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IMPACT OF TELEVISION ADVERTISEMENT ON THE DISSEMINATION OF INFORMATION ON BREAST CANCER IN SOUTH-EAST, NIGERIA: A STUDY OF NIGERIA TELEVISION AUTHORITY (NTA), ENUGU

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Abstract
This study was embarked upon to unearth the impact of television advertisement on the dissemination of information on breast cancer in South-East, Nigeria, with a particular reference to Nigeria Television Authority, Enugu. Primary and secondary sources of data collection were extensively utilized. The sample size of 288 respondents determined by Cochran formula was studied. The edited data were coded and analyzed with the aid of Statistical Package for Social Sciences (SPSS) version 23.0. The study revealed that there is a significant and positive relationship between television advertisement and women's knowledge of breast cancer as well as the treatment options of breast cancer in the study area. The study recommends that there should be incessant awareness campaign concerning the dangers associated with breast cancer, using the instrumentality of television advertisement in the study area. To this end, women's knowledge concerning this disease would be on the go. Again, other media of information dissemination such as newspaper, magazines, posters, billboards, and even social media should be employed to ensure widespread information dissemination about breast cancer in the study area, among others.

Key Words: Advertisement, Breast Cancer, Information, Television, South East, Nigeria
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Introduction

The television can be seen as a veritable tool in the dissemination of information around the world today (Mboho, 2013). It is also a powerful medium for appealing to mass audiences as it reaches people despite their age, sex, income level, educational level and occupation (Olube, 2013). Additionally, television offers sight and sound as well as makes dramatic and lifelike presentations of people and products (Kushagra and Tushar, 2019). It capitalizes on its strength of immediacy, visual impact and credibility to educate and inform people about various aspects of life, including human health (Benson-Eluwa, 1998). To this end, it means that one can get the information live, while it is happening in real time and this makes an impact on one especially if it comes with clear and colourful pictures. However, Obono (2011) maintained that focused TV coverage of public health has been largely limited to messages about toothpaste, hand soaps, multiple vitamins, and fortified breakfast cereals, among others.

For Dumitrescu and Cotaria (2014), one of the health complications and diseases that the television coverage is required to create awareness on the people is breast cancer, as a result of sad incidents that emanate from ignorance of its existence early. There have been various qualitative and quantitative analyses of mass media coverage of breast cancer in Nigeria especially television (Nwanyanwu, 2009). Some have reported the rise and fall of media coverage on breast cancer in Nigeria (Okobia, Bunker, Okonofua and Osime, 2007), whereas others have focused on the relationship between health communication and breast cancer in Nigeria.

Furthermore, Okeibunor (2012) aver that breast cancer remains a leading female malignancy in women aged 30 years and above and a major health concern in the world today including Nigeria. It reduces the life expectancy of the population at risk, especially those between 31 and 50 years of age. Breast cancer is a major cause of deaths among women aged 30 years and above (Okorie & Abiodun, 2016). Bray, McCarron and Parkin (2015) opine that

breast cancer constitutes a major public health issue globally, with over one million new cases diagnosed annually, resulting to over 400,000 deaths annually and about 4.4 million women living with the disease.

The alarming increase in the incidence and mortality of the disease has posed a great threat to the world of women with slim survival rates as well as created a great deal of concern to the entire world (WHO, 2015). It is in view of the above that the United Nations, international organizations and national governments have initiated combative strategies against the pandemic with the month of October declared as the National Breast Cancer Awareness month and projection of pink ribbon, symbolizing an awareness of the disease (King, 2016). Similarly, the fight against breast cancer has become a serious issue, considering the revealing news reports that 83% of cases of breast cancer that arrive Nigerian hospitals do so very late (Saini et al., 2011). According to the news report on NTA news (2011), the late arrival of breast cancer patients to the hospitals only meet with palliative medical assistance, which is not intended to cure the patients but to help manage them before the inevitable happens.

In the same vein, American Cancer Society Bulletin (2007) maintained that there is urgent need for women to watch television advertisement and campaigns on breast cancer, for the much emphasized early detection of the ailment and its preventable stage to become a reality. Therefore, there is no doubt that the best way to create awareness is through the television, where useful information can be passed on from a reliable source to thousands of people around a target area (Uzezi, 2015). It is on this note that the creation of awareness on health issues, using the television has served as vehicle of fighting against onslaught of diseases in the past.

As noted by Salaudeen, Akande, and Musa (2009), most of the studies on breast cancer have focused on how the public, as receivers of mass media messages, understand the issue of breast cancer. Women are often considered the decision-makers and healthcare givers in the family across the globe (National Partnership for Women and Families, 2007). In the view of Saiganicoff (2013), the multiple roles women play in the home profoundly influence their health that of their families. Some researchers, according to the writer, have argued that women often neglect their own health for a number of reasons, usually associated with their care-giving roles within the family.

Popkin, (2016) stressed that the health of women is of great concern because of several negative lifestyle behaviours, including higher intake of animal and hydrogenated fats and lower intake of fibre. These negative lifestyle behaviours, according to the writer, are placing women at an increased risk of lifestyle-influenced causes of death. Over the past decades, the risk of breast cancer in developed countries has increased by one to two percent annually.

The Nigeria Television Authority (NTA) is a federal government of Nigeria owned television station (Nsereka, 2016). It is one of the parastatals under the Federal Ministry of Information and National Orientation. Though it started its operation as the Western Nigerian Television Service (WNTS), and beamed its first signals to the people of Nigeria and the entire Africa on 31st October, 1959 (www.nta.ng.org), by the beginning of 1962, the three regional governments that existed in Nigeria had set up the Nigeria Television Service (NTS). With the creation of twelve (12) states in Nigeria, more television service stations were established and by 1976 when all television stations were taken over by the Federal government under Decree 24 of 1977, the Nigeria Television Authority was born as the sole entity responsible for television broadcasting in Nigeria, beginning with ten (10) stations. It later added twenty (20) more stations, bringing it to thirty (30) stations by 1999 including NTA Enugu. Today, the organization boasts of one hundred and one (101) stations following the decision by the Federal Government of Nigeria to further expand television services in the year 2002 for wider reception, especially to the rural areas. Due to the expansion of the television services, the

Nigeria Television Authority assumed the status of the largest network in Africa. The Nigeria Television Authority (NTA) is the National Television Network for the people of Nigeria. Its key responsibility is to provide independent and impartial television broadcasting for general reception in the interest of Nigeria. No other television station in Nigeria is charged with the same social responsibility of public interest broadcasting. Accordingly, Nigeria Television Authority seeks to serve as a tool for national integration. As a global network, Nigeria Television Authority presently has bureaus in 7 countries of the world, including the United Kingdom, Washington DC, Ottawa (Canada), Accra (Ghana), Cairo (Egypt), Germany and China. These bureaus are manned by experienced reporters who cover Nigerian-related events around the world. The authority is also perpetually committed to recreating its network programmes, not only to satisfy the yearnings of millions of TV viewers, but also particularly to strengthen it in fulfilling its crucial role as a pillar and enhancer in the development of a shared national consciousness, cohesion and identity of the Nigerian nation state (Okorie & Abiodun, 2016).

The Nigeria Television Authority (NTA) Enugu is a substation of the federal government owned stations. It operates as a commercial entity under the Ministry of Information and National Orientation. The corporate objectives of Nigeria Television Authority (NTA) Enugu includes, to influence, promote, sustain and improve Nigeria's positive societal values through social, economic, political and technological programmes, and to serve as a means of impacting knowledge through educational, informative, and entertaining programmes, amongst others.

Statement of the problem

Experience has shown that women, especially the ones between the age bracket of 30 years and above, are prone to breast cancer, mainly when its detection is being neglected without medical attention. Additionally, the awareness campaign of breast cancer recently has not been adequate, as the right media that these women are exposed to, are not being utilized optimally. This lacuna in communication has been causing more death among women that have this disease due to ignorance of what to do when detected. In view of this ugly scenario, the researchers deem it necessary to embark on this study in order to rekindle and rejuvenate the awareness campaign of breast cancer, using the instrumentality of television because of its attributes of sight, sound, and strength of immediacy, visual impact and credibility to educate and inform people about various aspects of life including human health.

Objectives of the study

The main objective of this study is to investigate the impact of television advertisement on the dissemination of information on breast cancer in South-East, Nigeria with a particular reference to Nigeria Television Authority, NTA Enugu. The specific objectives include the following below;

1. To determine whether there is any significant and positive relationship between television advertisement and women's knowledge of breast cancer risk factors in the study area.
2. To ascertain whether there is any significant relationship between television advertisement and effectiveness of dissemination of information concerning breast cancer in the study area.
3. To identify the extent of the relationship that exists between television advertisement and treatment options for breast cancer among the women in the study area.

Research Hypotheses

The following research hypotheses stated in their null form were formulated and tested at 5% level of significance to guide the study. They are:

H01: There is no significant and positive relationship between television advertisement and women's knowledge of breast cancer risk factors in the study area.

H02: Television advertisement does not significantly relate to effectiveness of dissemination of information concerning breast cancer in the study area.
H03: There is no relationship that exists between television advertisement and treatment options for breast cancer among the women in the study area.

Literature Review

This segment of the study encompasses the review of works carried out by authors, writers and scholars, as they relate to the topic under study. It is arranged under the following subheadings: concept of Breast cancer/Effective Dissemination of its existence and concept of Treatment of Breast cancer in women.

Concept of Breast Cancer/Effective Dissemination of Its Existence

Breast cancer is a malignant tumor which originates from breast tissue (Saslow et al., 2014). It is a cancer of the glandular breast tissue, where the tissues are destroyed due to excessive growth of the cancer cells, leading to the destruction of the surrounding tissues and other organs through the blood stream (Russel, 2007). In the words of Saunders and Jassal (2009), breast cancer is cancer that develops from breast tissue. Signs of breast cancer may include a lump in the breast, a change in breast shape, dimpling of the skin, fluid coming from the nipple, or a red scaly patch of skin. In those with distant spread of the disease, there may be bone pain, swollen lymph nodes, shortness of breath, or yellow skin.

Risk factors for developing breast cancer, according to the World Health Organization (2014), include being female obesity, and drinking alcohol, hormone replacement therapy during menopause, ionizing radiation, and early age at first menstruation, having children late or not at all, older age, and family history. In the same manner, the United States National Cancer Institute (NCI, 2015) added that breast cancer most commonly develops in cells from the lining of milk ducts and the lobules that supply the ducts with milk. Cancer developing from the ducts is known as ductal carcinomas, while those developing from lobules are known as lobular carcinomas. The American Cancer Society (2007) also added that the first noticeable symptom of breast cancer is typically a lump that feels different from the rest of the breast tissue.

More than 80% of breast cancer cases are discovered when the women feels a lump. The earliest breast cancers are detected by a mammogram. In the same vein, lumps found in lymph nodes located in the armpits can also indicate breast cancer. Watson (2008) opines that indications of breast cancer other than a lump may include thickening different from the other breast tissue, one breast becoming larger or lower, a nipple changing position or shape or becoming inverted, skin puckering or dimpling, a rash on or around a nipple, discharge from nipple(s), constant pain in part of the breast or armpit, and swelling beneath the armpit or around the collarbone.

Concept of Treatment of Breast Cancer in Women

On the diagnosis for breast cancer, Saslow et al., (2014) argue that most types of breast cancer are easy to diagnose by microscopic analysis of a sample – or biopsy – of the affected area of the breast. Also, there are types of breast cancer that require specialized laboratory examinations. The two most commonly used screening methods, physical examination of the breasts by a healthcare provider and mammography, can offer an approximate likelihood that a lump is cancer, and may also detect some other lesions, such as a simple cyst. When these examinations are inconclusive, a healthcare provider can remove a sample of the fluid in the lump for microscopic analysis (a procedure known as fine needle aspiration, or fine needle aspiration and cytology – FNAC) to help establish the diagnosis. On the management of the disease, Saini et al., (2011) state that the management of breast cancer depends on various factors, including the stage of the cancer and the age of the patient. Increasingly, aggressive treatments are employed in accordance with the poorer the patient's prognosis and the higher the risk of recurrence of the breast cancer following treatment. Breast cancer is usually treated

with surgery, which may be followed by chemotherapy or radiation therapy, or both. A multidisciplinary approach is preferable. They also add that Hormone receptor-positive cancers are often treated with hormone-blocking therapy over courses of several years. Monoclonal antibodies or other immune-modulating treatments may be administered in certain cases of metastatic and other advanced stages of breast cancer.

Welch and Passow (2013) stated that surgery for the disease involves the physical removal of the tumor typically along with some of the surrounding tissues. One or more lymph nodes may be biopsied during the surgery. Increasingly, the lymph node sampling is performed by a sentinel lymph node biopsy. Drugs used after and in addition to surgery are called adjuvant therapy and chemotherapy while other types of therapy prior to surgery are called neo-adjuvant therapy. Aspirin may reduce mortality from breast cancer.

Theoretical Framework

This study considered two theories that are relevant to the work at hand, such as agenda setting theory and social justice theory, with major emphasis on agenda setting theory.

The study adopted agenda setting theory as propounded by Mc-combs and Shaw in 1973. The major tenet of the theory is that mass media do not instruct what people think but what they should think about. Due to their gate keeping function, they determine and direct public attention to issues considered more important by the emphasis and prominence given to the issues in the media. It is to this end that the theory maintains that the issue or message that constantly features in the media becomes the public agenda of the people (Coffman, 2002). The theory becomes apt to this study due to the critical nature of breast cancer that needs a quick and prompt adherence and action from the women to always examine themselves for early detection that aids prevention and reduction of untimely deaths. Therefore, the mass media should through breast cancer campaigns frequently and unyieldingly give prominence to breast cancer issues and programmes so that the reality of the risk associated with the disease will be drummed into the ears and consciousness of women.

Another theory to be adopted by this study social justice theory and its emphasis is on the media giving reports about development tasks or activities in any community. The social justice theory, according to Nwanze (2013), appears to have emerged in the second half of the twentieth century. And it aims to address systemic inequalities and promote fairness, justice, and equal rights for all members of society. It equally recognizes the peculiar problems faced by Third World Countries in Africa and Asia especially on health related issues, as one of the principles of the theory is equal access to education, health care and economic opportunities. The proponents of this theory went further to say that the press in developing countries should highlight efforts at national development, speedy transformation of society, economic and social equality, mobilize the people for economic, social and political development and improvement in living standards as well as in healthy living. The major assumption or tenet of this social justice theory is that societies undergoing a transition from underdevelopment to a better material condition often lack the infrastructure, the money, the tradition, the professional skills and even the audiences needed to report health related matters. The theory advocates media support for an existing political regime and its efforts at bringing about national economic development by supporting government development and health intervention efforts in the society at large. The relevance of this social justice theory in this study is that the media are saddled with the responsibility of reporting health related issues but it was rather a daunting task to effectively carry out these responsibilities given the barrage of challenges that confront it.

Research Methodology

The research design adopted for the study is survey. In the words of Okpara et al., (2021), the survey design is usually used to access and analyze the views, opinions, and reactions of a large number of people on a given topic, hence it is used here. The study was conducted in the South Eastern part of Nigeria among women, especially the ones that are educated which relatively conduces to research. The target population of the study includes women within the age bracket of 30 years and above in the South East, Nigeria.

The sample size of 288 respondents was determined using Cochran (1977) formula because the population of the study is too large or unknown, and out of this number, 240 respondents returned their completed copies of questionnaire accurately filled and found usable, while 48 copies of the questionnaire were wrongly completed and found unusable for the study. Again, well-structured questionnaire of 5 point Likert scale was adopted and administered to the respondents with the help of trained research assistants. Additionally, the data collected were initially edited to detect and correct any errors and omissions to make sure that there is consistency and completeness. Therefore, the edited data were coded and analyzed through the use of Analysis of Variance (ANOVA) and regression analysis with the aid of Statistical Package for Social Sciences (SPSS) version 23.0. The ANOVA was specifically used in order to determine the overall goodness of fit of the model.

Presentation and Analysis of Results

The sample size of the study is 288 respondents who copies of questionnaire were administered to and 240 respondents completed their copies of questionnaire appropriately and returned them. The researchers found these returned copies of questionnaire usable for the study. The results of the regression analysis are shown in the tables below:

Table 1: ANOVA of the Regression model

Model	Sum of squares	Df	Mean square	F	Sig
1 Regression	59.152	3	19.717	13.380	0.000
Residual	347.781	236	1.474		
Total	406.933	239			

a. Dependent variable: Television Advertisement
b. Predictors: (constant), Treatment options, Breast cancer information, Women knowledge.

Table 2: Estimated Regression of the model

Model	Coefficients	Std Error	T	Sig
Constant	6.362	0.456	13.955	0.000
Women knowledge	0.240	0.061	3.943	0.000
Breast cancer	0.281	0.064	4.414	0.000
information	0.136	0.065	2.102	0.037
Treatment options	R square = 0.145	Adjusted R square =		
R = 0.381		0.134		

Source: Data Analysis, 2022

Regression Estimation of impact of television advertisement on the dissemination of breast cancer in south east, Nigeria: A study of Nigeria Television Authority NTA in Enugu, south east, Nigeria is presented in tables 1 and 2 above. Table 1 shows ANOVA result of the regression estimates. The F-statistic of the model is 13.380, and it is significant at 5% level of significance. The significance of the F-value indicates the fit of the model and the appropriateness of the specification. The result in table 2 shows the significance of independent

variables included in the model. The results showed that women's knowledge, Breast cancer information, and treatment options are significant (5%) variables influencing television advertisement of Nigeria Television Authority in Enugu, Nigeria.

Similarly, coefficient of women's knowledge has positive and significant relationship with television advertisement of Nigeria Television Authority in Enugu, South East-Nigeria. Therefore, an increase in the women's knowledge of breast cancer ($\beta = 0.240$, $t = 3.943$, $p<0.05$) is expected to lead to the enhancement of television advertisement of Nigeria Television Authority in Enugu and the South East in general. Again, the coefficient of breast cancer information is also significant at 5% level of significance. It is expected that an increase in the dissemination of breast cancer information would influence or lead to upward review of television advertisement of the topic under study in the study area ($\beta = 0.281$, $t = 4.414$, $p<0.05$). Again, treatment options significantly relate to television advertisement of Nigeria Television Authority in Enugu, South East, Nigeria. ($\beta = 0.136$, $t = 2.102$, $p<0.05$). Therefore, the results suggest that the information concerning breast cancer in the south eastern part of Nigeria should be sustained through television advertisement on constant bases, so that the death that results from this disease due to ignorance would be drastically reduced, if not eradicated.

Conclusion

It has been established that breast cancer is a disease that women within the age bracket of 30 years and above can suffer from, especially when it is not detected early enough. It is a leading female malignancy and a notable health challenge in the world today, with many of its victims dying young. However, the current study was embarked upon to ensure that the dissemination of information on breast cancer in the south eastern part of Nigeria is adequately done to curb or reduce to the barest minimum the incidences of deaths resulting from the ignorance of this deadly disease, if it is not detected early. In this case, the television was adopted as a veritable vehicle to disseminate this information, since it has the attributes of sight, sound, and strength of immediacy. Therefore, it can be concluded from the study that there is a significant and positive relationship between women's knowledge, breast cancer information, treatment options and television advertisement of Nigeria Television Authority in the study area.

Recommendations

This study made the following far-reaching recommendations:

1. There should be incessant awareness campaign concerning the dangers associated with breast cancer using the instrumentality of television advertisement in the study area. To this end, women's knowledge concerning this disease would be increased.
2. Other media of information dissemination such as newspaper, magazines, posters, billboards, and even social media should be employed to ensure widespread information dissemination about breast cancer in the study area.
3. All the treatment options should be simultaneously adopted when there is detection of breast cancer in order to deal with the disease at its root early before it escalates and eventually leads to untimely death of the victim.

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