nigeria, "threatened its unity, territoriality and sovereignty.

Gwadabe (2014) carried a research on a topic Visual Framing of the Boko Haram Conflict in the Nigerian Press: A Content Analysis of Leadership and This Day Newspapers.

The research examined the use of pictures in reporting the Boko Haram conflict by two leading Nigerian newspapers, Leadership and This Day. A content analysis of 401 pictures published between August and November 2014 was carried out. Gwadabe (2014) found a disparity in the amount of pictures used by the newspapers. In the end, an analysis of the two papers separately showed that the most dominant subjects in the Leadership newspaper were protesters (34.6%), victims (33.6%), military leaders (17.27%) and politicians (10.91%). The This Day newspaper in contrast was in the lead with politicians (39.4%), victims (14.1%) and protesters as well as military leaders at 9.9% each. As part of the findings, only 28.4% of pictures used by both newspapers appeared on the front pages while 51.1% of the pictures were found to be dominant in the pages they were published, Gwadabe (2014). At the end, the study established that the two newspapers used failed to emotionally connect with their readers through pictures most of the time.

Also Suraj (2012) conducted a research on Analysis of Newspaper Coverage of Boko Haram Crisis in Nigeria: April to June 2012. The research employed the content analysis method to examine the daily editions of The Nation, The Guardian and The Punch newspapers on the coverage of Boko Haram crisis in Nigeria for a period of three months. The study revealed that the sampled newspapers portrayed the Boko Haram crisis as more of religious-political (82.5%) than ethno-religious issue (43.3%). Again the sampled newspapers showed an element

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of social responsibility in that they gave less prominence (by publishing most (73%) of the stories inside the pages of the newspapers rather than as a cover page (2%), center page (2%), front page (22%) or back page (1%) stories and minimal coverage (most (60%) of the stories appearing in half a page) to the Boko Haram crisis, and reported the stories mostly as straight news (61%) with minimal editorial comments (2%) and very few evocative photographs (1%). While sensationalism (7%) was played down by the sampled newspapers, ownership influence reflects in the portrayal of the crisis as political and religious.

On the basis of the findings Suraj (2012) recommended that media professionals should check the influences of ownership factor, political interference and religious sentiments in the discharge of their responsibilities.

These studies are significant to this research because they provide the general overview and comprehensive account of how the media have fared in the coverage of Boko Haram insurgency in Nigeria and at other times.

2.4 CONCLUSION

The above studies reviewed provide relevant literature and sources for this study. The studies give leads to key issues to examine in this study. On the other hand the studies evaluated different aspects of the Boko Haram insurgency and this study is intended to fill in the gap in literature.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter discusses all the steps of the research process and involves the population to be studied. The steps include the study design, data collection and analysis plan and all the administrative procedures that need to be considered for this research. Miller and Brewer (2007) note that "methodology connotes a set of rules and procedures to guide research and against which its' claims can be evaluated" (p.92).

3.1 RESEARCH METHOD

This research uses the quantitative method. Quantitative method measures numerically specific aspects of cases using statistical analysis, Miller & Brewer (2007). Additionally, quantitative methodology uses highly structured approach. The exactness of the measurement in quantitative method cannot be compromised and this approach is deductive in nature.

3.2 STUDY DESIGN

The research design is a plan that contains all steps of the research process including the logical sequence. This research uses the descriptive design. This type of research is undertaken to ascertain and describe the characteristics of a variable in a situation.

3.3 STUDY POPULATION

Yin (2003), defines research population as a well-defined collection of individuals or objects known to have similar characteristics. The Kumasi Metropolis has 32 radio stations.

These radio stations contribute to the population for this study:

1.	Angel fm	17. Luv fm
2.	Y-fm	18. Metro fm
3.	Ashh fm	19. New Mercury fm
4.	Boss fm	20. Nhyira fm
5.	Sika fm	21. Bohye fm
6.	Focus fm	22. Otec fm
7.	Fox fm	23. Radio Lynk fm
8.	Freedom fm	24. Spirit fm
9.	Garden City Radio	25. Ultimate Radio
10.	Hello fm	26. Zuria fm
11.	Jem fm	27. Price fm
12.	Capital Radio	28. All Friends radio
13.	RFI	29. Sumsum fm
14.	Kessben fm	30. Mynd fm
15.	Solid fm	31. Alpha Radio
16.	Light fm	32. Sea fm

3.4 ACCESSIBLE POPULATION

The accessible population of this study is the representative of the general population for the study. Due to time constraints, the total of 32 radio stations could not be studied. For that reason the population has been narrowed down to two radio stations. Luv Fm and Hello Fm of the Kumasi metropolis were purposively selected for this study. Hello Fm is among the most popular radio stations that broadcast in (Twi) Ghanaian language in Kumasi whereas Luv Fm is

well known among the English broadcast stations in Kumasi. In addition, the two radio stations were purposively sampled because they had documented information pertinent to this study.

3.5 SAMPLING PROCESS

Boko Haram related stories were purposively selected out of the many stories that were broadcast by Hello Fm and Luv FM in the year 2014. The proportionate sampling method was used to select a sample which each of the stations represented in the right proportion.

In determining the number of stories to sample from the total of 86 and 54 stories for Luv FM and Hello FM respectively, the following method was used;

$N = x/m$

$N = a (x)$

N means sample size

X means number of stories

M means total number of stories for Luv and Hello FM

A means from the first division

Thus, for Hello FM;

54/140 = 0.4

54 x 0.4 = 21.6 (approximated to 22)

Luv FM;

86/140 = 0.6

86 x 0.6 = 51.6 (approximated to 52)

Therefore the sample size for Hello FM was 22 whiles Luv FM was 52.

After this, pieces of papers were numbered from one to fifty four for Hello FM and one to

eighty six for Luv FM. A lot was cast and 22 stories were randomly selected from Hello FM and 52 stories were randomly selected from Luv FM.

3.6 DATA COLLECTION METHOD

This research uses the content analysis method to collect data. Content analysis is a technique for making inferences by systematically and objectively identifying specified characteristics of messages, Opoku-Amankwa & Graham (2009). This research seeks to analyze news scripts of its sample hence the content analysis approach.

3.7 DATA COLLECTION INSTRUMENT

The study uses content analysis coding sheet to guide the researchers in seeking answers to the research questions and achieving the objectives for this study.

3.8 DATA ANALYSIS PLAN

Data collected was analysed using statistical product for social sciences (SPSS) to calculate the frequencies for the data and generate tables, pie charts and bar charts for the data.

3.9 ETHICAL CONSIDERATIONS

The consent of our sources has been sought for this study. Issues of anonymity and confidentiality are addressed.

3.10 STUDY PERIOD

The period for the study was the whole of 2014. That is from January, 2014 to December, 2014 since that was the year Boko Haram was tagged as the deadliest insurgency on the world front

(Maplecroft, 2014).

3.11 UNIT OF ANALYSIS

Scripts for news broadcast for the two stations under study were analysed.

ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.0 INTRODUCTION

This chapter analyzes the data for the study. In all 140 stories were collected from the beginning of January 2015 to December 2015 from the news bulletins of Hello FM and Luv FM. Out of the total of 140 stories, 74 stories were analyzed; twenty two representing 29.7% from Hello FM and 52 representing 70.3% from Luv FM. The SPSS software was used for the data analysis. Findings of the study were grouped under angle of news, scope of coverage and patterns of frames. The stories were illustrated by charts, tables and graphs.

4.1 ANGLE OF STORIES

Table 4.1A Genre of stories for Hello FM

GENRE OF STORY	FREQUENCY	PERCENTAGE
Straight News	22	100.0
Opinion Writing/Editorial	0	0.0
Investigative Report	0	0.0
Feature	0	0.0
Total	22	100.0

Table 4.1B Genre of stories for Luv FM

GENRE OF STORY	FREQUENCY	PERCENTAGE
Straight News	27	51.9
Opinion Writing/Editorial	1	1.9
Investigative Report	5	9.6
Feature	19	36.5
Total	52	100.0

From tables 4.1A and 4.1B above, all the 22 stories from Hello FM were straight news representing 100% whiles Luv FM reported 27 (51.9%) straight news, one (1.9%) opinion news, five (9.6%) investigative report and 19 (36.5%) feature news. Straight news recorded the highest percentage of news covered by both Hello FM and Luv FM with 100.0% and 51.9% respectively.

4.1.2 SUBJECT OF NEWS STORIES

Table 4.1.2A Subject of News Stories for Hello FM

SUBJECT	FREQUENCY	PERCENTAGE
Social Issue	10	45.5
Government Policy	2	9.1
Terrorism Politics and Institutions	0	0.0
Victims	7	31.8
Boko Haram Leader/ Group	3	13.6
Terrorism Education Stories	0	0.0
Total	22	100.0

Table 4.1.2B Subject of News Stories for Luv FM

SUBJECT	FREQUENCY	PERCENTAGE
Social Issue	15	28.8
Government Policy	10	19.2
Terrorism Politics and Institutions	1	1.9
Victims	12	23.1
Boko Haram Leader/ Group	10	19.2
Terrorism Education Stories	4	7.7
Total	52	100.0

As shown on tables 4.1.2A and 4.1.2B social issues of the Boko Haram insurgency received the highest coverage for both Hello FM and Luv FM. These were represented by 10 (45.5%) and 15 (28.8%) respectively with a total of 25 (33.8%). There were no stories representing terrorism politics and institution and terrorism education stories for Hello FM; However Luv FM had one (1.9%) story based on terrorism politics and institution and four (7.7%) for terrorism education stories. Stories on victims of Boko Haram received the second highest coverage for both stations representing 19 (25.7%)

4.1.3 NATURE OF STORY TITLE

Table 4.1.3A Nature of Story Title for Hello FM

NATURE	FREQUENCY	PERCENTAGE
Appropriate	22	100.0
Misleading	0	0.0
Ambiguous	0	0.0
Total	22	100.0

Table 4.1.3B Nature of Story Titles for Luv FM

NATURE	FREQUENCY	PERCENTAGE
Appropriate	39	75.0
Misleading	3	5.8
Ambiguous	10	19.2
Total	52	100.0

Table 4.1.3A indicates that all the 22 (100%) stories from Hello FM had appropriate story titles while Luv FM reported 39(75.0%) stories with appropriate headings, 3 (5.8%) stories with misleading titles and 10 (19.2%) stories with ambiguous titles. A total of 61(82.4%) appropriate story titles was recorded for both stations.

4.2 SCOPE OF COVERAGE

Figure 4.2.1 Geographical Locations Involved
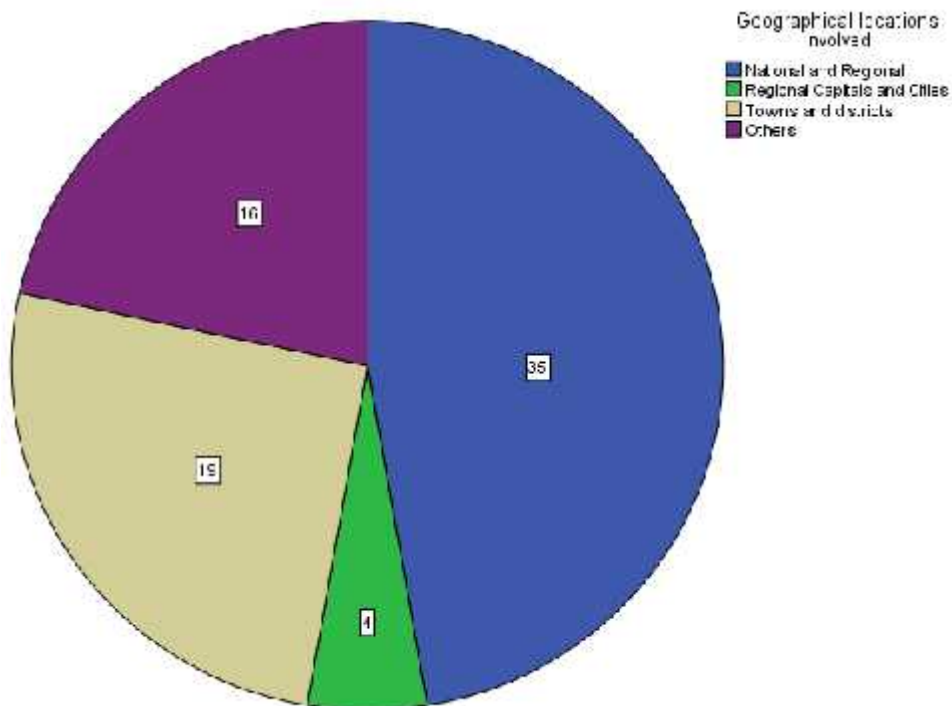
As shown by figure 4.2.1 a total of 35 stories were based on national and regionals of Nigeria, followed by 19 stories involving towns and districts. The others include geographical locations that were outside Nigeria. This was represented by 16 stories for the two stations.

Figure 4.2.2 Public Places Involved
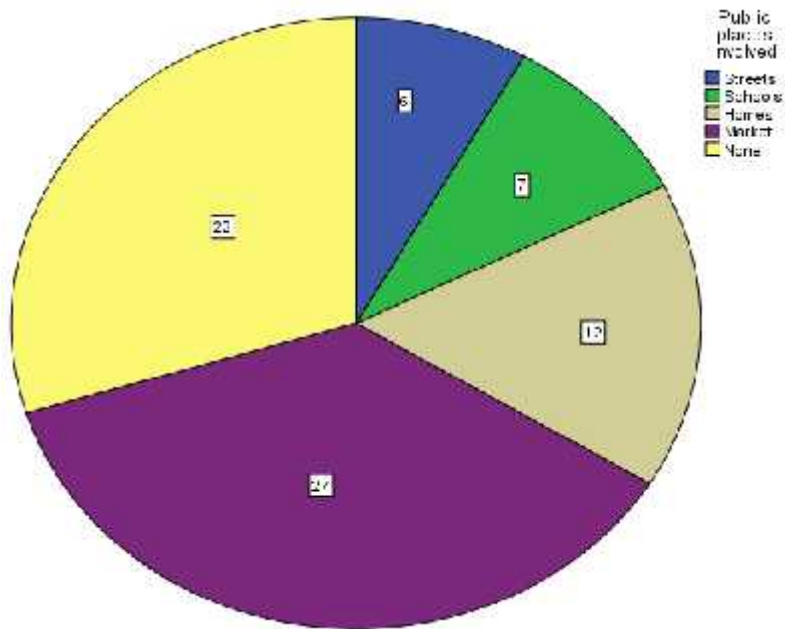
It is shown in figure 4.2.2 that the Boko Haram insurgents perpetrated more activities at the market places within the year 2014. This was represented by 27 (36.5%) on the pie chart. Other places involved were the streets 6 (8.1%), schools 7 (9.5%) and homes 12 (16.2%). The option 'none' includes all other places that were not captured under this category. This was represented by 22 (29.7%).

4.2.3 Tone and Diction

Figure 4.2.3A Hello FM
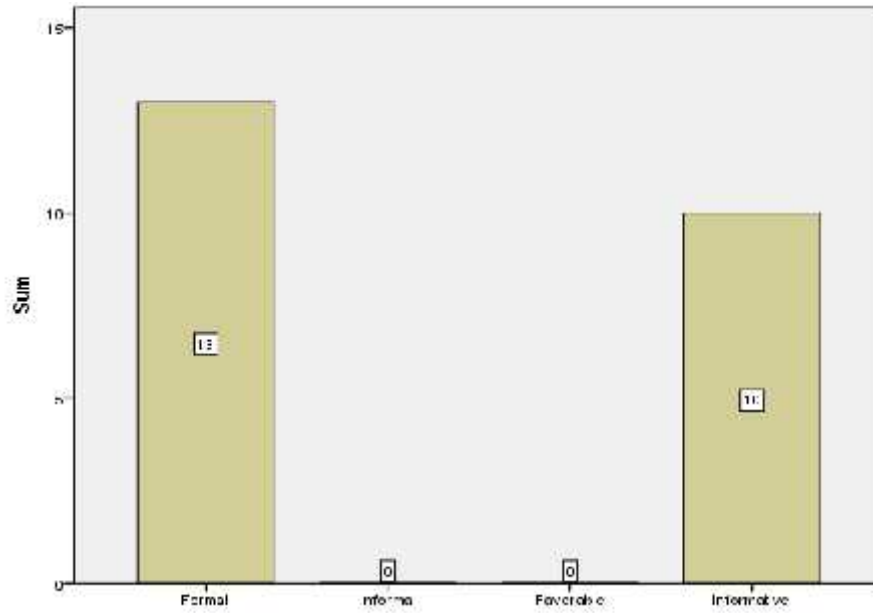
Figure 4.2.3B Luv FM
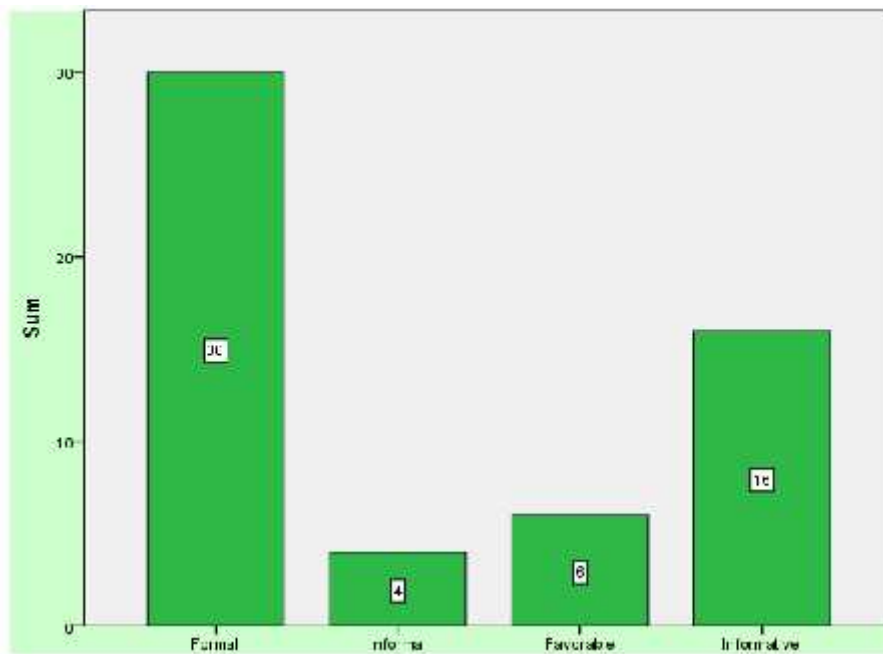
The two charts above represent tone and diction for Hello FM and Luv FM. During the research the tone and diction were grouped into four categories namely; formal, informal, favorable and informative. Hello FM recorded a total of 13 (59.1%) for formal and 10 (45.5%) for informative news stories. The other two options, informal and favorable were not used within the year for Hello FM. From figure 4.2.3B Luv FM recorded a total of 30 (57.6%) for formal, 4 (7.6%) for informal, 6 (11.4%) for favorable and 16 (30.7%) for informative news stories.

4.3 PATTERNS OF FRAMES

Figure 4.3
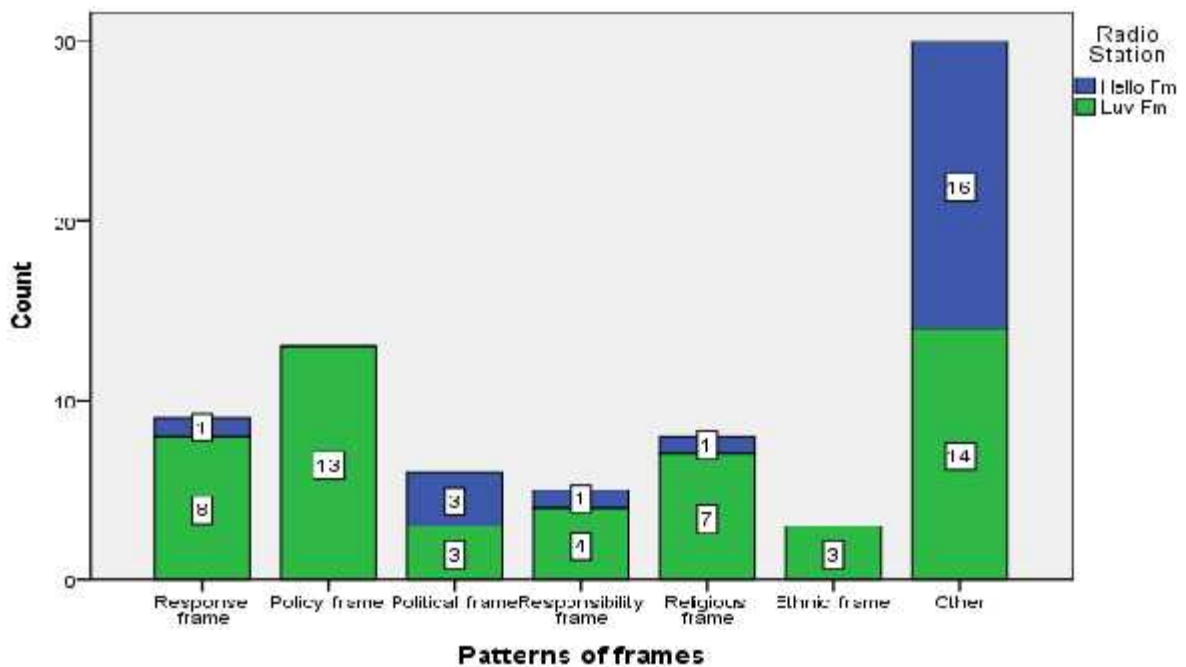
As shown by the data above, Hello FM and Luv FM used different frames in reporting Boko Haram activities in the year 2014. With Hello FM, 3 (13.6%) was devoted to political frame,

followed by 1 (4.5%) each for response frame, responsibility frame and religious frame. A total of 16 stories representing (72.7%) for Hello FM was recorded under other patterns of frames which were not captured in this study.

From figure 4.4.1, Luv FM recorded a total of 13 stories representing (25.0%) under policy frame, followed by response frame 8 stories representing (15.4%) and religious frame 7 stories representing (13.5%). Four stories representing (7.7%) were devoted to responsibility frame while political frame and ethnic frame had the lowest of 3 stories representing (5.3%) respectively. A total of 14 stories sampled within the year 2014 were recorded under other patterns of frames that were not captured in this study.

4.4 DISCUSSION OF FINDINGS

Under genre of story with reference to tables 4.1A and 4.1B representing both radio stations, it is seen that there was no variation in the news covered by Hello FM but Luv FM had variations and they were straight news, opinion writing/editorial, investigative reports and feature stories. This suggests that Hello FM reports facts on Boko Haram just as it might be reported by other international news agencies without giving any interpretation to them as done in feature and editorial stories. Although the straight news format provides news in neutral and factual manner without opinion or personal point of view, it also makes the news reports monotonous. Luv FM on the other hand tried to delve deeper in their reports by placing stories of Boko Haram into the Ghanaian context and bringing out their opinion on the subject. For instance, going through the news scripts for Luv FM, it was discovered that one of their senior journalists Manasseh Azuri Awuni had written about three pages of a feature that discussed Boko Harm into details.

On subject of news stories, it is evident that education on terrorism is low. In all, terrorism education stories had only 5.4% coverage by both stations. While social issues on Boko Haram was in lead with 33.8% followed by 25.7% representing news on victims and then news on the Boko Haram Leader had 17.6%. News on government policy and terrorism politics and institutions were in the bottom. This showed clearly that the media was much interested in reporting attacks of terrorism and all the emotional aspects of it because that is what fascinated the general public and attracts audience. This confirms Jennifer Akin's (2005) statement that "conflict attracts viewers, listeners and readers to the media; the greater the conflict the greater the audience, and large audiences are imperative to the financial success of media outlets".

The results from Table 4.1.3A and 4.1.3B showing the nature of story titles indicates that Hello FM has been consistent in the nature of their story titles for Boko Haram stories whiles Luv FM had a bit of faults to theirs. This is quite commendable however Luv FM needs some improvement in constructing their story titles because of the presence of ambiguity in them. Ambiguous titles provide different meanings and sway audience attention from their intended meaning.

As shown from figure 4.3.1, national and regionals of Nigeria had the highest coverage of Boko Haram stories. Most of these stories that involved this category were stories based on government policies and measures they were putting in place to protect the citizens. This suggests that the Boko Haram insurgency is a national crisis that concerns all. It was noted that stories that emanated from regional capitals and cities (4) and stories involving towns and districts (19) were mostly based on attacks by the insurgents. However, there were more attacks in towns and villages than as in regional capitals and cities. This means the insurgents

carry most of their activities in the villages and that the people living there are much more vulnerable.

It was however noted that the stories that involved others had most of them coming from Ghana. This confirms that the Boko Haram insurgency is not a burden to Nigerians alone but a concern to other countries as well.

Figure 4.3.2 shows the insurgents perpetrated many of their attacks at the market place, followed by attacks on the streets, schools and homes. This largely contradicts the statement of the insurgents that the group is against western education, since attacks on schools only cover 9.5% of the total sample. However, it may be seen that the insurgency is a political stance against government policies. The option 'none' includes all other places that were not captured under this category. This represents 29.7%. With reference to the news scripts that were analysed, other places like the church, farms, drinking spots fall under 'none'.

Figures 4.3.3A and 4.3.3B illustrate the tone and diction for Hello FM and Luv FM respectively. The result makes it apparent that both stations use more of formal and informative approaches in their broadcast. However, the researchers consider the stories that were based on Boko Haram group and its leader as more favourable to the group.

Under patterns of frames for figure 4.4 which illustrate the result for both stations shows that, the common frames that were used by the two stations were the response frame, political frame, responsibility frame and religious frame. This is very similar to what Okoro (2013) found in his research of analyzing the print media framing of Boko Haram in Nigeria. The

policy frame and ethnic frame were largely used by Luv FM but they were not prevalent with

Hello FM. This however differs from Okoro's (2013) report in Nigeria.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 INTRODUCTION

This chapter concludes the study. Recommendations have been given on how the broadcast media of Ghana can improve on their reportage of the Boko Haram Insurgency.

5.1 SUMMARY

With regards to angle of news of Boko Haram activities, the study revealed that the Ghanaian broadcast media played an important role in reporting the Boko Haram insurgency in the year 2014. Under genre of stories reported by Luv FM and Hello FM, the straight news format of reporting topped the list of formats that were used by both stations. The researchers found that social issues on Boko Haram and the stories pertaining to attacks and victims were subjects commonly reported by Luv FM and Hello FM. This is because social issues on Boko Haram impacted a significant number of Nigerians and 'impact' forms part of the values that characterizes news. Since the insurgency is a gruesome one, the Ghanaian media approached it mostly using the formal tone in their broadcast. In using the formal tone, news stories were presented in accordance with rules of convention suitable for an important situation. This prevented journalists from passing funny and unfounded comments on the insurgency. A greater number of story titles used were appropriate for the stories except for a few that were misleading and ambiguous.

With regards to the scope of reportage of Boko Haram activities by Luv FM and Hello FM, the study revealed that the Boko Haram insurgency in Nigeria had a domestic scope with the

northern sector of Nigeria being the most vulnerable. Also national and regionals of Nigeria

had the highest coverage of Boko Haram stories among the categories that were analysed. This

indicated that the insurgency is a national crisis.

With regards to patterns of frames that were used by the Ghanaian media in reporting Boko

Haram activities in 2014, the study revealed that there were contrasting patterns in the frames

used by the media in their reportage. The political frame, the response frame, the responsibility

frame and the religious frame were the common frames used by Luv FM and Hello FM. The

policy frame and ethnic frame were however used largely by Luv Fm but they were not

prevalent with Hello FM.

5.2 CONCLUSIONS

The study has provided findings of radio reports and frames of Boko Haram stories for 2014.

On the basis of the findings, it is established that among the frames of analysis, the policy

frame was the dominant frame used by Luv FM and the political frame was the dominant

frame used by Hello FM. Therefore there was a contrast in the frames employed by the two

radio stations. It was also revealed that, the two radio stations reported less on terrorism

politics and institutions that bring out analysis and report on issues concerning terrorism.

National and Regionals of Nigeria were proven by the study as the geographical locations

which were the focus for many incidents and activities concerning Boko Haram. Additionally,

from the study most of the Boko Haram attacks took place at the market followed by attacks in

homes. The common tone and diction used by the two radio stations in reporting the Boko

Haram insurgency in 2014 were formal and informative. It was observed that the Boko Haram

insurgency is a domestic one and the northern sector of Nigeria is the most affected area by the insurgency. It was also noted that there are other underlying factors such as political motives, contributing to the insurgency other than the insurgents trying to terminate western education. Again, the researchers found that the insurgents were mostly dependent on the media to make their activities known to the general public and by doing so, gain popularity.

5.3 RECOMMENDATIONS

As a result of the findings, the researchers recommend that the Ghanaian media especially Hello FM should endeavour to report more stories on terrorism education since one of the functions of the media is to educate the public. The findings also showed that while Luv FM reported a good number of stories on government policy, Hello FM reported only two stories on the same subject. It is therefore recommended that Hello FM reports more on government policies especially when it is proven that the government is putting in efforts in this direction. This will help the public to trust the government in times of insecurity.

It is also recommended that Hello FM will expand its genre of news stories concerning Boko Haram and include other categories such as opinion writing/editorial, investigative report and feature stories. Additionally the study recommends that Luv FM addresses the issue of ambiguity in its story titles in their subsequent reports.

Also from the findings, Luv FM reported 10 stories with ambiguous headlines which represent 19.2% of the total sample. This is quite huge therefore the study recommends that, this concern must be looked at by Luv FM and addressed in their subsequent reports.

Also we recommend that the media desist from giving prominence to the insurgent groups. Lastly, the researchers recommend that the media should endeavour to play documentaries on attacks by the militant groups. This will help audiences or listeners to have a fair idea about

attacks by such groups and the adverse effects these attacks have on the country and the people

at large so that the state can proactively institute measures against such groups.

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APPENDIX

CODING GUIDE

1. Angle of News

1.1 Genre of story

- Straight news   [   ]
- Opinion writing / editorial   [   ]
- Investigative report   [   ]
- Feature   [   ]

1.2 Subject of News Story

- Social issue   [   ]
- Government Policy   [   ]
- Terrorism politics and institution   [   ]
- Victims   [   ]
- Boko Haram Leader/Group   [   ]
- Terrorism Education stories   [   ]

1.3 Nature of Story Title

- Appropriate   [   ]
- Misleading   [   ]
- Ambiguous   [   ]

2. Scope of Coverage

2.1 Geographical locations involved

- National and Regional   [   ]
- Regional Capitals and Cities   [   ]
- Towns and districts   [   ]
- Others   [   ]

2.2 Public Places Involved

- Streets   [   ]
- Schools   [   ]
- Churches   [   ]

- ▪ Homes   [   ]
- ▪ Market   [   ]

2.3 Tones and Diction

- ▪ Formal   [   ]
- ▪ Informal   [   ]
- ▪ Favorable   [   ]
- ▪ Informative   [   ]

3. Patterns of Frames

- ▪ Response frame   [   ]
- ▪ Policy frame   [   ]
- ▪ Political frame   [   ]
- ▪ Responsibility frame   [   ]
- ▪ Religious frame   [   ]
- ▪ Ethnic frame   [   ]
- ▪ Other   [   ]