

**CONTENT ANALYSIS OF SPECIALISED FEDERAL GOVERNMENT
AGENCIES' COMMUNICATION RESPONSE TO CODEINE CRISIS IN
NIGERIA**

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SEPTEMBER 2021

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER
OF SCIENCE (M.Sc) DEGREE IN MASS COMMUNICATION IN THE DEPARTMENT
OF MASS COMMUNICATION, COLLEGE OF MANAGEMENT AND SOCIAL
SCIENCES, COVENANT UNIVERSITY.**

SEPTEMBER 2021

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of the degree of Master of Sciences in Mass Communication in the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

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DECLARATION

I, **JUMOKE ADEJONWO SALAU (19PBE01933)** declares that this research was carried out by me under the supervision of Dr. Kehinde O. Oyesomi of the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Nigeria. I attest that the dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this dissertation are duly acknowledged.

JUMOKE ADEJONWO SALAU

.....
Signature and Date

CERTIFICATION

We certify that this dissertation titled ‘**CONTENT ANALYSIS OF SPECIALISE FEDERAL GOVERNMENT AGENCIES’ RESPONSE TO CODEINE CRISIS IN NIGERIA** is an original research work carried out by **SALAU JUMOKE ADEJONWO (19PBE01933)** in the Department of Mass Communication, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria under the supervision of Dr. Kehinde O. Oyesomi. We have examined and found this work acceptable as part of the requirements for the award of Master of Science in Mass Communication.

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DEDICATION

This dissertation is dedicated to God Almighty, my, all in all, the alpha and the omega who stood by me from the beginning of this academic journey to the end.

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LIST OF ABBREVIATIONS

API	-	Active Pharmaceutical Ingredient
BBC	-	British Broadcasting Corporation
HSE	-	Health Safety and Environment
INFOSAN	-	International Food Safety Authorities Network
NAFDAC	-	National Agency for Food and Drug Administration and Control
NDLEA	-	National Drug Law Enforcement Agencies
NIPRD.	-	National Institute for Pharmaceutical Research and Development
OECD	-	Organisation for Economic Co-operation and Development)
PCN	-	Pharmacist Council of Nigeria
PR	-	Public Relations
SERVICOM	-	Service Compact
SM	-	Social Media
SON	-	Standard Organization of Nigeria
UNODC	-	United Nations Office on Drugs and Crime

ABSTRACT

The abuse of codeine-containing drugs has resulted in a significant public health burden in many nations worldwide, including Nigeria. The attempt to address drug-related situations and the strives to attain Sustainable Development Goals by the Nigerian Federal government has culminated in the establishment of some agencies such as the National Agency for Food and Drug Administration and Control (NAFDAC), Nation Drug Law Enforcement Agency (NDLEA). The study, therefore, aimed to establish the communication response of the selected federal government agencies to the codeine crisis in Nigeria. This study analysed the tweets content on NDLEA and NAFDAC official Twitter platform and hashtag on Twitter from January 2018 to December 2020. This study was anchored on Media Ecology Theory which was used to evaluate the importance of medium of communication in society and the Social Mediated Crisis Communication Model, which was also utilized to see the usefulness of message, online visibility, and effective communication with diverse influencers during a crisis. The method of study was content analysis and in-depth interviews with four Public Affairs practitioners. The findings show that the duo federal government agencies utilise their Twitter to disseminate information and encourage audience engagement. A total of 132 tweets were analysed but only 21.1% tweets for NAFDAC and 14.3 tweets for NDLEA were official sources from the year 2018 to 2020 while the remaining were from other sources. It is recommended that, while social media and microblogging platforms can be employed to influence essential beliefs and attitude, constant information from a variety of sources are essential to creating an impact.

Keywords: *Codeine, Communication response, Crisis, government agencies, Twitter platform*