



Research Article

Effectiveness of Boss-FM Radio Jingle, *Si Mba* in Combating Substance Abuse Among Young People in Imo State.

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About Article

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ABSTRACT

Effectiveness of BOSS-FM radio jingle message, *Si Mba*, in combating substance abuse is an evaluation of how the station dealt with the issue of drug abuse among young people in Imo State. The study investigated how radio jingle message addressed ignorance and misinformation capable of inducing the young people to consume illicit substances. It aimed at knowing the percentage of exposure through listenership, the extent of awareness created about substance abuse, why the target audience remembered the jingle message, among others. A sample of 333 young people, drawn from a population of persons aged between 15 and 30 years of age in Imo State, through the Topman's formula was used in the study. The survey research method was used as the quantitative approach while the group interview method served as the qualitative. Results obtained were explained through the uses and gratification theory and the social judgment theories. It was found, among others, that more than two-thirds of the respondents listened to the campaign messages, more than half remembered the message and understood the meaning. Based on the findings, the study recommended, among others, that creative approach to jingle message presentation style and provision of common examples of comparative considerations should be used in jingle message presentations so as to explain substance abuse consequences.



1.0 INTRODUCTION

Recently, the National Drug Law Enforcement Agency (NDLEA) held an anti-drug abuse conference at the Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus. The conference raised attention to the need for credible and reliable information that can persuade persons to refrain from use of illicit substances capable of affecting their mental and physical health adversely (Ndukwe, 2025). The desired information should be capable of persuading content consumers to avoid the use of illicit substances by creating awareness that can change their opinion and beliefs (Agbanu, 2014), in order to alter the attitude and behaviour of the message receiver positively, toward drug abuse rejection.

The information source ought to be accessible to a large population that can become exposed to the presented message (Deutze & McQuail, 2022). It should be able to provide a better and more convincing argument capable of inducing consideration and acceptance to the receiver (Duru, 2024). The Boss-FM Owerri, provides such a public service (Nwammuo, 2014) through its radio jingle message, "Si Mba" (Say no) to illicit substance use, particularly to young people in Imo State. The radio jingle targets young people against illicit substance use with dedicated appeal to their consciousness in dealing with public safety through the avoidance of drug abuse.

The jingles are presented weekly for internalization and sensitization through redundancy (Nwogu, 2023), while its frequency of presentation is increased rapidly around festive periods, like lovers' day (Valentine), Easter and Christmas, among others. The station uses its jingles to enlighten young people about the dangers of substance abuse in order to affect their attitude and behaviour change against illicit substance consumption. A study like the current one,

therefore, evaluates the effectiveness of the radio jingle message, "Si Mba", in combating illicit substance use among young people in Imo State.

Illicit substances consists of blends or concoctions of different substances for the production of a tonic, believed to have psychotropic effect on the consumer (Yahaya, 2020). Ude-Akpe (2021) for instance, explains the use of 'Goskolo' as a mixture of alcohols with some other dangerous substances and consumed by youths in Plateau state. It is probably the dangerous nature of the illicit substances to mental health and physical being that makes people call the illicit substances, "kill me gently". It means that the Boss-FM radio jingle message is designed to inform and educate young people on the consequences of illicit substance consumption. The study, therefore, assessed the effectiveness of the radio jingle message against illicit substance use among young people in Imo State.

Young people are found in every human environment. Habit information in many cases occur among such persons between 15 and 30 years of age. The group includes persons who are mostly of school-going age, like minors and young adults. The Independent National Electoral Commission (INEC) defines adults as persons 18 year and above like in voter education and registration in Nigeria (Nwosu, 2019). Also, the National Youth Service Corps (NYSC) in Nigeria limits youths to persons not more than 30 years of age (NYSC Act, 1973). It means that the current study included adolescents from 15 years to youth limit of 30 years as stimulated by the NYSC Act (1973). The station believes that where the young people are targeted and persuaded to avoid illicit substance use, such young persons of today, parents and leaders of tomorrow, would be saved from anti-social lifestyle in the society (Ikeokwu, 2023).

Recently, a vital video on Facebook and WhatsApp as social media platforms among others (Oduh, 2024; Nwammuo, et.al. 2023), showed young people below 18 years of age confess to consuming various types of prohibited drugs ranging from crystal meth (Mkpurummiri), colos (“Butue”) and other different forms of illicit substances. The minors do not have any visible income. It would mean that the young persons are likely to be introduced to the illicit substances by older persons and peers. The jingle message from Boss-FM emphasizes on the rejection and avoidance of illicit substance by saying **No** (“Si Mba”) to any offer made to them by anyone. It becomes necessary to determine if the message has been effective on issues related to illicit substance use. Ogbeni (2014) suggests that opinion and belief alteration are needed through persuasive communication, in order to refrain from illicit substance use. Since this is the case, how Boss-FM jingle message addresses the issue needs to be investigated as to determine if the shared experience as communication content has been effective on young people residing in the three senatorial district of Imo State.

In order to achieve the general aim of this study as stated above, the study investigated the percentage of young people that listened to the BOSS-FM radio jingle in Imo State, why the radio jingle was remembered by the respondents, how the respondents understood the presented message in the jingle against illicit substance use, how effective the jingle message was in affecting respondents' attitude against illicit substance use and the nature of relationship between exposure to the radio and attitude change against illicit substance use by respondents.

2.0 THEORETICAL FRAMEWORK

The study was hinged on the framing theory.

2.1 Framing Theory

Framing theory was developed between the 1950s and 1970s by Gregory Bateson (1955/1972) and Erving Goffman (1974). The theory is an off-shoot of the Agenda Setting theory, presented by McCombs and Shaw (1983). It explains that the mass media provide audience with what to think about. The theorists cited Cohen as showing that what is considered important is brought before the public. They believed that what is important should concern the public and that what concerns the public must be important (McQuail, 2020). However, Miller (2002) believes that a step further should be considered in the presentation of not only what to think about but directed towards how to think about it. She believes that the provided frames should be able to make communication effect measurable in deciding its effectiveness or otherwise. Miller, therefore, asserts that the framing theory with its frames in directing thoughts, therefore, constitutes the second level of the agenda-setting theory. In that way, the theory explains that the media message content does not tell people what to think about but also tells them how to think about it (Deutze & McQuail, 2022).

Goffman (1974) developed the framing theory by investigating human experience in regular interactions. He believes that news presentations are done not only in selecting items to think about but instructing them to reflect how to think about them. McQuail (2020) sees framing as another level of agenda setting because the first level deals with the bias in what to select and present to the media audience to think about. This first level of content presentation is explained as agenda setting (McCombs and Shaw, 1983). The audience is made to think about what has been raised and emphasized by the mass media for its consumption as information like the message on illicit substance abuse. The media establishment such as Boss-FM, Owerri

decides on what to present and what should be left while providing the radio jingle message, hence the notion of bias in content selection for public presentation. Such strategic communication approach is necessary for task accomplishment (Duru, 2024) as framed and introduced to the audience.

Also, the media presents the message in a slant using specific frames (semantic frames, cognitive frames and communicative frames) to make the audience think about it in a particular way through a parochially induced interpretation for the formation and generation of public opinion on the raised issue (Ogbeni, 2014). It is this level of telling the audience how to think about it that has been explained as the second level of agenda setting by Miller (2002). It is the 'bias' consideration of the presented message content that classifies the presentation as 'major' or 'minor' in the views of Dainton and Zelly (2022), like in the presentation of public interest item on illicit substance abuse in Imo State as primary and any other as secondary in the radio establishments.

The import is that the framing theory explains not just illicit substance use by young people but also why they should say *No (Si Mba)* to its use. In that way, the effectiveness of the radio jingle message became measurable from determining the message's effect on the attitude of the young persons against illicit substance in Imo State. The theory, therefore, explained how the used frames in the radio jingle message was able to accomplish its task of persuading the young people from avoiding illicit substances as its purpose for the provided communication.

3.0 LITERATURE REVIEW

3.1 Illicit Substance Use: An Overview

Illicit substances are drugs and other concoctions which people use and consume in the society, like in Imo State. Declan (2021) observes that the substances stimulate the

central nervous system and produce effects like hallucination which takes the consumer or user to 'cloud nine.' In that frame of mind, self-control becomes difficult since the consumer behaves in an uncoordinated manner. It is the desired euphoria associated with their use that seems to make users to disregard the hazardous nature of the illicit substance which include methamphetamine (Crystal meth or Mkpurummiri). The users feel "high" as the drivable effect of the substance effect of the substance.

The illicit substances are different and many in types. Some acclaimed 'bitters,' packaged in sachets and sold at public places, make the items easily available to the young people. It is the uncontrolling influence of the substances on young people that make them aggressive, and partake in crimes, ranging from banditry through robbery to reckless sexual behaviours (Ezeaka et.al 2023; Ezeaka et.al 2025). It shows why such anti-social behaviour affect young people and ought to be stopped by a jingle message, like the one from Boss-FM, Owerri.

Persons are attracted to use the substance mostly due to ignorance about its health implications (Ezeaka & Ochuba, 2024). Such persons receive wrong and false information about what the items do to the consumer. Some believe that it can make them see clearly and think better without any fear. The erroneous impression about the lifestyle of celebrities can be told to such persons as the result of 'enjoying' illicit substances. In the frenzy of desiring wealth and publicity, like the falsified role models, the person like young people embrace the patronage and use of the illicit substances.

An insight into why illicit substances should not be abused can be derived from the explanation of the United Nations Drug Council; UNDC (2005) that drug is a chemical

substance in different and various forms. Ndukwe (2024) gives the forms as medicine taken for its effect in humans when introduced into the body. It could be inhaled, smoked, consumed or injected. The drug is expected to produce a specified effect on the user. The definition of the illicit items as chemical substances implies that the components react with the human body chemistry to produce the effect. The quantum of use and individual body constitutions show that its unregulated use can bring harm and disaster to the user.

This view could be responsible for the prescription of medicines and the dosage of use by health caregivers; as knowledgeable persons in drug administration to regulate their effects and effects. In the absence of such considerations, the user becomes vulnerable to the adverse consequences of its abuse. This viewpoint may have influenced Boss-FM to design, produce and present its jingle message against illicit substance abuse as a way of saving young people from the perceived danger.

The view above shows that illicit substance abuse is harmful to young people who should be encouraged to avoid its patronage or use. It explains what illicit substances are and why they should be avoided, in order to stay healthy in their communities. It is the ability of the Boss-FM jingle message to make young people to avoid illicit substance abuse that will determine the effectiveness of the jingle message among young people in Imo State.

3.1.1 Empirical Review

In an assessment of the National Drug Law Enforcement Agency (NDLEA's) public relations strategies against substance usage among youths in Oyo State, Nigeria, Ajayi-Ayodele and Ikuesewo-Akinbami (2025) adopted a mixed methods approach, combining

a quantitative survey and qualitative in-depth interview as well as utilizing a structured questionnaire and interview guide as data collection instruments. For the survey, 376 youths that returned the questionnaires that were distributed to them were selected while 6 NDLEA officials were selected for the interview. The selection of the youths was done using the multi-stage sampling procedure while the selection of the officials of the NDLEA was done using purposive sampling technique. The data collected from the survey were analyzed using descriptive statistics such as frequency tables and simple percentages while the data collected from the interview were transcribed, coded according to relevant themes and descriptively analyzed. Findings from this study revealed, among others, that the NDLEA's campaigns through enlightenment against substance use were effective but did not stimulate positive behaviour changes because the youths perceived that the PR strategies of the NDLEA were not highly effective in the containment of substance use. In light of the findings, it was recommended, among others, that there should be adequate funding of the NDLEA for large-scale preventive intervention campaigns, rehabilitation and treatment of persons who use illicit drugs. This study focused on what the NDLEA did against substance use while the current study focused on what Boss-FM did against substance abuse.

Agberotimi and Olumuji (2025) investigated the prevalence and relationship between substance-reference content exposure on social media and substance use behaviour among university students in Abeokuta, Nigeria. In the study, the descriptive survey research design was adopted. Data was collected using questionnaires which were administered online via Google form while the Statistical Package for the Social Sciences (SPSS) version 25 and Chi-square statistics were used to analyze the

data. Results from this study revealed, among others, that there is an intricate relationship between social media substance-reference content and substance abuse among the university students. Based on the outcome of the study, it was recommended, among others, that tertiary institutions should integrate mental health support and resources within educational institutions to address potential mental health challenges associated with substance use. This study was conducted online while the current study was conducted physically.

To determine and compare the prevalence, pattern and predictors of substance abuse among adolescents in public and private day secondary schools in Katsina State, Nigeria, Lawal, Abdullahi, Olorukooba, Hamza, Usman, Abdulkadir, Abba, Yahaya, Nass, Amadu, Shuaibu, Belgore, Iliyasu, Umar, Jibril, Bashir, Ahmad, Saulawa, Babale and Abubakar (2025) did a comparative study of 1126 adolescents who were selected from the schools using multi-stage sampling procedure. Copies of pre-tested semi-structured questionnaires were administered to the adolescents while their responses were analyzed using IBM Statistical Product and Service Solution version 25. From the study, it was found, among others, that in both public and private schools in the State, the commonest substance abused was “shisha” (Hookah) followed by cigarette while alcohol was the least abused substance. Based on the findings, it was recommended, among others, that the State Government through the Ministry of Education should engage all relevant stakeholders such as parents, religious leaders, media, youth groups and sensitize all stakeholders on their roles in addressing adolescents' substance abuse in the society. This study focused on adolescents while the current study focused on youths.

While examining the role of media in transforming the lives of drug-addicted youths

in Sabon Tasha, Kaduna State, Nigeria, Wyorkson and Aleyomi (2025) adopted the survey research design and administered copies of the questionnaire to 400 youths in the area who are current and former drug users. Out of the 400 copies of the questionnaire that were distributed to the youths, only 390 copies were retrieved and used for the study. In analyzing the data collected from the youths, descriptive statistics such as frequency tables and simple percentages were used. Findings from this study revealed, among others, that the youths are aware of media messages about drug abuse but the overall exposure was insufficient to drive substantial change. Consequently, it was recommended, among others, that broadcast messages should be optimized to play a more effective role in reducing youth drug abuse and fostering a healthier, drug-free environment in Sabon Tasha, Kaduna State. This study was conducted in Kaduna State while the current study was conducted in Imo State.

To find out the influence of social media in curbing the menace of drug abuse among youths in Southeast Nigeria, Odoemela (2025) adopted the descriptive survey research design and administered close- and open-ended copies of the questionnaire to 397 residents of the region that were selected for the study. The residents were selected using multi-stage sampling procedure while the data collected from them were analyzed using descriptive and inferential statistical tools, including mean score ranking through the Friedman test and the Statistical Package for the Social Sciences (SPSS) version 16. Findings from this study revealed, among others, that social media campaigns positively influence the attitude and behaviours of the youths of the region that were studied towards drug abuse, with high engagement and strong agreement on their effectiveness over traditional media. Consequently, it was recommended, among others, that more creative, interactive and target

content should be developed to sustain youth interest and encourage active peer discussions, leveraging the unique strengths of platforms like Facebook and Instagram. This study focused on the use of social media in curbing drug abuse while the current study focused on the use of radio in combating substance abuse.

3.1.2 Literature Gap

The views expressed in the different empirical studies as reviewed, show what the scope covered by those studies as to determine the perspective followed in the current study. Various approaches and findings made by them, no doubt, aid the perspective adopted in the current study in determining how to deal with the jingle message from Boss-FM to young people in Imo State. It enabled the determination of how the jingles effectiveness in dissuading the young people from avoiding substance abuse was measured.

However, the gap in knowledge about how young people in Imo State respond to media message on drugs abuse, through their exposure to radio jingle message was filled through findings made in this study.

4.0 METHODOLOGY

The survey research method was adopted in this study. The study was conducted in Imo State and among young residents of the State who are between the ages of 15 and 30 years and listen to Boss FM radio. The exact population of

young people in Imo State is unknown but may not be less than 405,000. A sample of 333 young people, drawn from a population of persons aged between 15 and 30 years of age in Imo State, through the Topman's formula was used in the study while the multi-stage sampling procedure was used in selecting the samples for study. A pre-tested questionnaire was used to gather the responses of the respondents that were studied. Thereafter, the collected data was analyzed using descriptive statistics (frequency tables, simple percentages and weighted mean) while the hypotheses of this study were tested using the Chi-square goodness of fit formula.

4.1 Findings

The five research questions asked to direct the study were interrogations through responses obtained in the valid copies of the questionnaire in the used survey method. Data obtained were documented in frequency tables, analysed and interpreted for meaning. Details of the exercise were presented as hereunder.

4.1.1 Research Question One

What percentage of young people in Imo State were exposed to the radio jingle message through listening to the BOSS-FM, Owerri? Item 8 in the questionnaire was used to know if the respondents have heard the radio jingle against illicit substance use as presented by BOSS-FM radio in Imo State. The obtained data were presented and analysed as follows:

Table 1: Level of Respondents' Exposure to the Radio Jingle Message

Response	Frequency	Percentage
Yes, I have	198	59
No, I have not	22	7
Not sure I have heard	113	34
Total	333	100

Source: field survey, 2025.

Table 1: Level of Respondents' Exposure to the Radio Jingle Message

Response	Frequency	Percentage
Yes, I have	198	59
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Total	333	100

Source: field survey, 2025.

Result above shows that more than half of the respondents remembered the radio jingle message for informing them about what the substances means. It also shows that more than one-quarter remembered that they should avoid substance use while the others recalled the jingle message persuasion for them to be lured to substance use. It means that the message was remembered by as much as four-fifths of the respondents or 82% as a call for them to shun or avoid illicit substance use.

4.1.3 Research Question Three

How did the jingle receivers understand the

message against substance use in the radio jingle? Item 14 in the questionnaire was used to know if the respondents understood the meaning of the message they received against illicit substance use from the BOSS-FM radio. Obtained data were analysed as follows:

Table 2 Exposure Rate of Respondents to the Radio Jingle Message

Response	Frequency	Percentage
Once per week	83	25
Twice per week	109	33
More than twice per week	141	42
Total	333	100

Source: field survey, 2025.

The result above shows that most of the respondents, at more than two-fifths, heard the radio jingle message more than twice in a week. It means that majority of the respondents heard the message every other day within the period of

study, as presented on the radio.

Item 10 in the questionnaire was also used to know the level of interest in the presented message used against substance abuse. Obtained data were analysed as follows:

Table 3 Exposure Consequence of Radio Jingle Message Remembrance

Item 10	Response						Total	Mean value \bar{x}
You remembered the <i>Si Mbā</i> radio jingle message against illicit substance use from the BOSS-FM Owerri.	Code	SA=5	A=4	NS=3	D=2	SD=1	15	_____
	Frequency	60	200	46	20	7	333	333
	Code value result	300	800	138	40	7	1,318	= 3.5
	Percentage	18	60	14	6	2	100	$\bar{x} = 3.96$

Source: field survey, 2025.

Result in the table above shows that whereas 78% of the respondents agreed that they remembered the radio jingle, only 8% did not. It means that the extent of message recall was very high at more than three-quarters of the respondents and much more than the other two views combined at less than one-quarter of the respondents. The radio jingle message was therefore greatly remembered by the respondents (the young persons in Imo State).

4.1.2 Research Question Two

Why did listeners recall the radio jingle, *Si Mba*, from the BOSS-FM?

Item 11 was used to establish the extent of message recall by the respondents prior to know how they remembered it. Obtained data were documented and analysed as follows:

Table 4: Extent of Jingle Message Remembrance by Respondent

Response	Frequency	Percentage
Yes, I remembered	260	78
No, I don't remember	27	8
Can't really say	46	14
Total	333	100

Source: field survey, 2025.

The result above shows that more than three-quarters of the respondents remembered the jingle message as presented while the others, less than one-quarter held different opinions. It means that since those who remembered were more three and a half times of the respondents who held different opinion, then

majority of the respondents remembered the radio jingle message.

Again, item 12 was used to know why the respondents remembered the radio jingle message. Obtained data were analysed as follows:

Table 5: What made the Radio Jingle Message Memorable

Response	Frequency	Percentage
The presentation time	37	11
Blend of music and lyrics	184	55
Provision of message in a danceable manner	112	34
Total	333	100

Source: field survey, 2025.

Result above shows that the high rate of jingle message recall was due to the blend of music and lyrics which appealed to more than half of the respondents. Also, the message presented in a danceable form enticed one-third of the respondents to recall the message while the time of its presentation did not make the least number of respondents at less than one-fifth to recall the jingle message. It means that those who liked the musical nature of the

presented jingle message, as appealing, made majority of the respondents as young people to remember the presented radio jingle from the BOSS-FM, Owerri.

Finally, how the respondents remembered the radio jingle message was investigated. Obtained data from item 13 in the questionnaire were documented and analysed as follows:

Table 6 How the Message was remembered by the Respondents.

Response	Frequency	Percentage
Provision of valuable information on illicit substance use	177	53
Counsel against substance use	96	29
To resist attempts to lure one to substance use	60	18
Total	333	100

Source: field survey, 2025.

Result above shows that more than half of the respondents remembered the radio jingle message for informing them about what the substances means. It also shows that more than one-quarter remembered that they should avoid substance use while the others recalled the jingle message persuasion for them to be lured to substance use. It means that the message was remembered by as much as four-fifths of the respondents or 82% as a call for them to shun or avoid illicit substance use.

4.1.3 Research Question Three

How did the jingle receivers understand the message against substance use in the radio jingle?

Item 14 in the questionnaire was used to know if the respondents understood the meaning of the message they received against illicit substance use from the BOSS-FM radio. Obtained data were analysed as follows:

Table 7: Level of Radio Jingle Message Understanding by Respondents

Item 14	Response						Total	Mean value \bar{x}
You understand the meaning of the radio jingle message, <i>Si Mba</i> , from the BOSS-FM radio.	Code	SA=5	A=4	NS=3	D=2	SD=1	15	_____
	Frequency	61	129	72	59	12	333	333
	Code value	305	516	216	118	12	1,167	= 3.5
	Percentage result	18	39	21	18	4	100	$\bar{x} = 3.5$

Source: field survey, 2025.

Result from the table above shows that while 57% or more than half of the respondent understood the meaning of the radio jingle message, 21% or less than one-quarter of the respondents did not understand the message. It means that more than twice the number did not understand the radio jingle message. Again it was seen that those who understood were more than the others by a difference of 14%, implying that

majority of the respondents understood the message. Also, the obtained result confirmed that since the calculated mean value of 3.5 was greater than the decision point value of 3.0 then more respondents understood the message.

Again, item 15 in the questionnaire was used to know what the radio jingle message meant to them. Obtained data were analysed as follows:

Table 8 : What the Radio Jingle Message Mean to the Respondents.

Response	Frequency	Percentage
To say No to illicit substances	134	40
Not to use illicit substances	33	10
Don't listen to anyone telling you to use illicit substances.	166	50
Total	333	100

Source: field survey, 2025.

Result from the table above shows that while two-fifths of the respondent understood the message to mean that they should shun the use of illicit substances, half of them said that the message told them to avoid any persuasion to get involved in illicit substance use.

should resist any offer by saying No to it. It implies that 90% of the respondents understood what the radio jingle message wanted them to do.

It means that the message made the respondents to know that they can be lured to use illicit substances by other persons but they

Item 16 in the questionnaire was used to know how the respondents interpreted the received jingle message. Obtained data were analysed as follows:

Table 9 : Respondent’s Impression of the Radio Jingle Message Meaning.

Response	Frequency	Percentage
Illicit substances are not good for humans.	69	21
Illicit substances can ruin a person’s future.	126	38
Illicit substances offered should be rejected.	138	41
Total	333	100

Source: field survey, 2025.

Result above shows that more than two-fifths of the respondents believe that the message urges them to reject any offer of illicit substances since it could destroy their life ambitions as expressed by more than one-third and making them unhealthy as asserted by one-fifth. It means that the respondents were able to explain what the radio jingle message meant to each of them.

4.1.4 Research Question Four

How effective was the received jingle message in combating the attitude of respondents against illicit substance use?

Item 17 in the questionnaire was used to know if the respondent thought that the radio jingle message could change any held attitude about illicit substance use. Obtained data were analysed as follows:

Table 10 Effect of the Radio Jingle Message on Respondents’ Attitude

Item 17	Response	Total					Mean value	
							\bar{x}	
Listening to the radio jingle message could change already held attitude on illicit substance use.	Code	SA=5	A=4	NS=3	D=2	SD=1	15	_____
	1095							
	Frequency	56	94	87	82	14	333	333
	Code value	280	376	261	164	14	1,095	= 3.3
	result							
	Percentage	17	28	26	25	4	100	$\bar{x} = 3.3$

Source: field survey, 2025.

Result in the above table shows that more than two-fifths or 46% of the respondents agreed that the jingle message could affect ones attitude on illicit substance use while less than one-third or 29% disagreed. The result means that more respondents agreed that the radio jingle message was influential as to affect opinion on illicit substance use. The type of

effect which the message exerted on the listener was further investigated.

Item 18 was used to know the types of opinion that were affected by the radio jingle message as presented by BOSS-FM radio. Obtained data were documented and analysed as follows:

Table 11 : Types of Opinion Affected by the Radio Jingle Message

Response	Frequency	Percentage
Ignorance about illicit substance use.	76	23
Misinformation about what illicit substances are and do.	155	46
Unaware of illicit substances use consequences	102	31
Total	333	100

Source: field survey, 2025.

Result in the table above shows that less than one-quarter of the respondents believed that the radio jingle message addressed ignorance that make more than two-fifths held misinformed views about what illicit substances are and do. More than one-quarter of the respondents became aware of what illicit substances cause to their users. It implies therefore that the radio jingle message was able to deal with ignorance and misinformation by creating awareness about what illicit substances are and their consequences

as strategy for changing the attitude of the respondents (young people in Imo State) to avoid the substances and their uses. The nature of effect significance was, therefore, required to be further ascertained in the study.

Finally, item 19 was again used to know how the meaning of the message affected young persons as respondents in the study, exposed to the radio jingle. Obtained data were analysed as follows:

Table 12: Respondent’s Impression of the Jingle Message Meanin

Response	Frequency	Percentage
Avoidance of peer group members that introduce one to illicit substance use.	112	34
Refusal of errands hat expose one to taste illicit substances	106	31
Rejection of invitation to events where illicit substances are abused	115	35
Total	333	100

Source: field survey, 2025.

Result above shows that whereas one-third of the respondents would avoid peer groups with persuasive influence to use illicit substances, less than one-third believed that by refusing to come in contact with the substances, they could become safe from considering their use. Also, the others, more than one-third of the respondents, felt that by rejecting invitations to events where illicit substances are used, they would become safe from being introduced to use illicit substances. It means that most of the respondents believed that avoidance can keep them safe from illicit substance use.

4.1.5 Research Question Five

How significant is the relationship between the radio jingle message received by the respondents and their attitude change against illicit substance use?

Item 20 in the questionnaire was used to determine the effect of the jingle message on respondents' opinion change on exposure to the BOSS-FM presentation. Obtained data were analysed as follows:

Table 13: Respondents' Link of Attitude Change to the Radio Jingle Message

Item 20	Response						Total	Mean value \bar{x}
Listening to BOSS-FM radio jingle message, <i>Si Mba</i> made me change my attitude and belief about illicit substance use.	Code	SA=5	A=4	NS=3	D=2	SD=1	15	<u>1195</u>
	Frequency	65	142	60	56	10	333	333
	Code value result	325	568	180	112	10	1,195	= 3.6
	Percentage	19	43	18	17	3	100	$\bar{x} = 3.6$

Source: field survey, 2025.

Result from the above table shows that respondents who related their change in opinion and attitude towards illicit substance use due to their listening to the radio jingle message was 62.4% while those who disagreed accounted for 19.89%. It means that those who agreed to the linkage were more than those who disagreed by a difference of 42%, which is very significant since

they were more than two-fifths of the total number of the respondents. Also, it was noted that those who agreed were in the majority when their value was contrasted to the total value of the others at 38% by a significant difference of 24%.

Again, the calculated mean value,

Table 14 Respondent's Confirmation of Radio Jingle Message Effect on them.

Response	Frequency	Percentage
Moved to change my opinion and attitude.	252	76
Not moved at all.	21	6
Can't really say if influenced	60	18
Total	333	100

Source: field survey, 2025.

Result in the above table shows that as much as three-quarters of the respondents were moved to change their attitudes and opinion towards illicit substances after listening to the BOSS-FM *Si Mba* radio jingle message. It means that three-quarters of the respondents were positively affected to change their

opinion and attitudes about illicit substance use in Imo State.

Also, how the radio jingle message affected the respondent was investigated through item 22 in the questionnaire. Obtained data were analysed as follows:

Table 15: Respondent’s Response to the Received Radio Jingle Messa

Response	Frequency	Percentage
Have nothing to do with illicit substances.	134	40
Something must kill someone, so I don’t bother	30	9
Avoid situations that will make illicit substance use possible	169	51
Total	333	100

Source: field survey, 2025.

Result from the table above shows that while two-fifths of the respondents resolved to shun illicit substances, half of them decided to avoid occasions that could lure them to illicit substance use. It means that whereas 91% of the respondents were influenced to positively respond to the radio jingle objective, only 9% dissented. It was less than one-fifth of the respondent that never cared about the radio jingle message. It implies that majority of the respondents were positively affected to avoid illicit substance use in Imo State. The radio jingle message was, therefore, effective as a communication strategy for persuading attitude against illicit substance use by young persons in Imo State.

Testing the Research Hypotheses

The three research hypotheses designed and tested in the study were examined using the Chi-square goodness of fit method. The formula used was:

$$x^2 = \sum \frac{(O-E)^2}{E}$$

Where:

- x^2 = calculated chi square value
- O = observed frequency
- E = expected frequency
- Σ = sum of values

Details of the testing are as follows:

4.1.6 Research Hypothesis One

H₀¹: Exposure to the radio jingle did not significantly make the respondents to remember the presented jingle from BOSS-FM.

Details from Table 3 was used to test the hypothesis above. Obtained data from the table were analysed as follows:

Response	Observed Frequency (%)	Expected Frequency (%)	Margin of Error	Degree of Freedom	O – E	(O – E) ²	$\frac{(O - E)^2}{E}$	Σ	Chi-Square Value
Yes	78.08	33.33	5% = 0.05	df = 2	44.75	2,002.56	60.08	91.20	$\bar{x}_{tab} = 23.09$ $x^2 = 91.2 > 5.991$
No	8.11	33.33			-25.22	636.05	19.68		
Can't say	13.81	33.34			-19.53	381.42	11.44		
Total	100.00	100.00							

Table 16: Relationship between Message and Created Awareness
Source: field survey, 2025.

Result above shows that the calculated chi-square value, x^2 , was 91.20 which is greater than the table value of 5.991. It means that x^2 is 91.20 > 5.991 by a significant difference of 85.21 or more than 15 times the table value. It implies that there is a significant relationship between the jingle message (*Si Mba*) from the BOSS-FM and the awareness it created on the respondents. The result rejected the null hypothesis and accepted its alternative as above stated. It means the remembrance of the radio jingle message depended significantly to respondent's exposure to the radio jingle.

4.1.7 Research Hypothesis Two

H₀²: Message understanding from the radio jingle did not significantly change the attitude of respondents against illicit substance use.

Details in Table 7 was used to determine the nature of relationship between remembered content and message understanding of the jingle message. Obtained data were analysed as follows:

Response	Observed Frequency (%)	Expected Frequency (%)	Margin of Error	Degree of Freedom	O – E	(O – E) ²	$\frac{(O - E)^2}{E}$	Σ	Chi-Square Value
Yes	57.05	33.33	5% = 0.05	df = 2	23.72	562.64	16.86	25.16	$\bar{x}_{tab} = 5.991$ $x^2 = 25.16 > 5.991$
No	21.32	33.33			-12.01	144.24	4.33		
Can't say	21.62	33.34			-11.72	137.36	3.97		
Total	99.99	100.00							

Table 17: Relationship between Remembered Content and Messages Understanding
Source: field survey, 2025.

Result from above shows that the calculated chi-square value of 25.16 is greater than the table value of 5.991. It means that $\chi^2 = 25.16 > 5.991$ hence the null hypothesis, H_0 , was rejected while its alternative, H_a , was accepted. The remembered content of the radio jingle message, therefore, facilitated a significant understanding of the radio jingle message as presented by the BOSS-FM radio. The finding accepted the alternate hypothesis, H_a and rejected its null, H_0 .

4.1.8 Research Hypothesis Three

H_0^3 : No significant relationship existed between exposure to the radio jingle message and respondents attitude change against illicit substance use.

Result in Table 13 was used to test the hypothesis above. Obtained data were analysed as follows:

Response	Observed Frequency (%)	Expected Frequency (%)	Margin of Error	Degree of Freedom	O - E	(O - E) ²	$\frac{(O - E)^2}{E}$	Σ	Chi-Square Value
Agree	62.16	33.33			28.83	831.17	24.94		$\bar{\chi}_{tab} = 5.991$ $\chi^2 = 37.40 > 5.991$
Disagree	19.89	33.33	5% =	df = 2	-13.44	180.63	5.42	37.40	
Can't say	18.02	33.34	0.05		-15.32	234.70	7.04		
Total	100.00	100.00							

Table 18: Relationship between Opinion Change and Radio Jingle Message from BOSS-FM
Source: field survey, 2025.

Result above shows that the calculated chi-square value of 37.40 was greater than the table value of 5.991 by a significant difference of 31.41. It means that $\chi^2 = 37.40 > 5.991$ hence, rejecting the null hypothesis above. H_0^3 , and accepting the alternative, H_a^3 . It implies that a significant relationship existed between listening to the *Si Mba* radio jingle message of the BOSS-FM radio and attitude change that occurred among the young people as respondents in Imo State. It means that the radio jingle message from the BOSS-FM, Owerri, was effective in changing the attitude of young people in Imo State against illicit substance use.

4.1.9 Discussion of Findings

Findings made in the study are discussed under the purpose for which they were made. It is believed that the asked research questions should be able to guide the study:

Level of exposure to the radio jingle message by young people as respondents: The radio jingle message, *Si Mba*, set an agenda for public awareness. The message selected illicit substance use by young people as the reason for its presentation. It raised the issue above any other one (Deutze & McQuail, 2022) in drawing attention to the subject (Ikeokwu, 2023). The radio station, BOSS-FM, Owerri considers the presentation as major concern to the society (Dainton & Zelly, 2022), since the number of young persons in Imo State is large (Anele & Dibia, 2024). Many of the

labour workforce, students, in secondary and tertiary institutions, shop keepers and hawkers, as well as vehicle operators and artisans were expected to listen to the message as a set media agenda, capable of reaching the entire state. The jingle, therefore, provided the audience what to think about (illicit substance use) (Okoro & Chikezie, 2024).

The BOSS-FM, however, not only provided the audience what to think about but also directed them on how to think about it. For instance, it explained what illicit substances are and how they can be abused (Anele & Dibia, 2024). It, therefore, used frames of negative consequences, like crime, rape, madness and indeed, nothing good, to direct the thinking of the message receivers. Its adopted approach framed the issue in realization that ignorance or misinformation (Ben-Eukora et al, 2024) may have made the young people to desire the substances. The framing theory, therefore, became the second level of the set media agenda (Miller, 2002), as the adopted communication strategy, used in the radio jingle message.

The theory, therefore, enhanced consideration for the audience to match their expectations as the reason for listening to the gratifications expected to be derived from the presented message content (Olanipekun et al, 2023), hence the relevance of the uses and gratifications theory, as an explanation of why so many young people, 60%, or three-fifths of the respondents were exposed to the *Si Mba* radio jingle message on BOSS-FM. Ndukwe (2024) also found that youths listened to public service broadcasting, in order to know how to deal with ignorance and misinformation arising from earlier received

information about illicit substance, their uses and consequences.

Message Content Recall: The young persons who listened to the radio jingle message, *Si Mba*, were able to remember the presentation and its content in large numbers, of as much as 78% or more than three-quarters of the respondents. The capacity to remember the radio jingle message would have resulted from the frequent and regular exposure to the same message where more than two-fifths or 42% of the respondents, listened to it more than twice in a week (Ukaegbu, Mopho & Frank, 2025). Nworgu (2023) believes that frequency of exposure to any particular information creates a redundancy effect which makes easy remembrance possible (Brandley, 2025).

It means that the young persons were even persuaded to memorize the message due to its frequent and regular presentation (Lincy, 2021), particularly at news adjacencies when the audience attraction to the station news programme was largest at 7am, 2pm and 6pm. In that way, those who want to listen to the news, were then presented with the radio jingle message, rendered in Igbo language (Anele & Dibia, 2024; Ogundeyi et al, 2024).

However, the presentational style of the jingle message (Binniimedia, 2023), as a blend of music and lyrics, attracted audience attention (Upnify, 2024), aroused their appreciation (Samaila & Ayodele, 2023), and stimulated their enjoyment and dancing to the jingle music (Jingle Writer, 2022) while passing the message of illicit substance use. The strategic communication approach (Duru, 2024) made remembrance easier than if only words were used. It improved attraction to the jingle

message for consideration from the audience, as a way of presenting facts for consideration in the social marketing mix (Nadube, 2020). It encouraged not only recall capability but also considerations of issues imbibed by the audience. It implies that the presentation style facilitated message recall and made the provided information credible and reliable facts, persuasive enough for content understanding among other effects, to the message consumers (Chiaghara, Emeka & Okeke, 2024).

Message as Understood by Respondents:

The presented radio jingle message was able to pass social marketing information (Nadube, 2020) to the respondents. It presented facts about illicit substance use through an induced learning approach by stating the consequence of illicit substance use on its user in an understandable language (Ben-Eukora et al, 2024). The communication approach made imitation possible (Oyeleye, 2023), through the motive or intention of the receiver which even used to the recitation of the jingle lyrics. Here, the theory of reasoned action become apt in message internalization (Belch & Belch, 2018).

The presentation style was found appealing (Berta et al, 2023), since more than half of the respondents or 57% agreed that they learnt something from the communication experience. More than two-fifths believed that they should reject any offer to use illicit substances. The issue raises how the respondents understood why the radio jingle message was produced as a motivation for them to say NO, to illicit substance use (Okoro & Chikezie, 2024). The theory of reasoned action, therefore, explained why their attitude changed positively against illicit substance

use by young people in Imo State.

It is probably the provision of knowledge (Elisha & Joseph, 2023), required to dispel misinformation and be free from ignorance about the consequences (Ephraim, 2020), that made the presentation relevant to the expectations of the respondents. The implication is that the uses and gratifications theory, therefore, explained why two-fifths or 41.4% felt that the message made them to reject any offer of illicit substances while half of them (49.9%) believed that the jingle message gave them reason to say NO to illicit substance use. It is the provision of knowledge, resulting from exposure to the message that makes it effective as a communication strategy in opinion and attitude change (Musa et al, 2020), particularly when decision on reputation and image are involved (Iredibia, 2024). The acquired knowledge enabled the message listener to compare the received information with any other that may be contrary to the new information.

Radio Jingle Message Effect on Opinion Change:

There has to be a basis for considerations which could lead to opinion change. It means that an incoming information must become persuasive enough to make the receiver to become capable of evaluating an original belief (Abioye & Idehenre, 2020), about illicit substance use. This viewpoint is explained where more than two-fifths of the respondents agreed that the jingle message could change already held opinion. Such opinion may be a product of ignorance since the adverse consequences of illicit substance abuse would not be known to the young people before the *Si Mba* jingle message (Fazio, Pillai & Patal, 2022).

It is the expected change that may have driven the respondents to tilt towards rejection of illicit substances as unfit for consumption by sane persons. It is the desired change in opinion and attitude towards embracing the jingle message that Ogbeni (2014) ascribes as the essence of a dedicated opinion change as its purpose for communication.

The radio jingle message, therefore, was said to be effective as a strategic communication approach (Duru, 2024), to opinion and attitudinal change expected from the radio jingle message receiver. The message was evaluated by majority of the respondents, 45% at Table 4.18 as responsible for persuading opinion change through effective communication (Hybels & Weaver II, 2018). It shows the efficacy of the radio jingle message generating the desired consciousness for opinion and attitude changes. The nature of responses in Table 4.20 confirmed that majority of the respondents agreed that the incoming radio jingle message, caused opinion change in them which was why the jingle message, *Si Mba* was designed and creatively produced and presented to the young people in Imo State. The essence of using the social judgment theory, therefore, become dear as relevant to the study.

Relationship between Opinion Change and Radio Jingle Message: A significant relationship was found to exist between the presented radio jingle message, *Si Mba*, and attitude change desire of the respondents. Three-quarters of the respondents or 75% agreed that the radio jingle message made them to change their opinion. It was seen at Table 4.23 that 91% of the respondents said that listening to the radio jingle message made them to avoid anything or anybody trying to

lure them to get involved with illicit substance use. The theory of reasoned action, in being driven by their intention to avoid substance abuse, than justify their actions as established by their actions (Gimba & Ibrahim, 2017). The significant relationship was established at Table 4.26 where the calculated chi-square value of 31.06 was seen to be greater than the table value of 5.991 by a significant difference of which is very significant since it is also five times the table or decision point value.

Also, it was found that 9% of the respondents were not moved at all by the jingle message. It becomes necessary to investigate why some young persons will not bother about the radio jingle message and its implications. A further enquiry needs to be conducted through another study, in order to know the compelling factors that militated against the adoption of the radio jingle message, as the tonic for being positively concerned about avoiding illicit substance use.

5.0 CONCLUSION

Provision of credible and reliable information in an acceptable manner to the message receiver motivates opinion and attitude change in favour of the message objective. The *Si Mba* radio jingle message of the BOSS-FM radio, is an example of where information which deals with ignorance and misinformation about illicit substance use was effective in changing young people's attitude towards illicit substance abuse.

The communication exercise was effective in moving majority of young people, ignorant or misinformed about illicit substances and their use, and their consequences to where the radio message wants them to be. The message, therefore, provided the young persons, as respondents in

the study, with knowledge required to deal with the rejection of illicit substance use in Imo State, Nigeria.

The unique aspect of the radio jingle message is its choice of young people as target audience. The BOSS-FM may have conceived a drug-free society and decided to stop young people from becoming loyalists to different brands (Oludare, 2024) of illicit substances. Perhaps, the reduction of patronage to illicit substance use would ensure that more persons avoided the substances hence the choice of the message theme as *Si Mba* (Say No) which suits the radio jingle message objective. Again, the understanding that where those who listened to the message would become active participants in the marketing communication (Nadube & Iseneh, 2022), as message vendors provided the type of information framed to achieve the purpose. In that way, real-life examples provided against illicit substance use ensured that the purpose of communication was achieved by the content producer (Owuamalam, 2017).

The radio jingle message of BOSS-FM, *Si Mba*, did not only set a media agenda (McQuail, 2020) but it also persuaded the young people to think about the raised issue in the direction it has framed the topic, by highlighting the disadvantages of illicit substance use above any imaginable benefit. The one-sided approach of the jingle message would have led to its effectiveness since no contrary opinion was presented as basis for message content comparison (Deutze & McQuail, 2022). The provided knowledge in the message, therefore, enabled young people to discuss the issue of illicit substance use with facts and confidence, in the jingle against substance abuse. It means that the media

agenda conclusively generated the public agenda (Deutze & McQuail, 2022) which effectively changed young people's opinion against illicit substance use.

6.0 RECOMMENDATIONS

The following recommendations were considered relevant to be made in this dissertation as arising from the result of the study. They include:

1. The jingle message was rendered in Igbo language alone. However, there are other young persons who do not understand the language but also reside in Imo State. It means that where another language, preferably English, is considered to be used for message presentation, then the content reach extent of the radio listeners will become expanded. The example of “Special English” (Pidgin language) use by Radio Rivers FM jingles, where persons from diverse linguistic origins live together, can be emulated in the production of another version of the same radio jingle message to run simultaneously.
2. The lyrics in the presentation should deliver the message more than making the music danceable. It will lead to more message content memorability since the frequency of exposure is high for the radio listeners, like young people.
3. Illicit substances should be better explained for easier understanding while using examples of other drugs to amplify the issues. For instance, many young persons may not even know that a mixture of soft drinks with alcohol can produce illicit substance which may be ignorantly consumed. The health consequences could be grave for young

people who may then be advised to refrain from such mixtures. In that way, more young persons would be urged to refrain from liquid mixtures as illicit substances.

4. Common and believable examples should be used in explaining the consequences of illicit substance use. In that way, the everyday experience, makes the message acceptable and believable when young people are considering the consequences of illicit substance use as reason for avoiding the substances. The examples will change any erroneous impressions of any misconceived benefit if any.

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