

**NIGERIAN NEWSPAPERS FRAMING OF THE CHIBOK SCHOOL GIRLS
ABDUCTION (A STUDY OF *THE GUARDIAN*, *DAILY SUN*, *THE TRUST* AND
LEADERSHIP NEWSPAPERS)**

¹Ngwu, Christian C. Ph.D., ² Ekwe, Okwudiri C and ³Chiaha, Chukwuemeka

¹Senior Lecturer, Department of Mass Communication, Enugu State University of Science and Technology (ESUT) Enugu Nigeria.

²Lecturer, Department of Mass Communication, Samuel Adegboyega University, Ogwa, Edo State Nigeria.

³Doctoral Student, Nnamdi Azikiwe University, Awka, Anambra State Nigeria,

ABSTRACT: *This study investigates how selected Nigerian newspapers reported the Chibok school girls' abduction in Government Secondary School, Chibok Borno State on April 14 2014. The research focuses on how the abduction is framed in the news stories of two Southern and Northern Nigerian based newspapers (The Guardian, The Sun, The Trust and Leadership Newspapers) and how such frames influenced the audience. In conducting this study, two research methods- content analysis and survey methods, were used to generate quantitative data for analysis. Content analytical method was used to study seven news frames as used in the selected dailies while survey was used to establish the influence such frames have on the news audience. After a thorough analysis, it was found that the selected papers used rescue efforts frame, hopelessness frame, political frame, religious frame, ethnic frame, conspiracy frame and economic frame. It was equally found that hopelessness frame was used more in news report more than others. Finally, it was established that mass media audience believed that the way the abduction was framed in the media has made them to think less of any rescue put by the government.*

KEYWORDS: News, Frames, Nigerian Newspapers, Content Analysis

INTRODUCTION

The world woke up on the April 15 2014 to the shocking reality of one of the deadliest of Boko Haram terrorism in Nigeria. Over 230 school girls from the prestigious Government Girls Secondary School Chibok, Borno State in North East Nigeria, were kidnapped in the dead of the night. This abduction, no doubt, sent a strong signal to the international community that the Nigerian state is indeed at war with an Islamic fundamentalist group which started operations in 2002. Ever since this abduction, the entire world has been awash with heart rendering reports emanating from the news media. Unarguably, these reports are put across to the news audience

in different frames and journalistic colourations which ultimately may have a significant impact on the audience.

Media framing of terrorism is as old as terrorism. This explains why social scientists in the last three decades have been investigating the causal relationship between news media and terrorism. According to Spencer (2012, p.1) the relationship between terrorism and the news media is well researched and has been one of the central questions terrorism researchers have struggled with for decades. In fact, it is widely accepted that there is a causal relationship between terrorism and the media as terrorism provides for exciting and violent stories which help sell the news product and the media provide terrorist groups with a means of spreading their evil message and creating fear among the general public. Terrorists and news people share the common assumption that those whose names make the headlines have better power; that getting one's name on the front page of a national daily or hitting the headline of a national broadcast station's news is a better way of exercising real power (Dowling, 1986 ,p.45). This explains why the late British Prime Minister, Margaret Thatcher, in an often mentioned quote, called media publicity the "oxygen" of terrorism. In her view, terrorist acts are nothing but media coverage of them remains more terrorising (Muller, Spaaij, and Ruitenberg, 2003).

To further establish the unholy but necessary matrimony between news media and terrorist, Gerbner and Gross (1979, p.368), opined that "representation in the world of television gives an idea, a cause, or a group its sense of public identity, importance, and relevance. No movement can get going without some visibility." Modern terrorist, like the deadly Boko Haram sect in Northern Nigeria, seek access to the media by committing acts that closely fit news agencies' definition(s) of news: timeliness, uniqueness and oddity. Communication experts have come to the conclusion that those who seek media access without bills have a history of properly responding to the requirements of newsworthiness, also known as elements of good news; (Ngwu, Efetobor, Ekwe and Chukwuma, 2012, p.166).

Expectedly, terrorists whose acts include these elements transcend more access to the media. Such a terrorist is no longer subject to editorial judgments; rather, the news agencies become his or her pawns. Journalistic responses are inevitable because the newsworthiness criteria are inflexible and unquestioned. When the critics charge journalists with inciting terrorism, journalists will "continue to insist that, as always-they simply covered the news" (Dowling, 1986).

However, whether the media fuel terrorism, as many scholars would argue, is a function of the kind of relationship that exists between them. The relationship, if symbiotic, is a function of framing. This implies that how the news media frame a terrorist act like the case at hand, the abduction of Chibok school girls, will determine whether they (media) fuel terrorists' acts or not. COT Institute for Safety, Security and Crisis Management (2008) argues that:

Although terrorism cannot be labelled “oxygen of the media” – after all the media would not cease to exist or radically change if terrorism ended tomorrow – the media do profit from terrorism as well”. Perhaps no oxygen, terrorism seems to be an attractive boon for media coverage, mainly because terrorist attacks make viewer ratings surge, the goal of most if not all television channels (p.1).

The implication of this is that the causal relationship between media and terrorism works in nexus with the way the media frame an act.

The centrality of media frames is captured by Hallahan (1999,p.207) cited in Okoro, and Odoemelam, (2013,p.86). According to them, “In news media, news frames serve as journalistic tools through which journalists recount a story in a limited amount of space and place an event within its broader context”. For Hallahan, using a framing metaphor, news frame can be interpreted as a “window or portrait frame drawn around information that delimits the subject matter and, thus, focuses attention on key elements within” (Okoro, and Odoemelam, 2013,p.86). The news media are essentially seen by the kind of frames they bring to public domain. These frames create some sorts of pseudo-environments which when imagined, places pictures in our minds. That is why proponents of the second level of agenda setting hold tenaciously the belief that the media most times tell the public how to think about a subject or an issue. This issue, of course, is seen from the contact lenses of projected media frames. Lippmann (cited in Papacharissi and Oliveira, 2008,p. 52) aver “that news is responsible for providing the “pseudo-environment” upon which people rely to experience and understand events they cannot observe directly and that news frames are important in how these events are reported since they reflect a process of recurring selection and emphasis in communicating perceived reality”. The frames, according to them are equally relied upon to interpret news items. And how these items are interpreted, determines the kind of pictures that will be placed in our minds. The obvious question is, what kind of frames did the news media use in reporting the abduction of over 230 secondary school girls on April 14 2014 in Chibok, Bornu State (Leadership Newspaper, 2014,p.1)?

Ever since the abduction of the schools girls, the mass media in the world have sustained reports on the issue using different and recurring frames. For instance, eight hours after the terrorist group, *Jama'atu Ahlis Sunna Lidda'awati wal-Jihad*, popularly called Boko Haram kidnapped the girls, the news media came out with different reports. The national dailies and their broadcast counterparts were giving different reports on the abduction. For instance, the *Leadership, Daily Trust, Nation, The Guardian* newspapers reported that over about 200 girls were abducted, *Daily Sun* and other newspapers were reporting 100 girls. This confusion was equally extended to foreign media as all came up with different accounts. Government sources have not equally helped as conflicting reports keep emanating. This explained why the international media accused Nigeria government of engineering information blackout (Musa, 2014, p.12).

Despite rescue efforts mounted by the federal government since the abduction, three of the abducted girls have died; allegedly of snake bite. Some parents of the girls have equally died. Mr. Mutai Hona and Mrs. Mary Paul Lalai died after they could not identify their girls in the video released by the sect some weeks after the abduction. Some of the parents have equally taken to alcohol (Ibrahim, 2014, 13).

The abduction has equally lead to a global *#Bring Back Our Girls* campaign. This campaign has seen many world leaders making contribution toward rescue efforts. The United States, Britain, Israel, China, etc. have made contribution especially at the wake of threat by the Boko Haram leader, Abubakar Shekau, to sell the girls (Musa, 2014).

The abduction of this girls is just one of the deadliest attacks the sect has launch on the Nigeria State. As at the last count, the President of the Nigeria claimed that over 12,000 people have been killed by the group despite the efforts of the Nigerian military (Wakili, 2014, p.12).

Statement of Problem

The mass media all over the world have been awash with heartbreaking reports of the abduction of the over 230 school girls from Government Girls Secondary School Chibok, Borno State, Nigeria on the 14th of April 2014. In reporting this abduction which is the deadliest in series of Boko Haram attacks on the Nigerian State, the mass media, especially the print, have used different frames to convey their reports to their audiences.

The ways these frames are used in different reports, no doubt, have some effects or influences on the audience. This is because there is an established relationship between media frames and audience perception of issues.

Therefore, this study takes a look at the way the Nigerian print media covered the Chibok girls abduction and the kind of influence such coverage have on the audience.

Research Questions

1. What kind of frames did Nigerian newspapers use in their coverage of the Chibok school girls abduction?
2. What is the dominant frame used by Nigerian newspapers in their coverage of the Chibok school girls abduction?
3. What kind of influence did such frames have on the mass media audience?

LITERATURE REVIEW

Boko Haram

Of all the ethnic and religious related crises pointed above, none has threatened the very foundation of the Nigerian State like the current crisis masterminded by the Boko Haram sect. The Sect which is officially known as Jama'atu Ahlis Sunna Lidda'awati wal-jihad (Arabic language) has orchestrated a series of deadly attacks which has left hundreds of lives and properties destroyed. These attacks which started in July 2009 when the Nigerian Police started

investigating the sect following reports that it was acquiring arms, have gone sophisticated with bomb detonated every now and then. In fact, as at the last count, the group has killed over 12000 people (www.wikipedia.com/bokoharm.origin cited in Ngwu, Efetobor, Ekwe and Chukwuma, 2012, p.168).

When the late Ustaz Mohammed Yusuf took over the leadership of the group in sometime 2002 following the exit of its former leader, Lawan Abubakar, he commenced what many described as intensive membership mobilization after his first release from police custody in November 2008 in Maiduguri. He allegedly had over 600,000 members before his demise and usually taxed them one naira, which is an approximate of N500, 000 daily. The Almajiri System in the Northern Nigeria made this mobilization easy (Ngwu, Efetobor, Ekwe and Chukwuma, 2012, p.168).

Yusuf later died in a very controversial circumstance under late president Yar'Adua. Despite the death of the once dreaded Yusuf, the group has continued its attacks. In fact, the insurgency has just gone critical and has, indeed, assumed a very dangerous dimension. From the time the group was formed to the present day, it has carried out over 510 successful attacks. About twenty eight (45) of these attacks were bomb blasts which have left hundreds of people dead and properties destroyed. The deadliest attack before the abduction was that the Kano blast 2011 which left over 250 persons dead with several others seriously wounded. Several attempts made by the government to stop this group from carrying out deadly attacks on the Nigerian nation have not produced much result (Ngwu, Efetobor, Ekwe and Chukwuma, 2012, p.168). Some of the attacks as documented by Wikipedia free encyclopaedia are:

7 September 2010	Bauchi prison break
31 December 2010	December 2010 Abuja attack
12 March 2011	Assassinated Muslim Cleric Imam Ibrahim Ahmed Abdullahi for criticizing the violent groups in northeast Nigeria.
22 April 2011	Boko Haram frees 14 prisoners during a jailbreak in Yola, Adamawa State
29 May 2011	May 2011 northern Nigeria bombings
16 June 2011	The group claims responsibility for the 2011 Abuja police headquarters bombing
26 June 2011	Bombing attack on a beer garden in Maiduguri, leaving 25 dead and 12 injured
10 July 2011	Bombing at the All Christian Fellowship Church in Suleja, Niger State
11 July 2011	The University of Maiduguri temporarily closes down its campus citing security concerns
12 August 2011	Prominent Muslim Cleric Liman Bana is shot dead by Boko Haram

26 August 2011	2011 Abuja bombing
4 November 2011	2011 Damaturu attacks
25 December 2011	December 2011 Nigeria bombings ¹
5–6 January 2012	January 2012 Nigeria attacks
20 January 2012	January 2012 Kano bombings
28 January 2012	Nigerian army says it killed 11 Boko Haram insurgents
8 February 2012	Boko Haram claims responsibility for a suicide bombing at the army headquarters in Kaduna.../AppData/Local/AppData/Local/AppData/Local/Temp/Word Doc/iringi flash/CHIBOK/Boko Haram - Wikipedia, the free encyclopedia.htm - cite note-bbc20120208-125
16 February 2012	Another prison break staged in central Nigeria; 119 prisoners are released, one warden killed.
8 March 2012	During a British hostage rescue attempt to free Italian engineer Franco Lamolinara and Briton Christopher McManus, abducted in 2011 by a splinter group Boko Haram, both hostages were killed.
31 May 2012	During a Joint Task Force raid on a Boko Haram den, it was reported that 5 sect members and a German hostage were killed.
3 June 2012	15 church-goers were killed and several injured in a church bombing in Bauchi state. Boku Haram claimed responsibility through spokesperson Abu Qaqa.
17 June 2012	Suicide bombers strike three churches in Kaduna State. At least 50 people were killed.
17 June 2012	130 bodies were found in Plateau State. It is presumed they were killed by Boko Haram members.
18 September 2012	Family of four murdered
18 September 2012	Murder of six at an outdoor party
19 September 2012	Nigerian Military arrest Boko Haram members, reported death of Abu Qaqa
3 October 2012	Around 25–46 people were massacred in the town of Mubi in Nigeria during a night-time raid.
18 March 2013	2013 Kano Bus bombing: At least 22 killed and 65 injured, when a suicide car bomb exploded in Kano bus station.
7 May 2013	At least 55 killed and 105 inmates freed in coordinated attacks on army barracks, a prison and police post in Bama town.

6 July 2013	Yobe State school shooting: 42 people, mostly students, were killed in a school attack in northeast Nigeria.
29 September 2013	College of Agriculture in Gujba: 40 male students killed.
14 January 2014	At least 31 people killed, over 50 people injured by suicide bombing in Maiduguri, Borno State.
16 February 2014	Izghe massacre: 106 villagers are killed.
25 February 2014	Federal Government College attack: Fury at military over Yobe deaths. At least 29 teenage boys dead at Federal Government College Buni Yadi.
14 April 2014	2014 Chibok kidnapping: Government properties, including the only girls' secondary school, attacked. At least 16 killed or missing, and 234 female students kidnapped. The Boko Harām militants said it would treat them as slaves as part of the "war booty".
14 April 2014	April 2014 Abuja bombing: Two bombs explode at a crowded bus station in Abuja, Nigeria, killing at least 90 people and injuring more than 200.
5 May 2014	2014 Gamburu attack: Boko Haram attacked the twin towns of Gamboru and Ngala in Borno State, Nigeria. They started shooting in a busy marketplace, set houses on fire, and gunned down anyone who tried to flee. The death toll of the massacre has been set as high as 336.
15 May 2014	Menari, Tsangayari and Garawa: Boko Haram attacked three villages, killing 60 people. Vigilantes fought back, killing 200 Boko Haram fighters.
17 May 2014	Paris summit: A summit in Paris has declared Boko Haram is part of al-Qaeda as leaders from West African nations resolved to mount a region-wide offensive against the group that is holding more than 200 schoolgirls hostage in a dense jungle. Western nations have pledged to provide technical expertise and training to the new regional African effort against the Islamic extremists.
18 May 2014	Kano: Suicide car bomb kills five people.
20 May 2014	Jos: Twin bomb explosions kill 118 people.

Media Framing

For three decades now, the attention of sociologists, political scientists and communication experts has been on social constructivism. This was a complete shift from the Noelle-Neumann's strong media effects era when the media were seen as strong instruments to influence attitude

and command behavioural change (Baysha and Hallahan, 2004, p.234). Scheufele, Tuchman and Gamson's era of social constructivism is equally a departure from Joseph Kapper's strong media effect and propaganda era (Baysha and Hallahan, 2004, p.234). According to Baysha and Hallahan (2004, p.234), "social constructivism explains the relationship between the media and their audiences by combining elements of both strong and limited effects of mass media". Basically, the concept explains the relationship that exists between what the media frame and the effect such framing has.

Gamson and Modigliani (1987) cited in Baysha and Hallahan (2004, p.234) define a media frame "as a central organizing idea or story line that provides meaning to an unfolding strip of events". Ngoa (2012, p.13) sees framing as "a means through which an issue is given a particular meaning", Ngoa (2012, p.13) further explains that:

Framing, therefore, means the selection of some aspects of a perceived reality and making them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described.

In social constructivism, two types of media frames exist – the episodic and thematic frames (Iyengar 1991 cited in Baysha and Hallanan 2004, p.24). Episodic framing according to Baysha and Hallanan (p. 234) "depicts public issues as concrete instances or specific events that are the results of actions by individuals." In thematic media frames, issues are usually reported in a more abstract level as a form of general outcomes. In any case the type of media framing usually influences how the audience attribute responsibility.

In the realm of conflict communication, media framing of issues and events has considerable influence on the public. The attitude of people, most times, in political crisis can be traced to the kind of images the media placed on people's minds. According Lee and Park (2011):

Based on the nonlinear characteristics of the value function and decision-weight function of prospect theory, it is assumed that the framing of outcomes and contingencies may induce different decisions. As people tend to place greater weight on the value of losses than on the value of gains, as assumed in prospect theory, in gain-framing scenario decision makers are likely to choose risk-averse alternatives, but in loss-framing scenario they are likely to opt for risk-taking alternatives. As discussed in the following, a number of previous studies have verified these assumptions.

The agenda setting idea of McCombs and Shaw (1972) explains the process of telling the public what to think in a given political situation. No doubt, it is the importance the media placed on an issue that determines the attention the public gives it. McQuail (2010, p. 512) supports this assertion by insisting that the main idea behind agenda setting and framing lies in the fact that news media indicate to the public what the main issues of the day are and this is reflected in what the public perceives as the main issues. McQuail (p.512) goes further to explain that:

...evidence strongly suggests, that people think about what they are told but at no level do they think what they are told'. The evidence collected at that time, and much since, consists of data showing a correspondence between the order of importance given in the media to 'issues' and the order of significance attached to the same issues by politicians and the public. However, McQuail (2010) argument revolves on the first level of agenda with recourse to the second level of agenda. According to Moon (2011, p.699). Agenda-setting scholarship has evolved from the initial finding that the media tell us "what to think about" (first-level agenda setting) to "how to think about it" (second-level agenda setting). The current exploration adds the assertion that the media sometimes even tell the public "what to do." Some scholars have already raised questions about why agenda setting research should be restricted to the cognitive level (Entman, 1989). The extension of agenda setting to attitudinal and behavioral levels becomes even more essential in conjunction with second-level research, which incorporates understanding or comprehension that is more closely associated with detailed messages of the media.

Despite this evidence, however, some scholars have argued that there are no sufficient evidence to establish a "causal connection between the various issues' agendas" (McQuail, 2010, p.513).

Theoretical Framework

The framing theory propounded by Erving Goffman in 1974 is used to situate this study. In his book, *Framing analysis: An essay on the organization of experience*, Goffman explains that framing is used to explain how the media frame events and the impact it has on the audience (Scheufele & Iyengar, 2010). Here, this theory helps us to understand how the four selected newspaper framed the Chibok abduction and how it influences the audience.

METHODOLOGY

Research Design

To effectively evaluate newspaper framing of the abduction of the Chibok school girls, the researchers used dual method design. The dual method design consists of using more than one method in analysis. Since dual method design calls for the use of more than one method in a study, the researchers used content analysis and survey methods. Questionnaire was used in survey to generate quantitative data just as content analysis was equally used to generate quantitative data. The essence of this design is to know the frames and also know the impact they have on the audience. Survey research method was considered appropriate in this study, because it provided a platform for the researcher to study the impact of the frames used in the newspapers on the audience. Survey helps in opinion and behavioral study. A well designed questionnaire was used to collect quantitative data for the survey aspect of the study.

Population of Study

This study has two segments population. One is the population of all the selected newspapers used in this study between April 15 2014 to May 14 2014. The second is the population of South- East residents. The selected newspapers are: Daily Trust, Daily Sun, The Guardian and Leadership newspapers. The reason for this selection is that the researcher wanted to study two southern based papers (Daily Sun, The Guardian newspapers) and two Northern based papers (Daily Trust and Leadership newspapers). It is believed that it will be national in outlook. The reason for the selection of the date above is because the abduction took place on the 14 of April 2014 but was reported by newspapers on the 15th. Since four papers were selected across 30 days, it means 30 days multiply by 4 papers. This will give us $30 \times 4 = 120$. So the population of the first segment is 120.

Segment Two

The second segment which has to do with the residents of South East Nigeria is 16, 395,555. This was gotten from the National Population Commission. The zone has five states of Abia, Anambra, Enugu, Imo and Ebonyi.

Sample Size Determination

Since the population is in two segments, the sample size is equally in two segments. To determine the sample for the newspapers, the researchers aligned themselves with Nwanna's (1998, p.44), stipulation of 40% for few hundreds in sample size determination (percentage formula).

$$n = \frac{NV(P)}{100}$$

$$n = \frac{120 \times 40}{100} = 48$$

The sample for the first segment is 48. Therefore 48 papers were studied.

For the second segment, the Australian Calculator as provided by the National Statistical Service (NSS) was employed (NSS, 2012, para. 1). At Confidence level of 95 per cent, precision level of 0.05 (5%) and an estimate of variance (proportion) of 5% (0.5), the sample size is 385

Sampling Techniques

The sampling was done in two segments

Segment One

In this first segment, a random selection was done to select 12 editions each from the selected newspapers. This was done to give all the edition equal chance of being selected. After the randomization exercise, the following dates were picked: **April** 2014 – 15th, 19th, 26th, 16th,

30th, and 24th. For **May** 2014- 2nd, 13th, 7th, 9th, 11th, 8th. This process was repeated in all the four papers.

Segment Two

In this segment, systematic random sampling was used to select three states from the five. The states selected are Enugu, Imo and Anambra. In these selected states, the capital territories were purposively selected for the sake of literacy. The researcher believed that greater percent of literate population that have interest in print media are found in the urban. In the capitals, wards and households were randomly selected.

Study Frames

Social constructivists have argued that at the heart of framing, is framing analysis. Here, a researcher is expected to construct and categorize frames identified in the course of the coding. This is because frames like units of analysis are at the centre of most content analytical studies. Again, some De Vreese (2005), Semetko and Valkenburg (2000) have advised on the kind of frames to use in conflict reports.

Based on this, seven frames were identified. They include: rescue efforts frame, hopelessness frame, political frame, religious frame, ethnic frame, conspiracy frame and economic frame.

Rescue Efforts Frame: reports that give account on what the government, foreign government and other individuals are making to rescue the girls.

Hopelessness Frame: words or phrases suggesting that the government and its partners cannot rescue the abducted girls.

Political Frame: words emphasizing that the abduction and other attacks by the sect are meant to score political points ahead of 2015 elections or to destabilize the government of Dr Goodluck Jonathan. This also captures the impact of the abduction on political activities.

Religious Frame: this has to do with words that suggest that the Boko Haram is an army raised by the Northerners to wipe the Christian population from the country. This also takes account of the religious implication of the abduction

Ethnic Frame: this has to do with words suggesting ethnic sentiment and motivation in the abduction

Conspiracy Frame: this has to do belief that the whole abduction is just a conspiracy to force the President out and show that his government is incompetent. Another conspiracy is that the Muslims want to wipe Christians out.

Economic: this talks about the economic implication of the abduction on the economy.

Units of Analysis

Units are wholes that analyze, distinguish and treat, as independent, variables (Krippendorff, 2004, p. 97). Here only **news** was used as a unit of analysis.

Measuring Instruments

The code sheet and questionnaire were designed and used as the instruments for the collection of data in this study. The justification for the use of these instruments was that they the best in the collection of data needed in study.

Inter-Coder Reliability

The inter-coder reliability test was used to assess the degree at which the three coders agreed. Scott's (1988, p.55) P1 index formula was adopted and the result showed that the degree of agreement among the coders was **84.75%**.

DATA PRESENTATION AND ANALYSIS

In this segment, data generated using code sheet and questionnaire were presented in line with research questions.

Research Question One: What kind of frames did Nigerian newspapers use in their coverage of the Chibok school girls abduction?

Here, news items coded in the four selected papers are present according to the frames used.

The table below shows the kind of frames that the newspapers used in reporting the abduction.

Table 1.1: Kind of Frames Used by the Selected Newspapers in Reporting News

Newspaper	Rescue efforts	Hopeless	Political	Religious	Ethnic	Conspiracy	Economic	Total
The Guardian	11	1	5	5	3	1	1	27
Sun	13	21	7	3	4	3	0	51
Daily Trust	9	19	1	2	1	0	0	32
Leadership	13	17	3	2	5	2	4	46
Total	46 (29.5%)	58 (37.2%)	16 (10.3%)	12 (7.7%)	13 (8.3%)	6 (3.8%)	5(3.2%)	156 (100%)

The table above shows the kind of frames that the selected papers used in their reportage of the abducted school girls. From the table, The Guardian newspaper used the rescue efforts frame, hopelessness frame, political frame, religious frame, ethnic frame, conspiracy frame and economic frame 27 times in its news report in the month under review. From this 27 frames, 11 were rescue efforts frame; hopelessness frame was used once; political frame was used 5 times; religious frame was equally used five times; ethnic frame was used three times; conspiracy frame was used once, while economic frame was used once. This means that The Guardian used more of rescue effort frame.

From the table, *The Sun* used the selected frames 51 times in its news reports. From these frames, 13 frames were on rescue efforts; hopelessness frame was used 21 times; political frame was used 7 times; religious frame was equally used 3 times; ethnic frame was used 4 times; conspiracy frame was used 3 times, while economic frame was not used at all. This means that The Sun used more of hopelessness frame.

From the table, *Daily Trust* used the selected frames 32 times in its news reports. From these frames, 9 frames were on rescue efforts; hopelessness frame was used 19 times; political frame was used once; religious frame was used 2 times; ethnic frame was used 1 once; conspiracy frame was not used, economic frame was not equally used. This means that Daily Trust used more of hopelessness frame.

From the table, *Leadership newspaper* used the selected frames 46 times in its news reports. From these frames, 13 frames were on rescue efforts; hopelessness frame was used 17 times; political frame was used 3 times; religious frame was used 2 times; ethnic frame was used 5 times; conspiracy frame was used 2 times, economic frame was used four times. This means that Leadership used more of hopelessness frame.

In all the dailies, rescue efforts frame got 29.5 percent, hopelessness frame got 37.2 percent, political frame got 10.3 percent, religious frame 7.7percent, ethnic frame got 8.3percent, , conspiracy frame got 3.8 percent and economic frame 3.2 percent.

The implication of this analysis is that hopelessness frame was used more by the selected papers. This means that most of the dailies concentrated on the frustration of the government in rescuing the abducted girls.

Research Question Two: What is the dominant frame used by Nigerian newspapers in their coverage of the Chibok school girls abduction?

Here, information coded in the code sheet was used for this analysis.

Table 1.2: To Find out the Dominant Frame Used by the Selected Newspapers in reporting news

Newspaper	Rescue efforts	Hopeless	Political	Religious	Ethnic	Conspiracy	Economic	Total
The Guardian	11	1	5	5	3	1	1	27
Sun	13	21	7	3	4	3	0	51
Daily Trust	9	19	1	2	1	0	0	32
Leadership	13	17	3	2	5	2	4	46
Total	46 (29.5%)	58 (37.2%)	16 (10.3%)	12 (7.7%)	13 (8.3%)	6 (3.8%)	5(3.2%)	156 (100%)

From Table 1.2 above, rescue efforts frame got 29.5 percent, hopelessness frame got 37.2 percent, political frame got 10.3 percent, religious frame 7.7percent, ethnic frame got 8.3 percent, conspiracy frame got 3.8 percent and economic frame 3.2 percent. The implication of this analysis is that hopelessness frame was the dominant frame used by the selected papers.

Research Question Three: What kind of influence did such frames have on the print media audience?

Table 1.3: In answering this research question, responses gotten from field survey were used.

How do you feel each time you read news reports on the rescue of the Chibok school girls?	Frequency	Percent
Believe the government and everyone is making efforts to rescue the girls.	98	25.7%
Feel that the situation is hopeless	124	32.5%
Believe it is manipulated for political gains	49	12.9%
Believe it is manipulated for religious gains	22	5.8%
Believe it is manipulated for serve ethnic interest	59	15.5%
It is just a conspiracy against Dr Goodluck Jonathan	15	3.9%
It has serious economic implication on the economy	14	3.7%
Total	381	100

Information in the table above showed the influence the frames used by the print media on the audience. From the table, 98 respondents believe that the government and everyone is making efforts to rescue the girls; 124 respondents representing 32.5 percent believe that the situation is hopeless; 49 respondents said that the whole Chibok abduction saga is politically motivated; 22 believed that it for religious gains; 59 respondents insist that it is for ethnic interest; 15 respondents claimed it is a conspiracy of against President Jonathan, while 14 respondents said that the Chibok abduction has far reaching economic implication. The implication of the data is that most people are hopeless about rescue efforts.

SUMMARY OF FINDINGS

After a thorough analysis, the following findings were reached:

1. The selected newspapers used the following frames: rescue efforts frame, hopelessness frame, political frame, religious frame, ethnic frame, conspiracy frame and economic frame.
2. Of the frames used by the selected papers, the frame of hopelessness was mostly used by the selected papers.
3. South East residents who are print media audience believe that the way the papers reported influenced their perception of rescue effort negatively.

CONCLUSION

From the analysis done and literature reviewed, the following conclusions were reached:

1. Nigeria newspapers used frame like: frames: rescue efforts frame, hopelessness frame, political frame, religious frame, ethnic frame, conspiracy frame and economic frame in their news reports of the abducted girls.
2. Of these frames used by Nigeria newspapers, the frame of hopelessness is mostly used by the selected papers.
3. South East residents who are print media audience believe that the way Nigerian press report the Chibok abduction influenced their perception of rescue effort negatively.

RECOMMENDATIONS

The researchers recommend that print media journalists and owners should understand that it does do any country good when the media concentrate only on government frustration in the face of terrorism. Since it is established that terrorism thrives when media organisation project it as succeeding, the media must learn to emphasize the strength of the government.

For further studies, the research recommends that other researchers should look at other media contents apart from news. This will give an enriched result of media framing of terrorism, especially the abducted girls.

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