

LAGOS RESIDENTS' OPINION ON THE EFFECTS OF TV PROGRAMMES ON PUBLIC AWARENESS OF WASTE MANAGEMENT IN LAGOS

KENNETH UDEH, PhD

Department of Mass Communication, Mountain Top University, Ibafo
kudeh@mtu.edu.ng,

CHINYERE AZUKA MBAKA, Ph.D

Department of Mass Communication, Mountain Top University, Ibafo
acmbaka@mtu.edu.ng

NNENNA SANDRA EZE

²Department of Mass Communication, Christopher University, Mowe
Sandra.eze@christopheruniversity.edu.ng

SAMUEL EJIME OKOH

³Department of Mass Communication, Veritas University, Bwari, Abuja.
okosamuelejime@gmail.com

Abstract

This study investigated the Lagos residents' opinion on the effects of television programmes on public awareness of waste management in Lagos state. The essence of evaluating awareness and opinion on the waste management stems from the fact that clean environment is very indispensable and part of sustainable development goal. The population of the study comprises of seventeen million five hundred thousand (17,500,000) Lagos residents. Taro Yamane sample size online calculator was used to draw manageable sample size of four hundred (400) respondents. Purposive and convenience sampling technique were adopted to select respondents in Balogun and Computer village areas of Lagos state. Questionnaire was used as measuring instrument and findings revealed that most information passed across by the television station's lack proximity, timeliness and are more government centered; although Lagosians naturally aim at cleanliness, but there are few enlightening programmes on environment portrayed in television stations. In addition, various citizens lack knowledge on the media and government roles for sustainable development. The study stressed the need for more grass-root participation from the Nigerian media system other than the regular top-down approach. The study also recommends more objectivity and in-depth reporting by the media as well as collective participation of governmental and non-governmental environmental authorities in waste management.

Keywords: Awareness, Environment, Television programmes, Waste Management

Introduction

The traditional media have become strong forces that determine how humans perceive the world. The rapid growth of traditional or new communication technologies have been quite never ending as there are still new innovations springing up this day. Mass media has been and still is keeping humans informed about happenings in different parts of the world and in their own vicinities. Some of the happenings that are reported by the media include natural disasters, war/violence, weather conditions (climate change), government policies, pandemics, and other environmental conditions or issues. In Nigeria, mass media has been the main concern of both governmental and private bodies alike. The media is a very

important asset to the betterment of businesses, government policies, personal and corporate images, and establishment and maintenance of status quo, and creating public awareness.

According to Nwosu (1986), the mobilization of mass support for national development through the use of the mass media and other communication modes has become an important instrument of modern government, especially in developing countries. Despite the flamboyance surrounding the importance and power of media, the main function still remains that of information. Still, when it comes to national development, the impact of media cannot be overlooked. Nigeria for instance, has witnessed various national development information campaigns such as road safety information campaign, green revolution, literacy campaigns, War-Against-Indiscipline (W.A.I) campaigns, and some others till date.

Regarding information, mass media in Nigeria has played tremendous roles over the years. They have been helpful in times of pandemics like the Bird flu of 2007, Ebola virus of 2014, and the latest COVID-19. Global news giants like CNN, BBC, and Aljazeera are known to feed the world including Nigeria media houses with news bits about global events. This makes television the most popular traditional mass medium. Television has proven effective in improving the lives of Nigerians. It has paved way for giant steps to be taken in the mass information of citizens.

It is not hyperbolic to posit that there is a myriad of issues in Nigeria that require public awareness. One of which is waste management. Other salient issues that can be noted are pollution, overpopulation, poverty, scarcity, inflation, insurgencies, currency devaluation, etc. These problems lead to one another. The problem of waste management is an important issue in many developing states in Africa, especially Nigeria as the nation with the large population. This problem brings about different concerns related to human and animal health, air, water, and land. Different steps have been taken over the years towards curbing indiscriminate disposal of waste. However, there has been little or no progress. State solid waste management is very crucial as far as urban infrastructure is concerned. This protects the environment and health conditions of humans in general.

Various research has been carried out towards waste management in Nigeria, but only a few stressed the roles of the media in this. In recent studies, waste management education is taken more seriously in various countries. According to Coskun & Edward (2020), about 172 articles have been seen to shed light on waste management related topics. The entire world is presently facing the challenges of waste management, no nation left out. Every country now is aware of issues relating to waste management, pollution, and other environmental threats (Jafari et al, 2017; cited in Toman, 2019). According to Mustafa et al (2014), third world countries in particular have still not gotten efficient waste management figured out. Making this possible is not a day's job as all hands in society must be on deck. Zakharova *et al* (2020) supports this as they posit that waste management be mainly advocated by students, communities, government, NGOs, and corporate bodies. The stability of the environment is the responsibility of everyone (Kolbe, 2015). This is so because if these things are not dealt with, the aftermath affects each and every individual in society, rich or poor, young and old. However, Coskun & Edward (2020) argues that the complete eradication of waste gathering and waste-related epidemic in the world requires a highly efficient management system. This study attempts to measure the Lagos residents' opinion on the effects of television programmes on public awareness of waste management in Lagos State.

Objectives of the Study

The core objectives of this research are:

- To reveal how serious Nigerians takes waste management activities.
- To assess the impact of Television public enlightenment/awareness programmes on waste management.
- To evaluate the frequency of Television programmes related to waste management.

Literature Review

The State of Solid Waste Management in Nigeria

Nigeria as a developing nation, is not left out of the environmental squabble. In fact, the environmental situation of many parts of the country has been, and still is, on the lips of many citizens. Managing solid wastes generated in the urban and fairly urban areas still poses a gargantuan problem for governmental bodies in these areas. Back in 2005, UNEP posited that the problem of waste management is rampant in developing countries where many resources (such as financial, economic, and human) appear scarce. This has been the case in Nigeria for a very long time. Odoh & Nnamani (2021) revealed that cities in Nigeria are seeing amongst the highest figures of places with the lowest standard of living in the world. The environmental collapse is also something on the high in Nigeria. Many researchers have pointed out numerous environmental challenges plaguing Nigeria. However, there have not been many discussions about the need for sustainable development in the country (Daramola & Ibem, 2010). Even till now, the extent of environmental patriotism and awareness remains very minute. Uwadiogwu & Uyi (2015) argue that the only way to really ensure sustainability of life in Nigeria is to have knowledge of environmental management.

Environmental management still remains a tell-tale in the country. However, Odo & Nnamani (2021) argue that for sustainable development to take a stand in the country, citizens and governments must take environmental sanitation more seriously. Sadly, the environment still is degraded by almost all activities of man. Okoli *et al*, (2020) suggests that globally, solid waste management has become a thorn to every government, this has forced them to establish certain policies such as the establishment of the National Environmental Protection Agency (FEPA) in 1988, as a subsidiary of the global EPA. It was set up in order to tackle the rising challenge of waste management in Nigeria. Odoh & Nnamani (2021) highlights vision 2010 which was aimed at managing the rate of solid waste production in the country. The goal then was to reach at least 80% success in managing urban solid waste quantity in every state. Federal Environmental Protection Agency (FEPA), Niger Delta Development Commission (NDDC), and Ministry of Environment where federal bodies given the tasks of maintaining sustainable development at the federal and regional levels. While the State Environmental Protection Agency (SEPA), and the Ministry of Agriculture and Natural Resources handles the state levels. The Department of Community Development, Department of Agriculture and Forestry are operated by the local governments.

These aforementioned governmental bodies have been proposing gargantuan plans concerning environmental campaigns towards sustainability. However, many have been reported to fail, and some of these plans did not see the light of day. But this maybe mainly due to finance and the government of the day. Okoli *et al* (2020) argue that only Lagos state has taken waste management seriously by establishing bodies to back it up. Although, this

has been for commercial purposes. As for other states, waste management is seen as a form of social responsibility and not as sources of state revenue. This may be the reason for the nonchalant attitudes of governments in these states because they stand to gain nothing from it. In places like this, waste is mostly dumped at disposal sites and when this is not managed effectively, these places become causes of health and environmental hazards to those around. This is ultimately the main cause of land, air, and water pollution.

Environmental Awareness

All living things need the environment. It is the most important amenity. Over the years, governments, scientists, and ordinary people all over the world have grown keen interest in the environment. The environment must be protected in order to make life in it possible. Humans are now stressing the need to take care of the natural resources that makes life on earth happen (Sharma & Das, 2018). This in turn has boosted the essentialism of environmental matters. Jhariota (2018) describes environmental awareness as a process of strategically communicating to people about the environment in order to promote their knowledge of it. This helps to inform people about the impacts of their development and enlighten them on sustainable development. Creating environmental awareness is the most basic part of environmental protection, none can be separate from the other. Environmental protection involves all strategies geared towards improving the environment, awareness and ethics that contribute to preserve the ecosystem. The environment is the most essential asset for humans. To be alive on earth, humans require the components of the environment – air, water, and soil. Thus, protection of these components of dire importance to us. To be aware of your environment is to know how delicate it is and the need for it to be protected. However, to properly know what environmental awareness is and protect the environment, one must first understand the concept of environmentalism.

Environmentalism or environmentalist movement is a social ideology that stresses on the need for humans to take good care of their immediate natural ecosystem, and protect it from destructions caused by other humans. Environmentalism can be adopted by anyone, young or old, rich or poor. Although, for one to become an environmentalist, they need to be environmentally educated. Environmental education is becoming a major tool when it comes to sustainable development around the world. They are different ways to become environmentally aware or educated. Some are through group discussions seminars, books or brochures, to mention a few. Getting people aware of the environment and its decline caused by their actions is highly essential, not just for this generation but for the ones to come. It would be sad for our children to be born into a world that is unsafe with environmental issues here and there. By teaching people about the environment, its fragility and indispensability, the fix the issues that plague it.

The most paramount environmental issue plaguing the world today is climate change. This is caused mainly by pollution of nature's components (air, soil, and water), and pollution is caused by human actions. One of these actions is improper waste management. It is not hyperbolic that climate change has become a world concern over the years (Dbab & Azam, 2021). In poorer countries, the negative impacts of climate change are known to fuel the already existing unfavorable conditions (Farinha *et al*, 2018). Older scholars have revealed that climate change is three-faceted. It is caused by a change in the atmospheric gas, the ability of the earth to reflect ultraviolet (UV) rays, and the harshness of the sun on the

earth. Many scientists agree that this is remotely caused by global pollution of the earth. Hartman *et al* (2017) further explain that global pollution of the environment is mainly due to human activity. This has released more harmful greenhouse gases (such as carbon dioxide, methane, nitrous oxide, etc.) to the atmosphere causing a depletion in the ozone layer. Environmental awareness is the key to a safer environment. However, mere knowledge about the environment may not be enough. Akpoghiran, Umukoro & Okoro (2018) believe that this awareness has to be combined with some stimulations in order for people to take more environmentally friendly actions. This is important because the best way to promote environmental awareness is by making people see that destruction of the environment which takes longer time to be fixed. This stimulation is thus one of the many jobs of the mass media.

Media & Environmental Awareness (Environmental Journalism)

Maidunoma & Falmatami (2018) explain that mass media are at the center when there is need for public awareness about environmental challenges and the solution finding. This is called environmental journalism. Communicating environmental information is very challenging due to the dynamism and complexity of natural systems. Research has also revealed that with the help of communication professionals, proper information exchange among scientists, communities and NGOs can significantly improve public awareness of environmental matters. This improvement occurs bests when there are well-designed communication strategies put in place.

Many scholars argue that broadcast media (TV and Radio) remains a highly powerful and pervasive form of media and the fastest way to inform people about the environmental issues. The media still remains an essential means of mass information, especially concerning the environment. Lately, more and more governmental and non-governmental bodies seek favors from the media when it comes to environmental awareness. The media are major partakers in major societal campaigns, including environmental campaigns. Apart from raising environmental awareness, the media are also used by organizations to raise funds for environmental activities. In fact, creating both revenue and mass support for the government in environmental matters is the major role of the media. The role of the media in environmental awareness cannot be ignored or discarded. Jharotia (2018) posits that media's role is highly indispensable in the course of shaping the awareness of the masses concerning climate change and other environmental contingencies.

Maidunoma & Falmatami (2018) posit that the newspaper, radio and television programmes are the most used modern media to investigate matters concerning environmental awareness. McQuail (2010) stresses that in the case of environmental issues, the role of the media is to inform the masses and to lead the society to progress. This task alone is a very critical and must be focused on getting people's awareness on things that directly affects them, in this case, environmental -preservation.

Maidunoma & Falmatami, 2018 opines that the media should be a link to encourage discussions on environmental issues between people in the society. Not just this, if the government can remain silent about certain matters, the media should not. In order for the media to really tackle environmental issues, awareness is highly needed.

Environmental journalism faces other hard to conquer challenges. Maidunoma & Falmatami, (2018) argues that the system of control in media organizations leads to many

editors and managers neglecting news which talk about the environment. Legitimacy is another challenge, especially when it concerns environmental problems. A clear example in Nigeria is when the local stations ignore environmental news that directly affect the country, not until an international media body discovers it and reports to the world.

On the bright side, environmentalists have found that folklore and traditional media, such as songs, dance, drama, puppetry and miming, are very powerful in delivering developmental messages to the members of society. This can be proven in history as traditional media techniques played very important roles in both communication and education of moral and/or traditional values. Though such new concepts as greenhouse effects, global warming and depletion of ozone layers have been popularized by the media, yet the concepts seem to paint a picture that only industrialization causes environmental degradation. On the contrary, every individual in one way or the other contributes to environmental problems. Which have become of global concern. The concepts of environmental awareness in the world drew credence from the 1972 Conference conducted by the United Nations in Stockholm which was themed around Human Development. The meeting discussed the global state of the world concerning environmental matters. Representatives of 119 countries and over 400 governmental bodies and NGOs. Annan (2001) observed that this Conference marked the beginning of public awareness environment-related matters.

According to Article 19 of the declaration of Stockholm Conference:

“Education in environmental matters for the younger generation as well as adults, giving due consideration to the under privileged is essential in order to broaden the basis for an enlightened opinion and responsible conduct by individuals, enterprises and communities in protecting and improving the environment in its full human dimension. It is essential that mass media of communication avoid contributing to the deterioration of the environment, but disseminate information of an educational nature on the need to project and improve the environment”.

All the UN conferences on environment and development have identified the role of media to create awareness as part of the initiatives for sustainable development.

Agenda-setting Theory

McCombs (2005) as was cited in Anaeto (2008) explains that this theory is focused on the power of the media, to control the outcome of events that affect public agenda. This theory posits that greater importance is placed on topics that are given more emphasis by the media. This theory is crucial to this research because every mass media has power to affect the opinions of its audience on certain topics, especially when they are being published/broadcasted more often than others. Maidunoma & Falmatami (2018) gives a portrayal of radio in the dissemination of messages on sanitation practices. This has had some impact on people, driving them to take action, and this in turn has promoted change in some societies. Maidunoma & Falmatami (2018) aptly describes agenda setting as act of making certain topical issues more relevant than others.

This theory explains how affective the media can be on the audience. McCombs (2005) posits that in analyzing the effect of agenda-setting, three things are involved –awareness, priority, and salience. Agenda setting power varies across different kinds of media. However,

the most critical aspect is the time frame (Aruguete, 2017). This implies that the media should be very responsible in setting agenda especially in waste management programmes.

Development Media Theory

This is considered a mixed media theory. This is because it includes the steps used by the third world nations to adapt some parts of the principles and norms within the four previously published media theories to their own media systems (Cengiz, 2018). According to the developing media theory, (which is a milder form of authoritative media theory) governments in developing countries play significant roles, functions and responsibilities in order to promote social, political and economic development of the media.

In application to this research, the theory implies that the media must imbibe and fulfill efficient developmental responsibilities that go alongside national laws, statutes, and policies. In addition to this, as long as they go along with development tools, the state has the right to intervene or direct control, censorship or subsidy right

Methodology

The study adopted survey research design to study the 17,500,00 people living in Lagos state as was projected by Nigeria Population Commission. Taro Yamane sample size calculator was employed to derive 400 respondents from the population.

Purposive sampling method was adopted to select Balogun and Computer Village areas. These areas were selected because they are market areas with high density of waste disposal. They are major commercial centers in Lagos, making it highly crowded even on market off-days. The areas are surrounded with hotels, event centers, a motor park, a civic center to mention a few. They're both highly accessible to everyone, thus, it is one of the best bets to carry out a research that concerns environmental health, waste, and media impact on public enlightenment.

Results and Discussion

Out of four hundred (400) questionnaire distributed, a total of three hundred and eight-eight (388) copies of the questionnaire were answered and received. Thus, twelve (12) copies did not see the light of day. In fact, eight (8) copies were untouched while four (4) went missing. Due to time constraints and the heavy stress from *these* inhabitants, these few had to be forgotten. Fortunately for this research, all the questions were answered fully from the copies that were retrieved.

Research Question 1: How seriously do Nigerians take environmental sanitation activities?

Questions 1, 2, 3, 4 and 5 in the questionnaire tackled the research question above.

Measurement of how people observe environmental sanitation activities

Response	Frequency	Percentage
Yes	247	63.7
No	31	8
Not sure	110	28.3
Total	388	100

The above table presentation reveals that majority of the respondents (63.7%) partake in environmental sanitation activities.

How often do you clean out your surroundings?

Response	Frequency	Percentage
Always	352	90.7
Sometimes	36	9.3
Rarely	0	0
Total	388	100

From the table above, a huge number of the respondents (90.7%) always clean their vicinities.

Statements	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	Total
I personally make out time to clean my business surroundings everyday	34 (8.8%)	273 (70.3%)	17 (4.4%)	64 (16.5%)	-	388 (100%)
I dedicate a day in the week for cleaning my area of business	118 (30.4%)	203 (52.3%)	67 (17.3%)	-	-	388 (100%)
I feel state imposed environmental sanitation activities are important	220 (58.8%)	46 (33.2%)	31 (8%)	-	-	388 (100%)

The above table implies that 70.3% of the respondents agree that they make out time to clean their business surrounding everyday, 52.3% also agree that they dedicate a day in a week for cleaning their business area while 58.8% strogly agree that iposed environmental sanitation activities are important

Research Question 2: What are the impacts of TV public awareness /enlightenment programmes on waste management?

Items 6 - 10 in the questionnaire addresses this question

Number of people who watch TV

Response	Frequency	Percentage
Yes	309	79.6
No	79	20.4
Not sure	0	0
Total	388	100

The table above implies that majority of the respondents are regular TV viewers.

How often people watch TV programmes?

Response	Frequency	Percentage
Very often	298	76.8
Sometimes	84	21.7
Rarely	6	1.5
Total	388	100

This table above implies that the majority of respondents watch TV programmes very often.

Statements	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	Total
Most of the information I get about waste management are from TV programmes	11 (2.8%)	60 (15.2%)	42 (10.8%)	225 (58%)	50 (12.9%)	388 (100%)
I know more about waste management events in my community mostly through interpersonal communication	36 (8.7%)	214 (55.2%)	14 (3.6%)	96 (24.7%)	28 (7.2%)	388 (100%)
TV waste management programmes are very enlightening to watch	11 (2.8%)	275 (70.9%)	4 (1.1%)	28 (7.2%)	70 (18%)	388 (100%)

The table above implies that respondents know more about waste management through interpersonal communication instead of television. Though the respondents attested that television waste management programmes were very enlightening.

Research Question 3: How often TV stations broadcast programmes related to waste management?

Questions 11, 12, and 13 in the questionnaire addresses this question

How often TV stations broadcast programmes related to waste management?

Statements	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	Total
I rarely see programmes on TV related to waste management	131 (33.8%)	185 (47.7%)	0 (0%)	66 (17%)	6 (1.5%)	388 (100%)
TV stations broadcast programmes about other environmental issues except waste management.	39 (10.1%)	200 (51.5%)	34 (8.7%)	107 (27.5%)	8 (2.2%)	388 (100%)
TV stations often come to my community to investigate and report about environmental issues like waste management	25 (6.4%)	93 (24%)	51 (13.1%)	126 (32.5%)	93 (24%)	388 (100%)

The above table implies that waste management programmes in television are rare, television stations concentrate on other environmental issues even though their reporters waste management issues in the study areas.

Research Question 4: How can the government and broadcast media improve public awareness of waste management?

Questions 14 – 17 in the questionnaire were used to get the suggestions.

Ways by which the government and broadcast media can improve public awareness of waste management.

Statements	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	Total
Media should go into communities to investigate more and report waste management to the public and government.	155 (39.9%)	233 (60.1%)	-	-	-	388 (100%)
The government should be held more accountable when it comes to working hand-in-hand with media houses towards waste management issues	115 (29.7%)	216 (55.8%)	11 (2.9%)	46 (11.6%)	-	388 (100%)
The government should impose more environmental friendly policies on communities	45 (11.6%)	340 (87.7%)	3 (0.8%)	-	-	388 (100%)
The media should enlighten communities more about government policies on waste management.	84 (21.6%)	304 (78.4%)	-	-	-	388 (100%)

The table implies that the media should go into community to investigate more and report waste management issues to the public and government, the government should be more accountable when it comes to working hand in hand with media houses towards waste management, and that the media should enlighten communities more about government policies on waste management.

Discussion of findings

Firstly, the demographic results presented revealed that majority of the respondents fell within the ages of 18 – 29, then followed by 30 – 40 years. Also, most of them were self-employed individuals, meaning many of them had businesses of their own. This implies that either the sample had more sellers in the study or even many of the buyers were also self-employed. Although the environmental conditions are appalling and tell the opposite, many of the people around *Balogun* seem to really yearn for a cleaner environment. Many of them claimed to be very involved in sanitation activities religiously. This shows that many Nigerians know what it means to have a clean surrounding and what the effects will be if they are not. Some of the respondents claimed there was hardly a means of moving their gathered garbage because the waste vehicles rarely came to the market. Thus, they leaned heavily of landfill method, gathering all their waste in a specific land area. But unknowingly to them, every time it rained, it all came back to the roads and scatters all around the market. Many of

the respondents also grumbled about the bad roads being one of the major reasons for the improper waste handling.

Concerning the impacts of television and TV programmes, little was impressive. These people of Balogun, just like any part of the country also watch TV. However, many claimed that they only did it for entertainment and sometimes news. It appears these are the only things the TV stations in Lagos have to offer. From another perspective, since majority of the respondents were young people, it would explain this. It is not a new story that many youths only seek entertainment from the media, not environmental news. But from a different look, it seems that media nowadays wrongly package their programming content. The only thing done right are electoral campaigns. If at all they are environmental news, they are mostly about places not in the vicinity. Thus, the news content lacks what is called proximity in journalism. The only time community members around Balogun were able to learn about the happening in the environment are when they see each other in or around the market. This sadly takes us back to the old days of face-to-face communication. According to the respondents, there are less enlightening programmes that talk about the environment. The only time the media stressed on an issue of national concern was during the COVID-19 viral outbreak.

Also, in the case of media - community relationship, the people of this communities still see media people as they see the government – beyond reach. This community has rarely seen any actions from the media towards their interests. Zero investigations have been carried out in these areas, and even if there are any, they are mostly event based. The respondents also claim not to see any form of symbiosis between the media and government for the betterment of the people. The only time one would see this would be before or during an election. This is a case most similar in almost every part of the country, not just in Lagos. This in its entirety, goes against the development media theory. The media is supposed to work with the government towards the good of the society and not work for the governments when it is time to use the community.

Finally, the results of this concluded research has attempted to shed some light on what must be done. Nigerians, the people of Lagos have suggested ways forward as far as environmental impact of the media is concerned. Respondents have suggested that the media should go back into the spirit of investigative journalism. They should seek to ensure that they know exactly what the problems facing these communities are and seek to help them solve them. The media should begin to take itself as a body of truth and information and not just a puppet to the government of the day. However, one may not put all the blame on the media as some of them are owned and run by godfathers and bureaucratic bottlenecks in politics. These godfathers seem to run the affairs of the state and in some cases, the nation at large. The media should look out for this. The respondents also suggested that the government should be held more accountable when it comes to working hand-in-hand with the media. The government should also see their responsibility to serve the people. It has become normal for these government officials to make promises to the people during election campaigns but do nothing when finally chosen into the office. The people are always grumbling and murmuring in pain, the government should pay more attention by listening to what the media has to say. Moreover, the respondents also suggested that the government should impose more environmental friendly policies to the communities. This in turn will force the governments themselves to take necessary action and make things happen too. For

example, if the government made the people gather their waste neatly in a specific location, they should in turn ensure there are waste disposal vehicles like the LAWMA in Lagos State. Lastly, the media should be more of an educational and informational tool. When it comes to promoting environmental awareness in communities, the media has the most work to do, especially the TV station.

Conclusion and Recommendations

This study was done to assist other researchers in understanding the roles of the Nigerian media in public awareness and attempt to suggest solutions. This study zoomed into the perceptions of the people in and around places as busy as Balogun market and Computer Village, Lagos. The individuals sampled in the course of the study are students, employees of private/government bodies, retired workers of private/government bodies, self-employed businessmen/women, and the unemployed. A survey questionnaire was administered to, and retrieved from them in paper form. This was mainly to obtain their demographic data, perceptions, and suggestions, using a series of easy to understand statements. After retrieval and thorough analysis, the following were revealed:

This study was able to reveal that Nigerians naturally aim for cleanliness. However, the conditions they meet led to the opposite. Improper waste handling by the citizens has been as a result of poor government to community relationships. In addition, the media has not been playing their roles of mediating and being an intermediary when it comes to educating the people and informing the government. Education in the sense of making people more aware of the need to keep a healthy environment while informing the government in the sense of making them know what the people need in order to promote a sustainable environment in the long run. The people have revealed most of their needs in this research, many of which have honestly not been met. Marketplaces and businesses areas are very busy places where people have their minds more on making ends meet, getting things bought and getting patronized. Thus, this makes taking proper time to focus on waste management a gargantuan task. This is where the media and government comes in. Investigative media reporting has become something not so practiced anymore, especially on environmental issues. The media are most used for electoral purposes and those which promote the government of the day.

Pressing forward, television is by far the most popular of the media, in the world and in Nigeria. This is mainly due to its audio-visual capabilities. It also has the ability of creating a deeper effect on people. Many Nigerians watch TV and TV programmes. However, many have also claimed to do this more often for the entertainment purpose. Even those that watch TV for information from news are not impressed by what is reported. This is because many of the reports lack proximity in the sense that they hardly show things that connect to the people on a more personal level. Many of the things shown on TV, if not for entertainment are for promoting the government. Little is done towards environmental issues like waste management. On the bright side, Nigerians have suggested ways for which television (and the media in general) can become better educational and informative tools to better inform the public about issues which concern sustainability of the environment. They believe that media should be more developmentally focused rather than advertorial.

Lastly, the cultural transmission function however did not seem to be affected in any way as the issue in question concerns the environment. This study however revealed that the Entertainment function has been the main focus of television. Their aim is mainly to get

viewership and not build patriotism. Environmental patriotism is the root of environmentalism and environmental awareness. It will be interesting to note that people want to be patriots in many areas, they are just not getting the necessary drive towards it.

Recommendations

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

1. The Nigerian mass media should revive the spirit of investigative reporting and the nose for news, especially when dealing with issues that concern the people, and the environment
2. The Lagos state government and the local government presiding over *Balogun* market and computer village, Lagos, and its environs should be more people-oriented in their governance. They should take issues which concerns the wellbeing of the people more seriously and not overlook them. The state governments should also establish and execute more environmentally friendly policies to promote a sustainable society. Rather than focus on revenue generation, they should focus more on health and the enablement of a sustainable environment.
3. Non-governmental and governmental waste management authorities in Lagos state should take their waste management ethics more seriously. Rather than primarily aiming to make money, they should help keep a cleaner environment.
4. The masses should always strive to be more aware about issues which concern their own environment. They should work towards being more educated about the negative effects their actions have on the environment and curb these acts. They should seek to understand proper waste handling and work with the authorities when the need arises.

References

- A. (2020). Social Health and Environmental Behavior of Students in the Digital Age. *Cypriot Journal of Educational Sciences*, 15(5): 1288 – 1294.
- Abdulkadir, D. (2020). Music, Radio and Brand Management: A Study of the Tubaba Brand. (Undergraduate Research Project). *National Open University of Nigeria. Lagos Study Centre*.
- Akpoghiran, I. P., Umukoro, E., & Okoro, F. E. (2018). The Implication of Social Media as a Tool for Environmental Management. *The Nigerian Journal of Communication*, 15(2): 347 – 358.
- Amano, K. O. A., Nkansah, D. K., Boateng, E. D., & Danquah, E. A. (2020). Effect of Waste Landfill Site on Surface and Ground Water Drinking Quality. *Water and Environment Journal. CIWEM*.
- Amasuomo, E., & Baird, J. (2016). The Concept of Waste Management. *Journal of Management and Sustainability*, 6(4): 88 – 96.
- Anaeto, S.G. et al (2008). *Model and Theories of Communication*. United States of America: African Renaissance Books Incorporated.
- Annan, K. (2001). *Where on Earth We Are Going? (Reprinted)*. Texerre. New York, London.
- Aruguete, N. (2017). The Agenda-setting Hypothesis in the New Media Environment. *Communication y Sociedad*. 28 (28): 35 – 58.
- Assa, D. (2018). *Waste of a Nation: Garbage and Growth in India*. Harvard University Press.

- Babbie, E. R. (2010). *The Practice of Social Research* (12th ed.). Wadsworth Cengage. Belmont, California.
- Bandara, N. J. G. J., & Hettiaratchi, J. P. A. Wirasinghe, S. C., & Pilapiiya, S. (2007). Relation of Waste Generation and Composition to Socio-Economic Factors: A Case Study. *Environmental Monitoring and Assessment*, 135(1-3): 31 – 39.
- Bandara, N.J.G.J. (2011). Municipal Solid Waste Management: The Sri Lankan Case. *Proceedings of International Forestry and Environment Symposium*, 10(0):21.
- Bandara, N.J.G.J., & Heyyatatchi, J. P. A. (2010). Environmental Impacts with Waste Disposal Practices in a Suburban Municipality in Sri Lanka. *International Journal of Environment and Waste Management*, 6(1-2): 107 – 116.
- Brunner, P. H., & Rechberger, H. (2014). Waste to Energy: Key Element for Suitable Waste Management. *Waste Management*, 37: 3 – 12.
- Butler, F. & Pickett, C. (2009). Imaginary Friends. *Scientific American*.
- Cengiz, G. (2018). Developing Media Theory as a Mixed Communication Theory: A Russian Media Case. International Distance Education Conference (1DEC). International Trends and Issues in Communication & Media Conference. Proceedings Book, 1(1): 474 – 476.
- Daramola, A., & Ibem, E. O. (2010). Urban Environmental Problems in Nigeria: Implications for Sustainable Development. *Journal of Sustainable Development in Africa*, 12(1): 124 – 144.
- Dbab, I. F. S., & Azam, S. M. F. (2021). Environmental Awareness, Knowledge and Attitude of Libyan Secondary School Students Affecting Their Environmental Behavior. *Journal of American Academic Research*. 9 (3): 11 – 26.
- Derrick, J. L., Shira, G., & Hugenberg, K. (2009). Social Surrogacy: How favored Television Programmes Provide the Experience of Belonging. *Journal of Experimental Social Psychology*. 45(2): 352 – 362.
- Durham, P. J. (1999). *Speaking into the Air*. University of Chicago Press: US.
- Farinha, C. S., Azeiteiro, U., & Caeiro, S. S. (2018). Education for Sustainable Development in Portuguese Universities: The Key Actors' Opinions. *International Journal of Sustainability in Higher Education*, 19 (5): 912 – 941.
- Harza, T., & Goel, S. (2009). Solid Waste Management in Kolkata, India: Practices and Challenges. *Waste Management*, 29(1): 470 – 478.
- Hershberger, A. (2007). The "Evils" of Television: The Amount of Television Viewing and School Performance Levels. *Indiana University South Bend*.
- Iyengar, S. & Kinder, D. (1987). *News that Matters: Television and American Opinion*. Chicago, IL: University of Chicago Press.
- Jhariota, A. K. (2018). Role of Media in Enhancement of Environmental Awareness (Paper). *Tecnia Institute of Advanced Studies. GGSIP University, Delhi*.
- Kolbe, K. D. (2015). Attitudes and Behavior Regarding Waste Management in a Grammar and Comprehensive School in England: Results from a School Questionnaire. *Journal of Teacher Education for Sustainability*, 17(1): 58 – 71.
- Kulikowska, D., Zienlinska, M., & Konopka, K. (2019). Treatment of Stabilized Landfill Leachate in an Integrated Absorption-fine Ultrafiltration System. *International Journal of Environmental Science and Technology*. 16(1): 423 – 430.

- Kumar, S., Dhar, H., Nair, V. V., Bhattacharyya, J. K., Vaidya, A. N., & Akolkar, A. B. (2016). Characterization of Municipal Solid Waste in High-attitude Sub-Tropical Regions. *Environmental Technology*, 37 (20): 2627 – 2637.
- Lippmann, W. (1922). *Public Opinion*. New York: Harcourt Publishers.
- Maidunoma, Z., & Falmatami, K. S. (2018). Broadcast Media in Promoting Environmental Awareness: A Study of Yobe State Broadcasting Corporation Damaturu (YBC), Nigeria. *KIU Journal of Humanities. Kampala International University*, 3 (1): 341 – 350.
- McCombs, Maxwell, (2005). “A Look at Agenda–setting: Past, Present and Future”. *Journal Studies* 6 (4). 543 – 557.
- McQuail, D. (2010). *Mass Communication Theory. (6thed)*. London: SAGE Publications.
- Mustafa, U., Almad, I., & UI Haq, M. (2014). Capturing Willingness to Pay and its Determinants for Improved Solid Waste Management. *PIDE-Working Papers, 1(110): 1 – 2*.
- Ndukwe, V. A., Uzoegbu, M. U., Ndukwe, O. S., & Aigbe, A. N. (2019). Environmental and Health Impact of Solid Waste Disposal in Umuahia and Environs, Southeast, Nigeria. *Journal of Applied Science and Environmental Management*, 23(9): 1615 – 1620.
- Noelle-Neumann, E. (1977). Turbulences in the Climate of Opinion: Methodological Applications of the Spiral of Silence Theory. *Public Opinion Quarterly*. 41(2): 143 – 158.
- Nwosu I. E. (1986). Mobilizing People’s support for Development: An Analysis of Public Enlightenment Campaigns in Africa. *African Council on Communication. Africa Media Review, 1(1):48-65*
- Nwulu, N. I.; Adekanbi, A.; Oranugo, T.; Adewale, Y.; (2010). Television Broadcasting in Africa: Pioneering Milestones. *2010 Second Region 8 IEEE Conference on the History of Communications: 1 – 6*.
- Odoh, O., & Nnamani, E. C. (2021). Effective Waste Management in Nigeria: An Approach for Sustainable Development. (*Article*).
- Okoli, C. N., Egobueze, A., & Briggs, D. A. (2020). Waste Management Policy Implementation in Nigeria: A Study of Rivers State Waste Management Agency. *International Journal of Advanced Research*. 8(2): 755 – 765.
- Olson, C. (2004). Media Violence Research and Youth Violence Data: Why do They Conflict? *Academic Psychiatry*. 28 (2): 144 – 150.
- Omatsola, D. (1998). *Television Film Production in Nigeria: A Critical Source Book*. Abotu Research Publishers: NG.
- Selvaraj, P. J. S. (2017). Benefits of Watching TV, Why Watching TV can be Good for Kids. *Parent Circle*.
- Sharma, A., Ganguly, R., & Gupta, A. K. (2019). Characterization and Energy Generation Potential of Municipal Solid Waste from Non-Engineered Landfill Sites in Himachal Pradesh, India. *Journal of Hazardous, Toxic, and Radioactive Waste*, 23(4): 04019008.
- Sharma, C., & Das, B. (2018). A Study on Environmental Awareness Among the People of Dakshin Dimoria Village in Dimoria Block of Assam. *Indian Journal of Environmental Protection*, 38(3): 239 – 245.
- Toman, U. (2019). Articles on Biotechnology Teaching: Thematic Content Analysis Study. *World Journal on Educational Technology: Current Issues*, 11 (4): 220 – 229.

- Uwadiogwu, B. O., & Iyi, E. A. (2015). Environmental Management and Control Education in Nigeria. *European Journal of Business and Innovation Research*. 3(2): 44 – 54.
- Vaigunthan, T., & Sewwandi, B. G. N. (2022). Mapping of Environmental Pollution Risk Induced by Open Dumping Practice of Municipal Solid Waste in Karadiyana of Sri Lanka Using Geographic Information System. *International Journal for Research in Applied Sciences and Biotechnology*, 9(1):127 – 139.
- Wowrzeczka, B. (2021). City of Waste: Importance of Scale. *Sustainability*, 13(7): 3909.
- Zakharova, V. A., Chernov, I. V., Nazarenko, T., Pavlov, P.V., Lyubchenko, V.S., & Kulikova,
- Zhou, H., Meng, A., Long, Y., Li, Q., Zhang, Y. (2014). An Overview of Characteristics of Municipal Solid Waste Fuel in China: Physical, Chemical Composition and Heating Value. *Renewable and Sustainable Energy Reviews*. 36: 107 – 122.