Adopting a robust communication approach through the use of media plurality in curbing illegal migration of Nigerians to Europe

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Abstract
Illegal migration has become a phenomenon that has continued to dominate various discussions around the world, especially in Europe and the United Nations. Data available has placed Nigeria ahead of other nations; even with the growing number of deaths in the Mediterranean Sea, slave trades, and other scary stories connected to illegal migration, the menace has continued unabated. This study advocates for a robust communication approach through the use of media plurality (which is the simultaneous use of available media channels and every mean of communication) to curb illegal migration of Nigerians to Europe. The findings revealed that majority, (326 or 91%) are aware of media plurality, but (320 or 89%) claimed that media plurality has not been adopted in the fight to curb illegal migration. It was agreed by all the 358 (100%) participants that media plurality has the potential to influence positive behaviours against illegal migration, and has the capacity to infuse several positive behaviours; mainly to discourage illegal migration. The hypothesis indicated Chi-square value of 0.000 (at P ≤ 0.05 levels of significance) revealed that media plurality is significant in curbing illegal migration in Nigeria.
Keywords: Migration, Illegal migration, Plurality, Media Plurality, Channel diversity

Introduction

Migration is an age-long necessary occurrence and has become an intricate part of human and societal development. It is said to be a complex occurrence, because it involves people who move from one place to another for several reasons. Human mobility as become an important manifestation and significant element of population process. It is said that human migration provides great opportunities for diffusion of ideas, information, and resources. (Collin, 1988, in Sinha, 2005).

Globally, migration has been recognized by various international organizations and some concerned civil societies as a significant pattern resulting from globalization, as well as substantial indicator of interdependence among countries of the world (IOM-World Migration Report 2018, p.1). Though, people have always moved across communities, states and continents; but over the past decades, migration flows have been rising fast and are expected to increase further in the future. In 2015, about 244 million people were living outside their country of birth (OECD 2017, p. 5).

Reports also show that nearly two-third of international migrants live in Europe, which accounts for about 76 million in 2015 (International Migration Report, 2015). The population of migrants have also been projected to soar by the year 2050 to more than 400 million. The sad reality of this forecast is that, the bulk of this population are migrants from sub-Saharan African countries and other developing countries. (IOM-UNDESA, 2012).

This has informed the growing concern all over the world about the alarming increase of migrants or migration population around the globe. What this means is that, not all migration occur in positive circumstances. This incident has brought about major shift in migration dynamics, to the point where global human safety, international security, social and economic progress have been dangerously threatened (IOM, 2017; OECD, 2006).

While some international migration occurs legally, some of the greatest insecurities for migrants, and much of the public concerns about immigration, is associated with illegal migration (IOM-World Migration Report 2018, p.1).

Illegal migration of Africans to Europe is not a new occurrence, as it has always been an issue since the 1980s. In 2015, about 153,947 migrants arrived Malta and Italy, majorly from Eritrea, Nigeria, Somalia, Sudan, Gambia, and Syria. In 2016, this number increased tremendously to 181,436, with Nigeria topping the chart (Wittenberg 2014, p.4). Also, in the early periods of 2016, 21 percent of all arrivals to Italy via the Central Mediterranean route were from Nigeria, a 68 percent increase from the year before, which further confirms Nigerians to be the largest group (Wittenberg 2014, p.6; UNHCR, 2017).

Understanding the media influences and how to use media channels constructively may be an essential tool for fighting social problems like illegal migration. Though, there have been several efforts on the part of the media stem the rising tide of illegal migration in Nigeria, such efforts have largely been found by studies and researchers not to be so effective and grossly lack themes and templates to address the urgency of winning the fight against illegal migration. Therefore, the study advocates the use media plurality which allows for the use of several media channels and means of communication available in the society to reach a vast majority and diverse audience simultaneously. This approach may be found to be more holistic and all-embracing to address illegal migration, rather the use of monotonous use of mainstream media.

Statement of Problem

A report from the US department of State expressed that "government of Nigeria does not fully meet the minimum standards for the elimination of trafficking; (U.S. Department of State Report, 2016). Hence, it has been perceived that the mass media, migration agencies and government have not come to undertake serious collaboration to promote any campaign that will address the structural forces promoting human trafficking and illegal migration (IOM, 2018; Pizzaro 2008, p.209).

Even though the media have devoted time and resources to the coverage and reportage of the cause and consequences of illegal migration. Studies of Sanghera, (2005) and Wallinger, (2010) suggest that the media have not done enough in giving more cohesive reportage of illegal migration, and the media have not also really communicated the seriousness and severity of illegal migration (IOM 2018; UNDOS, 2017; Seefar & Optimity Advisors, 2017).

Recent studies like, Diamond, Dye, LaRose and Bruckman, (2013), have questioned monotonous communication approach in the fight to curb illegal migration. Others like Prawit (2011) and Paramijt, (2012) have also recommended a more holistic and participatory approach. All these suggestions have given credence for the adoption of media plurality in Nigeria

However, available literature show that there is little or no empirical evidence on the use of media plurality in curbing illegal migration of Nigerians to Europe, this work therefore seeks to fill this gap in literature.

Research Questions
1. To what extent has media plurality been adopted to discourage illegal migration in Nigeria?
2. To what extent can media plurality be effective in influencing positive behaviour against illegal migration?
3. What nature of influence does media plurality exert in curbing illegal migration?
4. What the problems associated with the adoption of media plurality in Nigeria?

Hypothesis
H_1: There is no significant relationship between extent of use of media plurality and the level illegal migration in Nigeria

Literature Review

Migration information is essential to combat irregular migration, and many of these campaigns have focused on the dangers of the journey, the difficult circumstances of living illegally in the country of destination, and, more recently, on the implementation of stricter policies in migrant receiving countries. The campaigns are framed as humanitarian attempts to prevent more deaths at sea or as strategies to deter irregular migrants (Schans & Optekam, 2016).

In relation to this, the study of van Bemmel, (2015, p.19) found out that migrants have insufficient knowledge about the forthcoming risks involved in crossing the border. This may have led many scholars to conclude that trafficking syndicates exploit the ignorance of many people to deceive them into believing that the receiving countries (for the purpose of this study, European countries) will recognize their status and provide all their needs once they get there.

A recent research by Dekker et al. (2016) the study establish that migration information campaigns are one of many sources of information, and have become a reliable factor in increasing migrants' knowledge. He further revealed that Information received through mass media such as television, newspapers and radio played a very marginal role in discouraging illegal migration.

The report of IOM (2003, p. 69) shows that the dissemination of information is regarded as diminishing the capacity of traffickers and smugglers to exploit the limited knowledge of potential migrants and counter-balancing the false information provided by criminals involved in the facilitation of irregular migration. Awareness-raising campaigns can save lives and prevent people falling victim to serious crimes (UNODC, 2010)

Fleay et al (2016), found out that migration information campaigns are used to get the message across, to potential migrants to be made aware of these dangers of illegal and migration policy changes. This, according the reports from Stack's work in 2010 may serve as a kind of deterring messaging comes from crime reduction strategy.

Authors like Heller, (2014); Schloenhardt & Philipson (2013); and Paramijt, (2012) have revealed in their research works that campaigns focusing on irregular migration have the (implicit) aim of discouraging departures and can therefore be seen as a form of migration control.

However, not many campaigns have been successful over the years. The study of Schans & Optekam (2016) made it clear that many governments and agencies have approached irregular migration campaigns wrongly or from the wrong perspective and others have simply used the wrong frames in their narratives. The UN report of (2012, p.6) country awareness campaigns are crucial to counter such challenges. Since the focus now is to ensure that public awareness campaigns on illegal migration become more successful, what approach can then be applied?

Notably, public information campaigns are popular instruments attempting to shape public attitudes, values or behaviour in the hope of reaching some desirable outcome. Successful campaigns often draw on a media mix of visuals and print, television and radio, and more recently social media outlets such as Facebook and twitter to reach a widely dispersed group of people (Schans & Optekam, 2016). These materials can be produced in appropriate language and may be adapted to make them relevant to the people they are aimed at (UNODC, 2010). According to a report from WHO (2017), they agreed that such efforts as adopting many channels of communication and adapting message to suit the needs of the public can have significant impacts in shaping knowledge, attitude or behaviours of the target audience.

For instance, the works of Schloenhardt & Philipson (2013) revealed that the implementation of campaigns can take different forms, running from traditional communication tools such as posters, leaflets, advertisements in newspapers and television commercials to community meetings and workshops, public forums held in schools, and creating movies and comic books to educate people on the dangers of irregular migration and specifically trafficking. WHO (2017, p. 5) also identified channels, such as radio, community billboards, and posters on public transportation, have broad reach and can increase issue awareness. The study also agreed that channels can vary depending on the target audience and the presence of mass media in their community.

In Mexico and Central America, IOM has applied many media strategies including distribution of printed materials, public sensitizations through live broadcasts, radio, distribution of leaflets using opinion leaders and ono-on-one approaches. The result has showed that majority were willing to consider migrating legally and to always look for alternatives to illegal migration (IOM, 2019).

Paramijt, (2012) show that information campaigns were successful in the sense that people reported that their awareness on migration-related issues increased as a result of their exposures to these campaigns through the use of various elements and media channels as advocated by the tenets of media plurality.

A study conducted by India-EU Migration report 2012 gauging the level of participants' awareness on migration related issues and their comments on the utility of the programme, about 1210 respondents selected from 15 educational institutions, where the awareness campaign was held; the study found out that a majority of the respondents (58.4 per cent) positively responded to questions related to their awareness on migration-related issues (Paramjit, 2012).

In establishing the effectuality of media plurality, the study of India-EU migration survey in Paramjit' work further revealed that a high percentage of 89.4 per cent of respondents confirmed that their various publicity channels increased their awareness level on illegal migration, while 95.9 per cent of the respondents affirmed that the publicity programmes through multiplicity of channels should be sustained.

Tjaden, (2018) in his report for IOM ascertain that websites, social media, TV shows and video productions, radio reports, print media (including newspaper articles, posters, billboards, postcards and flyers), workshop-type activities, parades, concerts, (road)shows, quiz programmes, comic strips/ books, theatre, sports-related activities, hotlines and information centers, and word-of-mouth peer networks, are some viable tools to effectively discourage illegal migration

Media and Plurality of Media: An Attempt to Reverse Illegal Migration Scourge in Nigeria

It has been generally perceived that, the media only scratch the surface when it comes to issues of Illegal migration and its deteriorating effects to human society. This problem is not only common, to African media or Nigerian media in particular. Studies have shown that, much resources have not been expended to report all the human angles concerned in the global menace of illegal migration. Researchers like De-Philips, (2009); Giovanna Campani, (2001); Jacomella, (2010); have revealed huge deficits in media contents, narratives, perspectives, directions and reportage about immigrants or in the issues of illegal immigration, and especially when it comes to reaching the affected groups efficiently. These professional oversights may have in fact affected the way Nigerian media view and report the whole phenomenon of illegal migration.

The success of curbing any societal problem depends largely on effective communication of the facts, circumstances and issues on such problem as well as the solutions (Udoakah, 2006. p.2). The adoption of media plurality as a holistic approach to rapidly correct the pattern and frames of media use in Nigeria then becomes more imperative. Media plurality is a construct that seeks to explain the combination and simultaneously use all viable means of communication to reach a widely dispersed audience bearing in mind their tailored needs, media preferences, accessibilities and social-economic factors.

To be more effective in this regard, communication channels and modes that are peculiar to the sub-groups and cultures of the country can be deployed to reach even the most distant rural regions. A study conducted by Paramijt, (2012) shows that information campaigns were successful in the sense that people reported that their awareness on migration-related issues increased as a result of their exposures to these campaigns through the use of various elements and media channels as advocated by the tenets of media plurality.

In the study of Fine (2006), he discovered that the recent communication and campaigns efforts have followed a status quo that allows conventional media to maintain a one-way-communication approach that only gets people to listen or view a particular campaign without necessarily aiding local mobilization for participation for action. Related studies also show that when organizations undertake communication approach that encourages two-way communication, it has the potential to encourage more responsiveness and can enhance public satisfaction, trust, commitment and engagement (Kanter & Paine, 2012).

The works of Prawit (2011), indicates that the production and implementation of migration campaigns can follow a robust approach that will make use of multi-media, multi-platform; then awareness and prevention campaign can be carried through a variety of medium and channels. Prawit sees such robust campaigns utilizing many channels of communication and platforms as more comprehensive in addressing illegal migration.

CARIM-India/EU migration survey report (2012) showed a great information gap exist in most India region as a result of the limited use of appropriate channels, especially in the remote places, which caused a large number of respondents in the communities not to be aware of illegal migration issues. Also, UNODC (2010) findings revealed that many communication approaches have been unsuccessful because such messages were not largely tailored to get to target audience through carefully selected media or channels of communication.

The studies of Diamond, Dye, LaRose and Bruckman, (2013), found out that a fundamental shift from a monotonous communication approach to a more participatory platform can lead to more information decentralization, help to formulate quicker solution to the problem and ensure that the general population accept the campaign for more collective action.

Therefore, the multiplicity of media channels in a case as serious as irregular migration is absolutely not out of place. In fact, the effectuality of medial plurality has been greatly expressed in various research endeavours. For instance, in the United Kingdom, as part of efforts to stop trafficking, the police led ***Pentameter 2 operation***, an active "Don't close your eyes to human trafficking" campaign was initiated to raise public awareness about trafficking and empower people to report concerns to the police. Posters were distributed by the police and other partners across the United Kingdom. In the first phase, leaflets were produced and distributed at airports to raise awareness among men travelling to the World Cup in a bid to reduce demand for paid sex (which could potentially involve the use of trafficked victims) and the official England fanzine (a fan magazine) was also used as a medium to raise awareness of trafficking in persons (UNODC, 2006, p.472).

In a similar efforts, the United Nations Interregional Crime and Justice Research Institute in Ukraine designed a programme of action against trafficking in minors for sexual purposes, a series of materials to raise awareness which include: brochures, booklets, video spots were used. Also, the United Nations Interregional Crime and Justice Research Institute in Costa Rica also designed a series of material like; TV and radio spots, billboards, books, and stickers to raise awareness concerning trafficking among adolescents.

Data from report India-EU survey (2012) findings across diverse level of respondents show the following success, mixed media – seminars (25.4 per cent); media (15.9 per cent), announcements and advertisements (13.6 per cent) and theatre (11.2 per cent).

The United Nations Office on Drugs and Crime-UNODC (2010), expressly highlighted the potential usefulness of media plurality in curbing the spread of illegal migration. The report indicated several media

channels and forms deployed in creating effective awareness and also suggests that "campaigns should be formulated in ways that will be understood by the target audience, using materials in appropriate language that are adapted and relevant to people they are aimed at". UNODC (2010, p. 23.), suggests that signs, public service announcements, leaflets, etc. can be adapted in the language and forms the people will best understand.

Nigerian contemporary audience is highly heterogeneous, highly diverse and pluralistic. The media can really make the difference in forestalling the explosion of illegal European pilgrimages in Nigeria.

To be more successful in the fight against illegal migration in Nigeria, the words expressed in the UNODC report (2010, p. 27) is more apt. "If you have several target groups, remember that different target audiences have different specifications which need to be targeted differently." On media use, UNODC concludes that: "diverse media use (combine several media formats to increase the chances of reaching your audience)." This last point expressed by UNODC (2010) report directly emphasizes the need for the use of media plurality, which is the focus of this research work.

Theoretical Framework

Media System Dependency Theory

This is an extension of media dependency theory. It was developed by Sandra Ball-Rokeach & Melvin Defleur in 1975. The theory posits that the media and audiences should be studied in the context of a larger social system (Syallow, 2015). It postulates that because the society exist in a complex web of interconnection as a system, people then depend on the media for information that they would want to satisfy and provide solutions to some of their communication needs.

Syallow (2015) cited Defleur's assumption in his work that the degree of dependency on media is directly proportional to:

i.   The capacity of a medium to satisfy the needs of an individual as much as possible. Littlejohn (2002) explains that, people will become more dependent on a media that provides them with several functions and choices than the media that fails in this aspect.

ii.   During a period of drastic social change, people tend to reassess their beliefs, values, and practices, and begin to consider new choices. In such instances, the media becomes a focal point to provide information that will guide the audience in adopting new ideas for a more stabilized social system.

iii.   As an active component of the communication process. Audiences select their ideal media based on their individual needs and other factors as: social, political and economic conditions.

iv.   The psychological traits of an individual may also determine the level of dependence on media. The media are aware of their ability to create a dependent relationship with their target audience; hence, they use this power to achieve their goals.

This therefore means that the intensity of the media and migration professionals to identify with the needs of people through various available channels or contents will determine how much people will choose to use them to achieve their goals.

Media system dependency theory recognizes that media exist as part of the society, and as a part social system; it is then the duty of the media to provide information that will correct the anomalies of the larger social system (the society) when such needs exist. Illegal migration constitutes one of the social maladies existing in Nigerian society, especially in Southern Nigerian, there is need for the media to provide information and create necessary awareness in order to curb the growing increase of these problems.

Methodologies

The survey research design method was used to execute the study. The study utilized questionnaire to collect data. The population of this study then included educated adults who are either media practitioners, mass communication students and migration experts in Southern Nigeria (i.e. South-West, South-East and South-South) where the illegal migration has been determined to be most prevalent in terms of supply, logistics and operations in Nigeria (NAPTIP, 2005; IOM, 2009; IOM, 2017). 384 sample size drawn from three state capitals (Benin, Ikeja, Awka), using the multi-stage sampling technique.

Results

The analysis of this study was based on 358 properly filled questionnaire that returned from the field. About 26 were either not properly filled, or failed the baseline question that bothered on their knowledge of "media plurality" or several other inconsistencies in their responses which disqualified them from proceeding.

The survey results show equal mean scores of 2.61 and standard deviation of 0.672 for both statements that answer this research question. The statement: 'multiple channels of communication have been deployed to combat illegal migration in Nigeria', and whether 'the mix of conventional and non-conventional media channels are currently being used to combat illegal migration in Nigeria' were used to elicit responses. Majority, numbering a total of 320 out of 350 respectively gave negative answer to these two statement. Therefore, it is

safe to conclude that the use of media plurality in the fight against illegal migration is currently lacking in Nigeria.

The result on the potentials of media plurality influencing audience members positively shows that several media channels and the multiplicity of media channels as well as the effective mix of viable means of communication all have the potential to influence positive behaviour against illegal migration. This implies that information aimed at discouraging illegal migration in Nigeria is better spread through media plurality as a viable tool for engaging the audience on issues that concern them. The mean scores of 4.88 for all the items in questionnaire provided strong indication for this claim.

On the nature of influence media plurality can exert on people, result shows that 4 (out of 5) responses had mean scores indicating "Strongly Agree" and "Agree" decisions. This is because there is a preponderance of opinion among respondents pointing to the affirmative on the various nature of influence which media plurality has in curbing illegal migration in Nigeria. These include:

➢ "Having diverse positive influence on people" (Mean = 4.88)
➢ "Making people shun illegal migration totally" (Mean = 4.13)
➢ "Helping people renounce any link with illegal human smuggling" (Mean = 4.27)
➢ "Encouraging collective action and local sensitization on illegal migration" (Mean = 4.15).

The study found out that there a number of challenges that has inhibited the use of media plurality in Nigeria. The results are as follow:

• there are challenges associated with the use of media plurality" (Mean = 5.00)
• "Lack of inter-agency collaborations" (Mean = 5.00)
• "Socio-cultural barriers in communities" (Mean = 5.00)
• "Lack of financial support / funding" (Mean = 4.94)
• "Over dependence on conventional communication channels" (Mean = 4.58)

Those that fall within the Limit of Real Numbers for "Agree" decisions include the following:

➢ "Migration actors have undermined the power of using multiple communication channels simultaneously" (Mean = 4.17)
➢ "Lack of trained personnel to design multifarious contents fitting for illegal migration campaigns" (Mean = 3.71)
➢ "Non-utilization of traditional systems of communication channels" (Mean = 3.90)

Hypothesis Testing: There is no significant relationship between extent of use of media plurality and status of illegal migration in southern Nigeria

The Pearson Chi-square value of 0.000 (at $P \leq 0.05$ levels of significance) which indicate that it is significant. Hence, we reject the null hypothesis and accept the alternative which states that "there is significant relationship between extent of use of media plurality and status of illegal migration in Nigeria.

Discussion

The results from the survey answering research question one revealed that media plurality has not been utilized to discourage illegal migration in Nigeria. The survey results show equal mean scores of 2.61 and standard deviation of 0.672 for both statements that answer this research question. The statement: 'multiple channels of communication have been deployed to combat illegal migration in Nigeria', and whether 'the mix of conventional and non-conventional media channels are currently being used to combat illegal migration in Nigeria' were used to elicit responses. Majority, numbering a total of 320 out of 350 respectively gave negative answer to these two statement. Therefore, it is safe to conclude that the used of media plurality in the fight against illegal migration is grossly lacking in Nigeria.

This may not really be far from the obvious truth, as recent studies by Pizzaro (2008) and IOM 2018, p. 209) concluded that, for the most part, it has been perceived that the mass media and government have not come to undertake serious collaboration to promote any campaign that will address the structural forces promoting human illegal migration. Also, India-EU migration survey report (2012) showed a great information gap exist in most region as a result of the limited use of appropriate channels, especially in the remote places, which caused a large number of respondents in the communities not to be aware of illegal migration issues. Also, UNODC (2010) findings revealed that many communication approaches have been unsuccessful because such messages have not largely tailored to get to target audience through carefully selected media or channels of communication.

The second research question tried to investigate the potency of media plurality if holistically adopted. The result shows that several media channels and the multiplicity of media channels as well as the effective mix of viable means of communication all have the potential to influence positive behaviour against illegal migration. This implies that information aimed at discouraging illegal migration in Nigeria is better spread through media plurality as a viable tool for engaging the audience on issues that concern them. The mean scores of 4.88 for all the items in question items 19-21 provide strong indication for this claim. This therefore gives credence to the report of The United Nations Office on Drugs and Crime-UNODC (2010) which expressly

highlighted the potential usefulness of media plurality in curbing the spread of illegal migration. The report indicated that when several media channels and forms are deployed in creating effective awareness the target audience will understand the messages more, using materials in appropriate language that area adapted and relevant to people they are aimed at". UNODC (2010, p. 23.), suggests that signs, public service announcements, leaflets, etc. can be adapted in the language and forms the people will best understand.

Ascertaining the effectuality of media plurality, the study of India-EU migration survey revealed that a high percentage of 89.4 per cent of respondents in India where similar approach was undertaken confirmed that their various publicity channels increased their awareness level on illegal migration, while 95.9 per cent of the respondents affirmed that the publicity programmes through multiplicity of channels should be sustained. In the same vain, the studies of Diamond, Dye, LaRose & Bruckman, (2013), found out that a fundamental shift from a monotonous communication approach to a more participatory platform can lead to more information decentralization, help to formulate quicker solution to the problem and ensure that the general population accept the campaign for more collective action.

The third research question bothers on finding out if media plurality as an approach can encourage positive behaviours that could discourage illegal migration in Nigeria. The results shows that majority of the respondents affirmatively agreed that various nature of positive influences could result when media plurality is adopted in curbing illegal migration in Nigeria.

In related studies, the IOM (2019) study established that that majority of the surveyed respondents in Mexico were willing to consider migrating legally and to always look for alternatives to illegal migration (IOM, 2019). Also, the study of Paramjit, (2012), the data showed that huge success was recorded in India as a result of applying multiple channels of communication and adapting migration messages to suit various cultures and demography.

Conclusion

Following the findings of this study, the researcher has come to the following conclusions:

1. There seem not to be enough information disseminated through many media platforms to communicate the seriousness of illegal migration in Nigeria. It was established that not much focus has been placed adequately on using other media channels that could potentially ensure that illegal migration messages and campaigns reach the bulk of the audience members who are widely dispersed in various rural areas.

2. Also, migration actors and media enterprise have relied more on the use of conventional media. This monotonous use of conventional media in the illegal migration fight has been faulted by many international governments, organizations and some scholars.

3. Media plurality or the simultaneous use or the fusion of conventional and non-conventional media channels of communication have been widely accepted as having more potential to influence positive behaviours against illegal migration in Nigeria. There are known challenges that could beset the use of limit the drastic use of media plurality in Nigeria. Funding, lack of inter-agency collaboration, over dependent on conventional media, lack of professionals who can design messages and contents that can fit several many media channels at the same time, among other problems.

4. Generally, media plurality is the right step towards discouraging illegal migration of Nigerians to Europe. Using many means and forms of communication will allow for spread of knowledge, cause many to become more sensitized, aid community participation against illegal migration, and ensure information plurality that will eventually translate into making Nigerians shun illegal cross-border movements.

Recommendations

The following recommendation have been presented to address the issues arising from this study:

i. There is need to look beyond concentrating every illegal migration messages in the popular media. Efforts should be made to make the campaigns against illegal migration more visible through the use of other forms of communication like promotional materials (branded t-shirts, wrist bands, coupons, posters, leaflets, tracts, etc.). This is because electronic media, internet, radio, TV, and social media are all in transient forms, having messages in the full glare of the public in permanent forms can give people constant reminders on the actions expected of them.

ii. Taking advantage of community engagements through the collaboration with local traditional authorities can give illegal migration campaigns some measure of credibility and acceptance. In turn, the traditional authorities can deploy means to effectively reach the members of the community the best way they know.

iii. Social media has been noted to be more effective in mobilization and sensitization campaigns. Because the social media combines text elements, visual and oral elements. Government agencies and local migration organizations should take advantage of the growing internet spread in Nigeria to designs incisive visual campaigns that will discourage illegal migration of Nigerians to Europe.

Also, setting up online forum for discussions and situation reports on illegal migration and other developments connected to illegal migration will go a long way.

iv.   The federal government should prioritise illegal migration as a National problem. The government should therefore mandate every media house in Nigeria to run public service announcements on regular basis to discourage illegal migration.

v.   The national orientation and the ministry of communication in collaboration with Federal Radio Corporation of Nigeria and National Television Authority should ensure vigorous deployment of contents and sensitization programmes that will open the eyes of the public to the dangers of illegal migration. They should use leaflets, fliers, brochures, local radios, dramas and community platforms to reach the people.

vi.   Specialize bodies, NGOs, civil society organizations, NCC, migration agencies and other corporate bodies should engage in regular collaborations in terms of sponsorship, creating programmes, designing campaign messages and in fostering means to maintaining and sustaining efforts to discourage illegal migration in Nigeria.

vii. Theatre (Nollywood) as a strong medium of communication, has more relevant role to play in the dissemination of information, through serious dramatization and life portrayer of evils encapsulated in illegal migration activities.

viii. The development of oral media as metamorphosed into 'voice poetry', songs and contemporary music. There is an urgent need utilize all available means to raise the consciousness of people against illegal migration in Nigeria.

ix.   There is an urgent need to establish local information/liaison offices on migration in different zones of the country to provide timely information and carry regular sensitization to discourage illegal migration in Nigeria.

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