

International Image Implications of Nigerians Involvement in Hard Drug Trafficking and Public Relations Antidote for the Problem

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Abstract

This study was a critical analysis of the international image implications of the involvement of some Nigerian youths in hard drug trafficking and the public relations panacea for the problem. It was motivated by the often reported shoddy treatment of innocent Nigerians in some international airports, due to the involvement of a few in illicit drug trades. The objectives were to determine the effect of use of force and law versus public relations persuasive communications strategy in arresting the involvement of Nigerians in hard-drug trafficking and to examine the use of public relations media, techniques and strategies for the National Drug Law Enforcement Agency (NDLEA) in addressing the hard-drug problem in Nigeria. The study employed integrated qualitative and quantitative situation analysis study (SAS) approach. In the qualitative analysis, focus group discussions were used, while in the quantitative, opinion survey technique was employed in gathering data. The data were analyzed qualitatively and statistically. Results obtained show that the use of force, law and imprisonment would not significantly discourage Nigerian youths from hard drug trafficking. But the use of public relations persuasive communication strategies and a combination of force and law would do it. The use of oramedia, social media, mass media, interpersonal communications, religious institutions, educational institutions, opinion leaders, town unions/associations were then recommended for the anti-drug campaign.

Keywords: Hard drugs, image, drug trafficking, public relations.

1.1 Introduction

One of the major issues dampening the image of Nigeria abroad is its citizens' involvement in hard drug trafficking. According to Chiakwelu (2010:1), the image of a nation to a large extent determines the destiny of the nation. Nigeria's disfigured image in the global village has become an insignia of dishonesty, dishonor and disrespect, leading to outright humiliation of its citizens abroad. Majority of Nigerians are industrious, God-fearing and law abiding people, but a tiny minority is destroying the image of the country and its destiny as a great nation. Consequentially, Nigeria is in self-doubt, bedeviled with nihilism, lethargy and encompassing corruption (Chiakwelu, 2010:2). According to the United Nations Organisation for Drug Control (UNODC, 2002:1), drug trafficking is a global illicit trade involving the cultivation, manufacture, distribution and sale of substances which are subject to drug prohibition laws.

A hard drug could be defined as any chemical substance which when introduced into the body affects the functioning and/or behaviour of the individual concerned, making him unusually "high" (Wikipedia, 2012). They either stimulate or depress the central nervous system and produce sedative, stimulative, hallucinogenic, exhilarative, brain dysfunctional physical and psychological disorders on an individual (Businessdictionary.com, 2011; Havoscope, 2010) and the United Nations Drug Control Programme (UNDCP, 2011). Some of the popularly known and most commonly abused hard drugs reported the Federal Bureau of Investigation and the US Drug Eradication Agency (2010), include cocaine, heroine, marijuana, methamphetamine and hallucinogens (see table 1 in the appendix).

Nigerians are said to be heavily involved in drug trafficking, shipping heroin from Asian countries to Europe and America; and cocaine from South America to Europe and South Africa. The large numbers of ethnic Nigerians in India, Pakistan, and Thailand give their gangs ready access to around 90% of the world's heroin (FBI, 2008). In the United States, Nigerian drug traffickers are important distributors of heroin, from importing it into the country to distribution level and selling it to lower-lever street gangs, (USDOJ.gov, 2006).

Nigeria is also said to be the hub of African narcotics trafficking, and Nigerian poly-crime organizations continue to expand their role in narcotics trafficking worldwide. Nigerian trafficking organizations are reported to control the drug markets of Sub-Saharan Africa, and operate drug distribution networks from strategic locations throughout the world. Nigerians transport a large portion of the heroin abused in the United States; they smuggle South American cocaine to Europe and Africa, especially South Africa, and they export marijuana--the only narcotic cultivated in Nigeria--to Europe and other countries in West Africa, (FBI, 2006).

The Nigerian government, however, has not been resting on its oars in the war against hard drugs. For instance, NDLEA (2001:4) reports that the war against narcotic drugs and psychotropic substances began in Nigeria on January 1912, and the country became a signatory to the International Convention Against Opium, signed at the Hague, January 23, 1912, Then came the Convention (No 1) of 1925 and the Geneva Convention (No 2) of 1931. At the National level, came the Dangerous Drugs Ordinance of 1935 (now the Dangerous Drug Act of 1990), Indian Hemp Act, 1966, Amphetamine and other Drugs Act 1968., Food and Drugs Act 1968, Special Tribunal Miscellaneous Offences Decree No. 20,1984.

Effort has also been made through the Nigerian Customs Services, Immigration and the Police to checkmate the activities of drug-pushers/users. This onerous task, however, proved a herculean one for these agencies. Thus, the tough-handed military administration of Buhari/Idiagbon, enacted the Special Tribunal (Miscellaneous Offences) Decree No 20 of 1984. Section 3 (2) (k) of this Decree spelt that: "any person who without lawful authority deals in, buys, sells, exposes or offers for sale or induces any other person to buy, sell, smoke or inhale the drug known as cocaine or other similar drugs, shall be guilty under section 6(3)(k) of an offence and liable on conviction to suffer death by firing squad.

The first and of course the only casualties of this decree became, three Nigerians, Bernard Ogedegbe (29 years), Lawal Akanni Ojulope (29 years) and Bartholomew Owoh (26 years). They were publicly executed, much to the protests and disapprovals of many Nigerians and the International Community. So, the Decree was left dormant afterwards, until president Ibrahim Babangida stepped into office. Babangida abolished the death penalty and enacted a new one, stipulating various jail terms for drug related offences (Newswatch, 1999).

Despite all these, statistical records indicated an upswing in the drug business in the late 1980s as attested to by several national dailies. The Federal Government was seriously concerned with the bad name and negative image this illegal business was giving the country. Hence, Decree No 48 of 1989 was promulgated establishing the National Drug Law Enforcement Agency (NDLEA). In spite of the efforts of this and other collaborating agencies, Nigeria's image abroad continues to be dented through her citizens' participation in hard drug trafficking. A critical analysis of this problem and its international image implications is therefore the major focus of this paper.

1.2 Statement of the Problem

Nigerians' involvement in hard drug trafficking has over the years had damaging effect on Nigeria's corporate image, internationally, and also on Nigerian citizens generally. For instance, no matter your social, economic or political status, Nigerians traveling abroad are subjected to some harrowing experiences at international airports: They are sometimes singled out for serious special searches, which may include being stripped naked or being screened by fearful-looking sniffer dogs, notwithstanding whether you are a man or woman. A few years ago, a group in South African that called itself People Against Gangsterism and Drugs, PAGAD, went on a street rampage, killing anyone found to be a Nigerian, whom they accused of masterminding the drug rings and other organized crimes in their country.

To worsen this negative international image matrix, are Nigerian drug traffickers who relocated to other African counties during the ferocious Musa Bamaïyi reign as NDLEA chairman, and took residence there, from where they continued with their illicit hard drug trades. All these, argued some concerned social commentators have damaging effects on Nigeria's image internationally, which boomerangs into the harsh treatment on its citizens abroad. The efforts so far made to stem the tide have not yielded the desired result, hence, the concern of this paper to see whether public relations and marketing communications strategies would serve as a more efficacious antidote to the illicit trade than the conventional strategies currently being used by the NDLEA, and the attendant image implications on the nation.

1.3 Objectives of the study

The main objectives of the study were:

1.3.1 To determine the effect of use of force and law versus public relations persuasive communications strategy in arresting the involvement of Nigerians in hard-drug trafficking.

1.3.2 To examine the potency of some suggested public relations media, techniques and strategies for the NDLEA in addressing the hard-drug problem in Nigeria.

1.4 Hypotheses

The following hypotheses were tested in the study

1.4.1 Public relations persuasive communications strategy is not more effective than the use of force and law in arresting the involvement of Nigerians in hard-drug trafficking.

1.4.2 Public relations media, techniques and strategies are not very potent for addressing the hard-drug trafficking problem by the NDLEA in Nigeria.

1.4 Methodology

The study employed integrated qualitative and quantitative situation analysis study (SAS) approach. In the qualitative analysis, three focus group discussions of 5 persons per session were held in Lagos, the major commercial nerve centre of the country. Purposive sampling was used in selecting the 5 representatives, comprising 1 person from the Nigerian Customs, 1 person from the Immigration, 1 person from the NDLEA and 2 international businessmen. Their discussions focused mainly on the reasons why Nigerian youths engage in drug trafficking and the ways of discouraging them from it.

In the quantitative side, opinion survey technique was employed, with structured questionnaire as main instrument. A sample size of 400 was determined at 5% margin of error and 95% level of confidence. The area of study was Lagos and Onitsha, two major commercial cities in Nigeria. The targeted respondent and sampling frame were NDLEA officials, Nigerian Customs and Immigration officials and international traders/businessmen. Likert's 5-points scale and tests of proportion were employed for the data analysis.

Reliable secondary data records were used in areas where people would not be most willing to divulge information. The secondary sources of our information came from:

- NDLEA records
- Mass media reports and
- United Nations Drug Control Programme's reports.
- US Drug Eradication Agency (US DEA).

1.5 Review of Related Literature

1.5.1 Public Relations and National Image Management

Public Relations is the management function that identifies, establishes and maintains mutually beneficial relationships between an organisation and the various publics on whom its success or failure depends (Cutlip, Center and Broom, 1985:1). Every public relations programme must be based on truth and full information and cannot be used to support a weak case. Public Relations can succeed only when the basic policy is ethical and the means used are right. In public relations, the ends can never justify the use of false, harmful or questionable means (Black, 1989:5; Edeani, 1993:106; Harlow, 1976). Public relations does not attempt to whitewash the truth, but throws more lights and creates awareness on your noble activities, thus ensuring a socially harmonious environment of operations with your target publics (Nnaemeka, 1993:3). National reputation is a function of a country's value system, attitude, beliefs, moral tone, level of honesty and every other thing that puts her in the eyes of the world (Fehlman et al., 2003). Thus, for any national image management to be successful it must be anchored on bare faced honesty in all its drives, be it anti-drug campaign, anti-terrorism campaign, anti-HIV/AIDS campaign, anti-piracy campaign and many more. It is then and only then that the international community would take such a nation serious. We have to be reminded here that public relations does not carve on rotten woods.

1.5.2 Image Concept in Public Relations

Image is the mental picture, idea, impression or the perceptions of a person's, organisation's, institution's or

government's publics regarding them (Kotler, 1994:607; Olujimi, 1998:74; Haywood, 1998:37; Salu, 1994:147). People's attitudes and actions towards a person or nation are highly conditioned by that person's or nation's image. The things that a country and its citizens do, therefore, affect their international image. Countries that their citizens are involved in terrorism are usually seen and blacklisted as terrorist States, while countries that their citizens are heavily involved in illicit hard drugs cultivation or trades are also often stigmatized by other nations. These, consequently affects the country's and its citizens' image quite negatively.

National image is therefore an aggregate of all the beliefs, ideas, impressions, perceptions or mental picture which other citizens have of a nation and its citizens. It is usually borne out of a sum total of all their actions, inactions and reputations. This is why image management is a major focus of public relations activities for any organization or nation, because without a positive image, most public relations campaigns are bound to fail.

1.5.3 Dangers of Hard Drugs to the World

Kofi Annan (1999), once observed: "drugs are tearing apart our societies, spawning crime, spreading diseases such as AIDS, and killing our youths and our future." In line with this, Odigbo (2000:48) outlines the dangers of hard drugs to the world as follows:

- i. **Destruction of Lives:** Drugs is claiming the lives of many of our youths. Hence, Al-khalifa (1999:5) lamented: "the global village is about to become a communal tomb for millions of human beings as a result of the illicit drugs trade." Studies funded by the World Bank, predict that tobacco death in China could reach one-million annually by the year 2010. While the British Medical Journal stated that 100 million Chinese under age 29, will die as a result of smoking, (Awake: 1999: bp).
- ii. **Dangers to Un-Born Babies:** Even innocent babies inside their mothers' womb are not spared the evil consequences of drugs. Some of them suffer painfully from drug withdrawals while others die from it. About 10 percent of all babies born in the United States are exposed to an illicit drug-in most cases, cocaine, while in the womb. Painful withdrawal symptoms are not the only problem they face, for drug exposure in the womb may cause the newborns to suffer other damaging effects, both mental and physical, (Awake!, 1999:5)
- iii. **Increase in HIV/AIDS Cases:** A United Nations report says some 22 percent of the world's HIV-positive population are drug users who injected themselves with infected needles, (UNAIDS, 2008).
- iv. **Social Nuisance:** Drug users constitute a lot of social nuisance to the society. Dangerous driving, disobedience of the law, domestic violences, erosion of infant-parent bonds are some of such damaging social malaise, emanating from drug addiction.
- v. **Increase in Crime Waves:** Drug users often resort to crime or prostitution to finance their habits, while rival gangs fight and kill to maintain their control over drug distribution. Police in many cities, consider drugs to be a factor in the majority of murders that they investigate, (Awake, 1999:5).

1.5.4 Statistical Records of Nigerian Drug Pushers

According to the NDLEA (2001), drug-related crime emerged as a major problem in Nigeria in the 1980s. At least 328 cocaine seizures were made between 1986 and 1989, and the number of hard drug convictions surged from 8 in 1986 to 149 in 1989, with women accounting for 27 percent of the 275 total convictions during this period. Drug-induced psychoses accounted for 15 percent of admissions to four psychiatric hospitals in 1988.

From other mass media sources, we got the following statistics: "Between January to October 1985, more than 21 drug traffickers were arrested (Newswatch, 2003), "359 cases of hard drug offences were recorded in Kano State in 1996, 306 cases in Lagos, 183 in Sokoto, 120 in Benue, 98 in Niger, 88 in Bauchi and 76 in Imo, 65 in Ogun, 62 in Kaduna, Abuja 59, Plateau 58, Anambra 52, Ondo 49, Cross River 48, Oyo 36, Kwara 14, Bendel 14, and Rivers 13"-(Punch Newspaper, 1999). According to the USDoJ.gov and US-DEA (2006), in the United States of America, record of arrests of Nigerians and other citizens of the world involved in illicit drug trades between 1986 and 2010 also shows an upward trend in the business, with 1986 registering the lowest number of arrests of 19, 884 persons, while 1999 had the highest number of 41,297 arrests (see table 2 in the appendix).

1.5.5 Obstacles to the Drug War in Nigeria

Efforts by the Nigerian Drug Law Enforcement Agency (NDLEA) have been hindered by widespread corruption

in law enforcement and other agencies and by the lack of clear policy guidance and substantive government support. Counter-narcotics legislation has been enacted, but has produced no prosecutions or convictions of major drug traffickers.

Again, La Sorte (2006:2) observes that criminal organizations from Nigeria typically do not follow the mafia-type model in other countries. They appear to be less formal and more organized along familial and ethnic lines, thus making them less susceptible to infiltration from law enforcement. Police investigations are further hampered by the fact there are at least 250 distinct ethnic languages in Nigeria. Other criminal gangs from Nigeria appear to be smaller-scale freelance operations. All these compound the problem for the NDLEA and the police.

The US DEA office in Lagos has remained undauntedly in contact with the NDLEA operations throughout the years, primarily through the US-Nigeria Joint Narcotics Task Force, reactivated in November, 1995. Effective cooperation, however, continues to be hampered by corruption and the impasse on extraditions. Until the government of Nigeria, says the US, takes concrete steps to resolve these difficulties, cooperation beyond limited working level contacts is unlikely, Chiakwelu (2010:2).

Finally, Chiakwelu (2010:2) argues that the Nigerian policy and decision makers have not seriously explored the power of image making. The image of a nation both abstract and aesthetic speaks a volume of the nation. Nigeria must be able to tell the world that she is ripe for investment and tourism without obstruction by cleaning our name out from the global drug menace.

1.6 International Image Implications on Nigeria

The involvement of Nigerians in hard drug trafficking has a lot of negative international image implications on the nation and its citizens. These include:

- (1) Possible economic sanctions by leading Western nations like the USA, Canada, Britain, Germany, Italy, France and others, which are usually the major trading grounds or receiving markets for a greater percentage of hard drugs in the world.
- (2) Possible sanctions by the United Nation, whom one of its agencies, the United Nations Drug Control Programme (UNDCP) is at the fore front of the war for the eradication of narcotic drugs in the world.
- (3) Loss of vital foreign investments by the world leading economies, whose citizens and government actually have the funds for investment.
- (4) Possible denial of aids, grants and other financial assistance both from the United Nation's agencies and foreign international organisations, most of which are from the leading European and North-American countries, that suffer most from the drug trade.
- (5) The chances of being treated as a pariah nation by the international community.
- (6) The continued isolation and treatment of Nigerians as crooks and without any atom of respect at most international airports in the world.
- (7) A continued mistreatment and maltreatment of Nigerians living abroad or in other nations of the world.
- (8) The continued execution of Nigerian youths involved in illicit narcotic trades in some strict Asian and Moslem countries of the world.
- (9) A continued erosion of the nation's corporate international image and the image of its citizens.
- (10) The consequent psychological depression of Nigerian's of high social, economic and political classes including other innocent citizens, who are mistreated, maltreated and dehumanized at other country's international airports, due to the 'sins' of a few of her citizens involved in drug trafficking.
- (11) A slur on the nation's reputation/image, the rebranding Nigeria project and other diplomatic/international relations efforts of the country.
- (12) A worsened economic growth rate arising from the aforementioned factors, with its consequent high unemployment and crime rates.

Chiakwelu (2010:3) added that the "There's no arguing that the image we have of another country says a lot about how we view it as a tourist destination, a place to invest or a source of consumer goods." The rest of world's perception about Nigeria will affect her pocket and economy because less people will be inclined to

invest and travel to the country. The peril of this dented image is taking its toll on the average citizen of Nigeria who cannot freely travel nor conduct international business (Chiakwelu, 2010:2).

In 21st century of inter connecting world, an image can help to lift up a nation and this is exactly why many nations are very protective of their images. Once an image of a nation is tarnished it becomes an arduous if not an impossible task to reverse the trend. The only hope for Nigeria is that an image of a nation is neither indelible nor etched in stone. For Nigeria it is never too late to commence to make the affirmative moves in the comprehensive transformation of the country's image (Chiakwelu, 2010:2).

1.7 Data Analysis

1.7.1 Presentation and Analysis of the Focus Group Discussions

In all the three focus group discussions, questions were raised as to why Nigerian youths get involved in drug trafficking. The dominant answers included wrong societal values, especially the worship of wealth, unemployment and frustration as some of the major factors that push some Nigerian youths into the hard drugs trade, as a matter of survivalist blind plunge. Certain ignoble social practices like the award of chieftaincy titles by traditional rulers to any one that chanced into wealth, without regards to the source of the wealth were decried by the discussants. Collusion by some fraudulent law enforcement agents also caught the discussants attention. Wrong parental examples and inducements were other factors of importance. Weak judicial system was yet another problem: Many of those who carry drugs in Nigeria, they said, believe that they could always buy their way through in any legal tussle. That as long as they put on the table enough money, the law enforcement officials and the judiciary would be at their beck and call.

On the suggestion for the way forward, the discussants among other things mentioned a special court with judges of impeccable character, governmental screening of candidates before any traditional ruler would award chieftaincy titles to them, strict measures against banks that collude in money laundering with drug pushers and a searchlight on peoples' sources of wealth by the country's anti-financial crime institutions.

1.7.2 Presentation and Analysis of the Survey Data Based on Likert's 5-Points Scale and Tests of Proportion

In the test table, Strongly Agree is represented by (SA), Agree (A), Undecided (Ud), Disagree (D) and Strongly Disagree (SD).

Table 3: Test of Objective 1: To determine the effect of use of force and law versus public relations persuasive communications strategy in arresting the involvement of Nigerians in hard-drug trafficking

S/N	Questions	SA	A	UD	D	SD	Mean	Decision
1	The use of force and law alone could significantly discourage Nigerian youths from hard drug trafficking	32 (160)	34 (136)	35 (105)	199 (198)	100 (100)	1.75	Disagree
2	Majority of Nigerian drug pushers are willing to obey and significantly adhere to laws in any country they visit	31 (155)	37 (148)	40 (120)	130 (260)	162 (162)	2.11	Disagree
3	It is only the fears of arrest and imprisonment that will discourage Nigerian youths from getting involved in drug trafficking	51 (105)	54 (96)	37 (81)	73 (146)	100 (100)	1.32	Disagree
4	The use of moral suasion and public relations persuasive communications techniques would significantly discourage Nigerian youths from getting involved in drug trafficking	121 (605)	133 (532)	33 (99)	57 (114)	56 (56)	3.52	Agreed
5	A combination of force, law and public relations persuasive communications would significantly discourage Nigerian youths from getting involved in drug trafficking	121 (605)	137 (548)	33 (99)	50 (100)	59 (59)	3.53	Agreed

Source: Field Survey, 2012

Test of Hypothesis 1: Public relations persuasive communications strategy is not more effective than the use of force and law in arresting the involvement of Nigerians in hard-drug trafficking.

Tests of proportion was used to test the null hypothesis. The proportion that strongly agreed or agreed with a proposition is equal to 40 percent (0.4) and the alternate, that it is not equal to 40% (0.4) at 5% level of significance. The formular for obtaining the observed proportion is:

$$\hat{P} - P / SE$$

Where:

\hat{P} = Observed proportion

P = Hypothesised proportion (40%)

SE = Standard Error of proportion which is $\sqrt{\frac{P(1 - P)}{N}}$

Since P, and N are known, the value of SE is determined as follows:

$$\sqrt{\frac{0.4(0.6)}{400}} = 0.0245$$

P_e = Proportion expected. Since $N > 30$, normal distribution is assumed, hence, at 5% level of significance for a two-tail test, the P_e value is **1.96**.

Based on these conditions, decisions on the propositions suggested in table 3 are determine as follows:

- | | | | |
|----|----------------------------|--|-----------------------------|
| 1. | $\frac{66}{400} = 0.165$ | $P_o = \frac{0.165 - 0.4}{0.0245} = -9.59.$ | $P_o = -9.57 > P_e = 1.96$ |
| 2. | $\frac{66}{400} = 0.11$ | $P_o = \frac{0.17 - 0.4}{0.0245} = -9.388.$ | $P_o = -9.388 > P_e = 1.96$ |
| 3. | $\frac{105}{400} = 0.2625$ | $P_o = \frac{0.2625 - 0.4}{0.0245} = -5.61.$ | $P_o = -5.61 > P_e = 1.96$ |
| 4. | $\frac{254}{400} = 0.635$ | $P_o = \frac{0.635 - 0.4}{0.0245} = 9.59.$ | $P_o = 9.59 > P_e = 1.96$ |
| 5. | $\frac{258}{400} = 0.645$ | $P_o = \frac{0.645 - 0.4}{0.0245} = 10.$ | $P_o = 10 > P_e = 1.96$ |

Result Interpretation

Question 1 with the result $P_o = -9.57 > P_e = -1.96$, indicated the proportion of respondents that agreed with the proposition that the use of force and law alone would not significantly discourage Nigerian youths from hard drug trafficking was significant. Question 2 gave a result of $P_o = -9.388 > P_e = -1.96$, indicating that majority of the drug pushers do not significantly adhere to the laws of countries they visit. Question 3 resulted in a score of $P_o = -5.61 > P_e = -1.96$, again showing strong disagreement that the fears of arrest and imprisonment do not significantly deter the drug pushers. Question 4 resulted in a score of $P_o = 9.59 > P_e = 1.96$, indicating an agreement from the respondents that the use of moral suasion and public relations persuasive communication strategies would significantly discourage Nigerian youths from getting involved in drug trafficking. Finally, with a score of $P_o = 10 > P_e = 1.96$, question 5 shows a strong agreement by the respondents that a combination of force, law and public relations persuasive communications would significantly discourage Nigerian youths from getting involved in drug trafficking. All these signify that public relations persuasive communications strategy is more effective than the use of force and law in arresting the involvement of Nigerians in hard-drug trafficking.

Table 4: Test of Hypothesis 2: Public relations media, techniques and strategies are not very potent for addressing the hard-drug trafficking problem by the NDLEA in Nigeria.

S/N	Questions	SA	A	UD	D	SD	Mean	Decision
1	Public relations traditional communications media can significantly discourage Nigerian youths from drug trafficking	117 (585)	123 (492)	47 (141)	50 (100)	79 (79)	3.50	Agreed
2	Sustained mass media campaigns can be used to significantly discourage Nigerian youths from drug trafficking	93 (465)	177 (708)	35 (105)	45 (90)	50 (50)	3.55	Agreed
3	Social media tools and networks can be used to significantly persuade Nigerian youths from getting involved in drug trafficking	91 (455)	174 (696)	37 (111)	48 (96)	50 (50)	3.52	Agreed
4	Personal selling or inter-personal communications' media like workshops, public lectures, drama presentations, etc., can be used to significantly discourage Nigerian youths from drug trafficking	118 (590)	126 (504)	51 (153)	50 (100)	55 (55)	3.51	Agreed

Source: Field Survey, 2012

Statistical Test of Hypothesis 2 with table 4 propositions.

$$\begin{aligned}
 1. \quad & \frac{240}{400} = 0.6 & P_o = \frac{0.6 - 0.4}{0.0245} = 8.16. & P_o = 8.16 > P_e = 1.96 \\
 2. \quad & \frac{269}{400} = 0.6725 & P_o = \frac{0.6725 - 0.4}{0.0245} = 11.12. & P_o = 11.12 > P_e = 1.96 \\
 3. \quad & \frac{265}{400} = 0.6625 & P_o = \frac{0.6625 - 0.4}{0.0245} = 10.71. & P_o = 10.71 > P_e = 1.96 \\
 4. \quad & \frac{244}{400} = 0.61 & P_o = \frac{0.61 - 0.4}{0.0245} = 8.571. & P_o = 8.571 > P_e = 1.96
 \end{aligned}$$

Result Interpretation

A test of the efficacy of public relations traditional communications media (oramedia) in Ugboaja (1985:112), for a campaign to discourage Nigerian youths from drug trafficking, produced a score of $P_o = 8.16 > P_e = 1.96$, indicating an agreement. A test of the effectiveness of the mass media for the same campaign, produced a score of $P_o = 11.12 > P_e = 1.96$, signifying an agreement. A test of the potency of social media tools for the same course, produced a score of $P_o = 10.71 > P_e = 1.96$, indicating an agreement. A test of the effectiveness of interpersonal communications media in the campaign, produced a score of $P_o = 8.571 > P_e = 1.96$, again signifying an agreement. All these show that public relations media, techniques and strategies are very potent for addressing the hard-drug trafficking problem by the NDLEA in Nigeria.

1.8 Summary of Results

A summary of the above given results is as follows:

- (i) That the use of force and law alone would not significantly discourage Nigerian youths from hard drug trafficking.
- (ii) That majority of the drug pushers do not significantly adhere to the laws of countries they visit.
- (iii) That the fears of arrest and imprisonment do not significantly deter the drug pushers.

- (iv) That the use of moral suasion and public relations persuasive communication strategies would significantly discourage Nigerian youths from getting involved in drug trafficking.
- (v) "That a combination of force, law and public relations persuasive communications would significantly discourage Nigerian youths from getting involved in drug trafficking.
- (vi) That the use of public relations traditional communications media (oramedia) in Ugboaja (1985:112), is significantly effective for a campaign to discourage Nigerian youths from drug trafficking.
- (vii) That the use of the mass media is effective for the same campaign.
- (viii) Social media tools are quite effective for the same course.
- (ix) Interpersonal communications media are also effective for the campaign.

1.9 Conclusion

Apart from the fact that hard drugs destroy the lives of youths, families and the society, it also dents the international image of countries whose citizens are significantly involved in the illicit trade. Nigeria happens to find itself in this unfortunate situation, but the government is not resting on its oars to reverse the ugly trend. Millions of innocent citizens of the great country, Nigeria, should not suffer ignoble treatment overseas, due to the 'sins' of a few of its misguided citizens. As this study reveals, a combination of public relations traditional communication media (oramedia), mass media, social media networks and interpersonal communications media should be employed to enlighten the youths on the social and spiritual dangers of the illicit narcotics trades on themselves and their families, the negative image and consequent negative international relations on the nation and its citizens. However, in any human society, there are people who hear only the hard way. For such people, a combination of the above-stated public relations persuasive communications strategies and the use of force and law will do the magic. It is expected that these strategies would be effective in restraining Nigerian youths from involvement in hard drug crimes as well as reverse the consequent negative image on the country.

1.10 Recommendations

In view of the aforementioned, we hereby recommend as follows:

1. Introduction of other marketing communications, information technology and social media networks, techniques/programmes, which are at the moment not, being employed by the NDLEA in arresting the drug problem in Nigeria.
2. The sourcing of the services of external marketing communications and information technology experts for the dissemination of anti-drug campaigns in the country.
3. The use of "oramedia" or traditional communication media should be fully exploited by the NDLEA. This refers to communication with and among rural dwellers or ruralities (Ugboaja, 1985; Nwosu, 1996:3), and involves their tangible and intangible cultures, and such rural communication modes like gongs, drums, rites, rituals, festivals, age-grade assemblies, market square communications, village square meetings, traditional rulers' councils, various hometown associations/unions/clubs etc. These would be most useful, especially in discouraging the growing of marijuana in any farm or forest in their areas, the award of chieftaincy titles to people of questionable means and in convincing the rural youths not to join the obnoxious activities of some of their urban peers.
4. The use of religious institutions, educational institutions, opinion leaders, credible unions/Associations/clubs in the anti-drug campaigns.
5. The employment of popular home-video artists in documentary films and sponsorship of home-video dramas depicting the ugly consequences of involvement in illicit narcotics businesses.
6. There should be an improvement in the integration of NDLEA efforts/operations with those of other international anti-drug bodies/agencies/organisations like the UNDCP, the US government and her drug-fighting organs, the FBI, the Scotland Yard, the Interpol and other Countries' anti-drug instruments/organs.
7. The NDLEA should package and effectively market messages aimed at restoring virtues and noble values in Nigerian youths through integrated public relations traditional communication media (oramedia), mass media, social media networks and interpersonal communications media. This entails the employment of

what Kotler (1997: 671 - 677) called Marketing Public Relations (MPR) and require the services of personnel with marketing/public relations back-grounds.

8. The Nigerian government should also ban negative and abhorrent social influences in our society like: the award of chieftaincy titles to people with questionable sources of wealth, which motivates the get-rich-quick maniac, materialism and the worship of money by some Nigerians.
9. The government should also addresses squarely, the problem of unemployment being faced by a lot of Nigerian youths today, in the midst of plenty, so as to help lessen the numbers swarming into crime and illicit narcotic trades.
10. Organising seminars, workshops, public lectures and symposia to enlighten some target publics on the activities of the NDLEA and what should be their own contributions towards achieving a drug-free society in Nigeria is a task that must be done.
11. Western nations of Europe and America should also join hands together in finding common solutions to the problems of poverty, starvations, wars, famine, drought, unemployment, illiteracy, food security, shelter etc, in Africa, since the world will continue to close-up into a global village, every passing day (Odigbo, 2000: 119).
12. Chiakwelu (2010:2) further advises that Nigeria at this point in time is left with one alternative, which is to rebuild her image if she desires to be relevant in geo-political and economic affairs of our shrinking global village. If Nigeria fails to travel the pathway of revival, reawakening and rebirth she will end up becoming a sinking ship and diminishing giant of Africa. Nigeria to be respectful and relevant in 21st century she must rise to the challenge of self transformation and revitalization, by schooling its citizens to desist from globally detestable acts like terrorism and hard drug trafficking.

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Appendix

Table 1: Record of Drug Seizures, 1986 – 2010.

DEA Drug Seizures					
Calendar Year	Cocaine (kgs)	Heroin (kgs)	Marijuana (kgs)	Methamphetamine (kgs)	Hallucinogens (dosage units)
2010	29,179	690	722,476	2,067	2,578,935
2009	50,825	619	671,557	2,010	3,425,496
2008	50,474	606	662,143	1,519	9,325,294
2007	98,299	625	360,728	1,113	5,690,324
2006	71,211	818	328,277	1,766	3,731,710
2005	118,258	642	283,382	2,161	8,868,425
2004	117,865	672	266,091	1,656	2,197,985
2003	73,725	790	254,242	1,680	2,879,460
2002	63,613	710	238,646	1,352	11,843,346
2001	59,417	753	272,131	1,634	13,864,746
2000*	58,674	546	331,499	1,771	29,293,957
1999	36,165	351	338,247	1,489	1,736,077
1998	34,447	370	262,180	1,203	1,075,457
1997	28,670	399	215,348	1147	1,100,912
1996	44,735	320	192,059	751	1,719,209
1995	45,326	876	219,830	876	2,768,165
1994	75,051	491	157,181	768	1,366,817
1993	55,529	616	143,055	560	2,710,063
1992	69,324	722	201,483	352	1,305,177
1991	67,016	1,174	98,592	289	1,297,394
1990	57,031	535	127,792	272	2,826,966
1989	73,587	758	286,371	896	13,125,010
1988	60,951	728	347,306	694	16,706,442
1987	49,666	512	629,839	198	6,556,891
1986	29,389	421	491,831	234.5	4,146,329

Source: Federal Bureau of Investigation and USDEA (STRIDE) (2010), "Organized Crime: African Criminal Enterprises, <http://www.fbi.global-security-report/html>

Table 2: Record of Arrests, 1986 – 2010

US-DEA ARRESTS	
Year	Number of Arrests
2010	30,922
2009	31,701
2008	28,555
2007	29,933
2006	30,690
2005	30,463
2004	30,613
2003	28,862
2002	30,363
2001	34,526
2000	39,770
1999	41,297
1998	38,470
1997	34,068
1996	29,272
1995	25,279
1994	23,135
1993	21,639
1992	24,540
1991	23,659
1990	22,770
1989	25,179
1988	24,853
1987	22,753
1986	19,884
Total	723,196
Source: DEA (SMARTS)	
Defendant Statistical System (DSS)	

Source: USDoJ.gov and US-DEA (2006), **Illicit Drug Business: Record of Arrests, 1986 – 2010.**
<http://us.doj.gov/illicit-drug-trades-record-of-arrests.html>.

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