

The Impact of Television Programs on Curbing Methamphetamine (Mkpurummiri) Use among Teenagers and Adults in Enugu State, Nigeria

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Abstract

This study analyses the impact of Television programs on Curbing Methamphetamine (MKPURUMMIRI) use among teenagers and adults in Enugu State, Nigeria. The goal of the study is to determine the most effective television programs for preventing and reducing the state's incidence of MHPURUMMIRI use. Residents of Enugu State were surveyed to learn more about their watching preferences and views on the usefulness of television shows in combating drug consumption. According to the study's findings, television shows can significantly lower the usage of MKPURUMMIRI by adults and teenagers in the state of Enugu. Four hundred (400) teenagers and adults in Enugu State were given copies of questionnaires as part of the survey study approach. Taro Yamane's formula was used to determine the sample size. Three hundred and twenty-two (322) copies were returned by teenagers and adults. The findings of this research can educate teenagers and adults on a program that will reduce or stop drug usage. The results of the study show that television programs can play a crucial role in reducing MKPURUMMIRI use among teenagers and adults in Enugu State. The findings of this research can inform the development of targeted public health campaigns and educational programs aimed at reducing drug abuse. In recommendation, cooperate with groups and experts, TV shows can collaborate closely with organizations and professionals that are actively fighting drug usage. This collaboration can help guarantee that the program's message is in line with these organizations' objectives and that the material it presents is correct and current.

Keywords: Methamphetamine, Curbing, Television, Programmes, Mkpurummiri

Introduction

Methamphetamine hydrochloride kills, and that is the truth of life (Karila et al., 2010). The drug falls under the class of medications called speed, which is a street name for various stimulant drugs that teens, young adults, and others perceive to make them feel more alert and focused, and in some cases, to feel high. The drug also called Methamphetamine or crystal Meth, a highly addictive stimulant drug similar to cocaine which is now on high abuse by Nigerian youths. The abuse is seen in all parts of Nigeria (Karila et al., 2010). However, in Igbo communities, it has assumed a notorious dimension and is fast destroying the youths. This destructive substance has, in fact, become popular among Igbo youths that it is now nick-named Mkpurummiri, literally translated as blocked water or ice block. Its negative effect is such that after its consumption, they engage in criminal and immoral acts detrimental to society at large. The notoriety of the abuse of methamphetamine hydrochloride is such that it has attracted the attention of the members of the Imo State House of Assembly, who discussed it on the floor of the House and suggested that the State Ministry of Health run a vigorous media campaign against its intake (Vanguard, 2021). Television is an established, versatile medium of communication that carries out educational, informative goals, amongst others. Television coverage is widespread and can be broadcast to a certain target audience (Daramola, 2005). Without a doubt, every government cannot misplace the impact or influence of the mass media in the debate of social vices, law and order, and drug abuse, either in a positive or in a negative light. Substance abuse among young adults and teenagers in several countries calls for immediate action to be taken. Recent studies have shown that Nigeria is one of the highest consumers of illicit drugs in the world,

with the eastern part of Nigeria recording the third highest consumption of Methamphetamine in Nigeria, according to Vanguard news. Methamphetamine also known as "crystal meth", "ice", "skunk" amongst other street names is a highly addictive stimulant drug. Methamphetamine is not a new drug, although it has become more powerful in recent years as techniques for its manufacture have evolved.

Since that incident, it has travelled all over the world like wildfire, and this has led to the ban of this drug in any country, including Nigeria. Due to the ban and decrease in circulation and the ever growing demand for crystal meth, some people have found a way to synthesize this drug illegally which even heightens the danger. Induced. Methamphetamine use has several effects, like increased energy, alertness, and concentration (Parsons, 2014). Increased want for sensation and pleasure or fun can motivate the use of this drug (Brecht, 2004), also used to self-treat chronic pain and emotional problems (Hensen et al, 2001). There are many negative outcomes associated with this drug, which include hallucinations, cardiac arrest, paranoia, etc. (Anglin et al, 2000), depression, seizures, crimes, aggressive behaviour in both genders & nbsp; (Dengenhardt, 2017). According to recent media reports, Eastern Nigeria is bedevilled by the epidemic of methamphetamine misuse among users. Since the Mexican Drug cartel introduced this drug massively in Nigeria it has been highly received which is the reason for this epidemic so much so that laboratories in which these substances are unhygienic made have been operating since 2016; Vanguard reports It is in the eastern language methamphetamine gets the name "mkpurummiri" which means ice block; a nickname for crystal meth (Declan, 2021).

Agencies in charge of public health have taken the initiative to utilise the mass media as a primary vehicle to raise awareness regarding substance abuse, especially among youths and teenagers. There is no doubt that we have seen the engagement of broadcast media, particularly TV programs, in combating this problem. This research seeks to unravel the extent to which this medium has contributed to the fight against substance abuse of mkpurummiri in Enugu State. However, residents of Enugu state continue to express concern over the growing state of consumption of mkpurummiri, and the adverse effects not only on the user but also on their environment and society.

Statement of the Problem

The media have an obligation to inform and educate the people about events in their immediate surroundings since they are seen as an active socialization agent. Okunna (1999) asserts that the mass media serve a variety of purposes that are advantageous to each individual as a member of that society. She goes on to say that these functions are quite versatile and have the ability to exist as many different things. Mkpurummiri abuse has become the backbone of our modern Eastern society; its effects are not only harmful to the individual but also to the community. The risks of abusing these substances are terrifying to hear, and if caution is not exercised, this trend has the potential to destroy the majority of young people and render them useless. For this reason, more focused and deliberate media efforts are needed in the fight against this issue. It is true that a number of societal segments have contributed significantly to the effort to reduce methamphetamine consumption in Enugu. Nevertheless, the issue persists in spite of their efforts. Another issue is figuring out whether TV shows may use their influence to stop this rapidly expanding trend. All of the information available about how TV shows can affect substance usage is primarily theoretical and devoid of real-world examples, which raises questions about whether broadcast media are effective as the literature currently in publication suggests.

Research Questions

1. How well can TV programs as an agent of information dispersal be relied on to perform this role in the society the fight against the abuse of crystal meth?
2. Are Enugu residents aware of crystal meth and the damages as associated Instead with its abuse? If yes, why do they still indulge in this act?
3. Substance abuse effectively using TV programs. What methods can be adopted to manage?

4. Are TV programs faced with difficulties in disseminating information and carrying out their social responsibility of creating awareness and follow-up for methamphetamine/ drug abuse?

Significance of the study

Individuals, governmental organisations, and non-governmental organisations can benefit from this research since it helps scholars educate and enlighten young people about drug abuse, specifically methamphetamine. It adds to the literature and body of work already written about this topic. Hence, it serves as a Reference when addressing the impact of TV programs in decreasing methamphetamine consumption in Enugu state. This study will also serve as a trail to TV shows to track their contributions to, and overall impact on, preventing methamphetamine consumption. Other media outlets will be encouraged by this study to join the battle against drug and substance misuse in our society. Readers would learn more about the history of methamphetamine's origins and its journey to Nigeria.

Literature Review

Conceptual Review

An Overview of Methamphetamine (Mkpurummiri) in Enugu State

Methamphetamine was introduced to Nigeria in 2016 by a Mexican drug cartel. Over the years, it has built up its forces and has become a social threat in Enugu State. From health hazards to mental instability: methamphetamine is popularized for all the wrong reasons. The Sun newspaper describes these trend of mkpurummiri use as a season of madness as the youths were going crazy for crystal meth. Several theories have been developed with factors they consider to be the cause of this rampant use. "In a bid to evade the burden of joblessness and frustrating lifestyle, some young people treat themselves to celestial ecstasy by consuming crystalline, aloe nicknamed mkpulummiri in Igbo language". There are many ways crystal meth can be taken into the body, it can be melted, sniffed, injected, swallowed and even smoked.

The Function of TV Shows in Combating Methamphetamine: Techniques Employed and Challenges Faced

Substance abuse is frequently portrayed on television these days. Television networks such as Channels TV and NBS frequently ask young people and certain authorities to talk about issues that impact their community. They do this to raise awareness of the issue and to share their thoughts on how it may be regulated, managed, and curbed. These kinds of programs educate the youth, counsel them against using illegal drugs, and offer off-screen support by even putting numbers or individuals these victims can contact in confidence. Television shows have a responsibility to convey combat themes to their target audience in the most effective manner feasible. One thing is for sure, though: the TV shows are not entirely to blame for what this person decides to do with this information. When advertising substances that are prone to abuse, it is crucial to avoid omitting warnings or presenting the product in the most favourable possible light. This could give the viewer a sense of FOMO (fear of missing out), which could lead to misuse. Even if chemicals are merely props to convey a message, TV shows may also think about removing or lessening their presence in varied content. The viewer has a propensity to interpret it negatively. Additionally, material creators must be urged to depict reality rather than just a fantasy existence. The main goal of the TV authorities' strategies should be to increase viewers' understanding of meth. Additionally, they have an impact on people's attitudes and behaviours regarding the introduction of stigmatisation (Meltzer et al., 2013).

The Role of TV Programs in Fighting Against Methamphetamine Used Strategies Employed and Difficulties Faced

Depiction of substance use on television today is widespread. Television stations like channels TV, NBS often invite youths and certain authorities to discuss issues affecting their society, they often sensitise the Viewers and give their opinions on the subject matter and how it can be curbed, controlled, it managed. Programs like this help to educate the young people and advise them to desist from illicit drug use, and also provide off-screen help by going as far as displaying numbers or people these victims could reach out to in confidence. It is the duty and role of television programs to lessen the fight messages in the best possible way tongue target the audience. Although

one thing is certain that the TV programs are not solely responsible for what this individual chooses to do with this information. Television has employed several strategies. Several campaigns have been flagged off by a collaboration of TV stations, sketch private or government agencies to improve the knowledge of youths on the abuse of drugs and the dangers inherent.

Another strategy employed by TV programs is the use of celebrity influencer stories to inspire and drive the compliance of viewers. Viewers are more likely to heed advice if it is rendered by their favourite celebrity, and this is what this strategy aims at. However, the celebrity's public overall image must match the message being passed across. Again, when it comes to the advertisement of certain substances that have the tendency to be abused, it is very important not to suppress the warning clause or portray the product in the utmost positive light. This might instill the idea of the FOMO (fear of missing out) in the viewer and thus plant intent for abuse. TV programs may also consider eliminating or reducing the appearance of substances in various content, even though they are just props to pass a message. There is a tendency for the viewer to see it in a difficult light. And also, content givers should be encouraged to portray substance in a realistic manner and not just a fairytale lifestyle. Strategies employed by the TV authorities should focus on broadening the knowledge of the viewers on meth. As well as influence the attitude of people and their behaviour toward inducing stigmatisation (Meltzer et al., 2013).

Empirical Review

Ferri et al. (2013) report that a media campaign aimed at preventing youth drug use carried out a study to ascertain the extent to which mass media campaigns affected these efforts. This study used a questionnaire method to compare the impact of various treatments with that of media advertising. It was inferred that the media campaign had little or no influence on the lowering of the usage of illicit substances. Indeed, there have been shocking findings where youths confirmed that they were more inclined to attempt these drugs after viewing a media campaign, which is really concerning. The study also showed that campaigns can have varying effects on different people, and that these effects can be influenced by a variety of background factors. Dumbili (2021), in a recent study of drug use patterns in eastern Nigeria in his study conducted interviews. A particular interviewee acknowledged that she used crystal meth and discovered that it could help her control her appetite and induce weight loss. Hence, she adopted the substance as a regular drug for weight loss. This supported the claim that there are several motivations for drug use other than the mainstream, widely recognized motivations. The quest to improve her physical appearance led her into an unplanned Lifestyle. Although the effects seemed rewarding and satisfying to her, their long-term effects aren't so rewarding. She acknowledged being informed by advertisements on TV programs, but wasn't moved because the drug served her purpose. It would have been foolish for her to take the advice from television when she could see how well the use has served her.

Theoretical Framework

Cultivation Theory

This theory was founded by George Gerbner in 1976. (Nancy, George et al, 1976). This theory recognizes an intentional persuasion by the media. It majorly focuses on television audience perception and claims that television influences the audience's belief system. Shanahan (2009) acknowledges that cultivation is a method for gauging the impact of television on the beliefs and behavior of people. The theory further proposes that the power of television lies in the ability to shape not just a particular view but the moral, religious, and general web of belief about the world. This theory exposes how the long-term exposure to television programs can make or mar the individual involved. Therefore, television is considered to contribute independently to the way people perceive reality. One might argue again that a television representation of reality and an actual realistic approach are two parallel lines; as a result, one's perception of the world is somewhat distorted, having built a set of beliefs from the television programs involved. Television champions a plethora of ideas and views on a variety of topics and social dynamics. The continuous exposure to certain TV programs unconsciously shapes the thought process and the behavior of the individual involved. In this theory we realize that if TV programs adopt a perspective of prioritizing the issue of methamphetamine abuse and using a perspective that discourages or somehow convinces

the youth to avoid crystal meth. It is possible to shape the thought process of the general social problem of drug abuse in the mind of that individual. However, if portrayed in a negative light, excessive consumption of television programmes may only stir the motive to abuse this substance.

Research Design

Bearing the objective of this study in mind, a survey research method was used for this task. Justifying this method, Owuamalam (2012) claimed that the survey research method enables the researcher to deal with the chosen set of people whose opinions, behaviour, and attitudes are necessary for the gathering of information required by the study.

Population of the Study

The population of this study consisted of the selected residents of Enugu metropolis. Enugu metropolis has about 856,000(2023 World population Review) residents, including adults, youths, and teenagers, all within the age bracket of 15-65 years old (2023 World population Review).

Sample Size

Because it is frequently challenging to involve the entire community in research or studies, sampling is crucial to any research project. Because we are unable to research the complete population, a sample is taken. However, the statistical technique used to determine the sample size for a good representation of the population is also referred to as sampling. The sample size is a portion of the entire population chosen to take part in the research endeavour; it is a subset of the population chosen to engage in the study. Based on the sampling strategy used in this study and Taro Yamane's formula, which is displayed as follows, $N = \frac{N}{1 + N(e)^2}$

$$\frac{856,000}{1 + 856,000(0.05)^2}$$

$$\frac{856,000}{1 + 856,000(0,0025)}$$

$$\frac{856,000}{1 + 2140}$$

$$\frac{856,000}{2141}$$

$$399.8 \text{ approximately } 400$$

Therefore, using the Taro Yamane formula. The sample size to be used in this study is 400 residents, which is obtained from the entire population of 856,000 residents in the urban area.

Sampling Technique

Sampling is the process of selecting a group of individuals from a population to study them and characterize the population as a whole. In that the selected 15 individuals serve as a fair representation of the enormous population under study. This research adopted a simple random sampling technique. The sampling technique adopted here was the cluster sampling technique. Enugu Urban is divided into three major local governments: Enugu North, East, and south. The researcher recognized these local governments as clusters and proceeded to conduct research randomly in each cluster.

Instruments for Data Collection

The instrument for primary data collection was a structured questionnaire. Onodugo, Ugwuonah, and Ebinne(2010) observed that a questionnaire is a list of questions designed to elicit information from specified target respondents. This, they do, by filling in answers in spaces provided for the purpose. Also, the structured questionnaire contains closed-ended questions and is divided into four sections. Section A focuses on eliciting demographic information from the respondents, while Sections B,C, and D of the structured questionnaire contain issue-based questions. The copies of the structured questionnaire were administered with the help of two research assistants.

Validity and Reliability of Instruments

Cronbach’s Alpha method was used to determine the reliability of the data collection instrument, and a reliability coefficient of 0.8019 was obtained. Uzoagulu (2011) stated that a higher correlation gives credence that the instrument is highly reliable. Hence, it can be used to obtain data for the investigation. To establish the validity of the measuring instrument, two lecturers in the Department of Mass Communication, Renaissance University, Ugbawka, Enugu State, face and content validated the instrument.

Data Presentation and Analysis

Questions 1 through 7 in the questionnaire's first section contained information about the respondents. This was required to demonstrate that the study adequately represented the audience this research was meant to reach and that the respondents' opinions were reliable enough to support a conclusion based on the research.

Table 1: Sex distribution of the respondents

Genders	Frequency	Percentage	Valid Percentage	Cumulative percentage
Male	174	54	54	54
Female	148	46	46	100
Total	322	100	100	

Source: Field data, 2025.

The statistics supplied in Table 1 demonstrate that the percentage of males’ gender was higher than that of female’s gender. While this was mostly related to factors such as the retrieval of the questionnaire, the availability of the respondents, it was also a function of the location where the questionnaires were disseminated, and the willingness to participate in the survey. Male respondents made up 54% of the total number of questionnaires returned, while female respondents made up 46%.

Research Question One: How well can TV programs as an agent of information dispersal be relied on to perform this role in the society the fight against the abuse of crystal meth?

Table 2: Do you think TV programs have an impact on drug abuse, specifically mkpurummiri?

Valuables	Frequency	Percentage	Valid Percentage	Cumulative percentage
Yes	279	87	87	87
No	43	13	13	100
Total	322	100	100	

Source: Field survey 2025

87% of the respondents agree that TV programs have some sort of impact on Drug abuse, although some stated the impact was negative, while for some it was positive. However, 13% of the respondents maintained that they do not see a connection between drug abuse and TV programs because there is no causal relationship.

Research Question Two: Are Enugu residents aware of crystal meth and the damages as associated with its abuse? If yes, why do they still indulge in this act?

Table 3: Respondents' knowledge of what mkpurummiri looks like.

Valuables	Frequency	Percentage	Valid Percentage	Cumulative percentage
Yes	112	35	35	35
No	210	65	65	100
Total	322	100	100	

Source: Field survey, 2025.

Out of the 210 respondents who indicated their knowledge of mkpurummiri, 210 of them have either seen it physically or online. While 112 people did not know what it looked like. The respondents were enlightened on the topic and the identification, for the follow-up question, the medium through which they came across it spanned through media, friends, science experiments.

Table 4: Causes of mkpurummiri abuse

Valuables	Frequency	Percentage	Valid Percentage	Cumulative percentage
Peer Pressure	92	29	29	29
Joblessness	63	20	20	49
Greed	22	7	7	56
Mental Health	14	4	4	60
Depression	85	26	26	86
Loneliness	19	6	6	92
Other	27	8	8	100
Total	322	100	100	

Source: Field survey, 2025

Several reasons might be responsible for this abuse. Most of the respondents, 29%: Recognize peer pressure as a leading player in this cause. Other respondents attribute this cause to depression, others ticked joblessness, loneliness, greed, and mental disorder, while 8% ticked other but did not specify.

Research Question Three: Substance abuse effectively using TV programs. What methods can be adopted to manage?

What methods can be adopted to manage substance abuse effectively using TV programs? Although the opinions of the respondents varied in answer to this question, it can be summarized in the following key points: examine lineups before they are aired, pay more attention to programs that target the youth audience, stop portraying drug use in the positive and rewarding light, air relatable contents tailored to the subject matter. Use of advertisement and public service announcement for the sake of enlightenment, the law enforcement agencies also need to have their ears on the ground and sniff out any trace of drug use enablers.

Research Question Four: What difficulties do you think that TV programs face in disseminating information about methamphetamine?

Table 5: Difficulties faced by TV programs (multiple options were ticked)

Valuables	Frequency	Percentage	Valid Percentage	Cumulative percentage
Lack of Fund	77	24	24	24
Ineffective	60	19	19	43
Management	35	11	11	54
Complacency	40	12	12	66
Bad Advert	53	16	16	82
Poor Planning	57	18	18	100
Others	322	100	100	
Total				

Source: Field survey, 2025

Discussion of Findings

According to the respondents, TV programs might face the following challenges: lack of adequate funds. This section of the study discusses the findings about the research questions. In this section, the data collected from a survey on the roles of Radio Nigeria in combating drug abuse among university students will be discussed. The data contained three hundred and twenty-two questionnaires retrieved from the respondents. Responses to the research questions will be discussed.

Research Question One: How well can TV programs as an agent of information dispersal be relied on to perform this role in the society the fight against the abuse of crystal meth?

From the data in table 2, it can be deduced that a majority of the respondents believe that TV programs have an impact on drug abuse; more specifically mkpurummiri, as 279(87%) of the respondents affirm to this while, 43(13%) of the respondents disagree on the causal relationship between the two concepts.

Research Question Two: Are Enugu residents aware of crystal meth and the damages as associated Instead with its abuse? If yes, why do they still indulge in this act?

From the data in Table 3, 210(660) of the respondents who are Enugu residents are aware of methamphetamine, which is a greater number of the respondents; with that, it is safe to say that a majority of the representatives of Enugu State residents are familiar with the drug mkpurummiri.

Research Question Three: What methods can be adopted to manage substance abuse effectively using TV programs?

Although the opinions of the respondents varied in answer to this question, it can be summarized in the following key points: examine lineups before they are aired, pay more attention to programs that target the youth audience, stop portraying drug use in the positive and rewarding light, air relatable contents tailored to the subject matter. Use of advertisement and public service announcement for the sake of enlightenment, the law enforcement agencies also need to have their ears on the ground and sniff out any trace of drug use enablers.

Research Question Four: Are TV programs faced with difficulties in disseminating information and carrying out their social responsibility of creating awareness and follow-up for methamphetamine/ drug abuse?

According to the data in table 5, 77(24%) of the respondents recognize not having adequate funds to execute their duties as a difficulty.

Summary

The stimulant substance methamphetamine, commonly referred to as "meth," has an impact on the central nervous system and is extremely addictive. Chemically, it is comparable to amphetamine. However, its effects are more intense and longer-lasting. Methamphetamine can be abused in numerous ways, including smoking, inhaling, and injecting. Serious repercussions from methamphetamine abuse can include addiction, mental and physical health disorders, as well as financial and legal difficulties. Abuse of methamphetamine can have a serious negative effect on public health and safety since it can raise crime rates, put a burden on healthcare systems, and reduce worker productivity. The production and distribution of methamphetamine can also contribute to environmental damage and pose a risk to law enforcement officials who are tasked with dismantling meth labs. Overall, the effects of methamphetamine abuse can be far-reaching and have a profound impact on individuals, families, and communities.

It is crucial for individuals who battle with addiction to seek help and for society to address the core causes of drug usage through prevention, education, and treatment programs. It's crucial to remember that television shows

can help spread knowledge about the risks of methamphetamine abuse and encourage prevention and treatment alternatives. The target audience, the veracity and correctness of the information offered, and the program's overall impact and reach are some of the variables that may affect how effective these programs are. Society must adopt some tactics, including education, prevention, and treatment programs, to address the issue of methamphetamine consumption. Some television shows may create awareness of important drug issues by highlighting the dangers and consequences of substance abuse. These shows may also include information on preventive and treatment alternatives.

Conclusion

Depending on a number of variables, television shows may or may not be a successful means of spreading information in the fight against methamphetamine misuse. First and foremost, the program's dependability in carrying out its function is largely dependent on the veracity and correctness of the information it presents. The audience may not be adequately informed on the risks of methamphetamine abuse if the information is unreliable or untrustworthy. Second, the efficiency of television programs in spreading knowledge about methamphetamine misuse is also heavily influenced by the target demographic. The target audience may be reached and educated more successfully by programs designed for particular age groups or demographics. Thirdly, the program's overall impact and reach should also be taken into account. Wide-viewing television shows that air on well-known channels might have a bigger influence on how society views methamphetamine misuse and its effects. Television shows can help spread knowledge about the risks of methamphetamine consumption and promote preventive and treatment choices, but how effective they are will depend on several variables. Effectively addressing the problem of methamphetamine abuse requires the use of a range of strategies, such as prevention, education, and treatment initiatives. In conclusion, television shows have the potential to significantly reduce the use of methamphetamine by adults and adolescents. TV shows can increase public awareness of the risks of methamphetamine consumption, offer helpful information about treatment alternatives, and support services, and showcase the efforts of groups that are improving the community by partnering with organisations that fight drug abuse.

Recommendations

1. Cooperate with groups and experts: TV shows can collaborate closely with organisations and professionals that are actively fighting drug usage. This collaboration can help guarantee that the program's message is in line with these organisations' objectives and that the material it presents is correct and current.
2. Use real-life stories: To help viewers grasp the gravity of the problem, TV shows can feature true accounts of people who have battled methamphetamine usage. Those who may be battling addiction themselves may find inspiration and hope in these tales.
3. Offer resources: Television shows can give viewers information about where to get help for methamphetamine addiction. This can include details about hotlines, support groups, and treatment facilities.

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