

THE ROLE OF COMMUNICATION AND PUBLICITY ON TERRORISM: ITS IMPLICATION ON HUMAN DEVELOPMENT AND NATIONAL SUSTAINABILITY

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ABSTRACT

The paper investigated the role of communication and publicity on terrorism: its implication on human development and national sustainability, information were gathered as secondary data. The theoretical framework used was dependency theory states that individual depends on media for their needs. The paper discussed terrorism operations and countless number of terrors unleashed on the society at large. On the other hand, the related goal setting agenda between terrorisms and media organizations is popularity. It was found out that more publicity on the heinous crime and violent activities of terrorist groups from media organizations lead to increased attack. This paper also X-rayed the implications of publicity given to terrorists on human development and national sustainability. Recommendations were made among which is that media organizations should reduce their coverage/reportage on terrorism. Finally, the paper concluded that much publicity on terrorism from media organization do not mean they are supporting terrorism rather terrorist groups feed on media organization to gain popularity.

Keywords: Terrorism, Human Development, National Sustainability, Communication, Publicity.

INTRODUCTION

Publicity on a particular issue has a way of stimulating the consciousness of the people either on the positive or the negative effect. Mass media nowadays concentrates more on publishing, viewing and equally printing the activities of terrorist groups. The level of communication and publicity on terrorism is extremely high to the extent that one may wonder whether media houses are supporting terrorism. Violence against humanity through terrorism has a devastating effect both human development and sustainable development. The magnitude of terrorist attacks on infrastructural facilities, human resources and other aids to development cannot be qualified in monetary terms. Ideally, violence may not be the best option to pursue particular objective or an ideology. From all indication, much publicity given to terrorist organizations has orchestrated more violence and attacks, reasons being that, the terrorists want popularity and media organization given them popularity through their eagerness to cover such attacks. The implication of this coverage by media is an increased attack from these blood thirsty, mass destruction and violence hungry groups.

Over the years, terrorism has been increasing on daily basis. The heinous activities of the terrorists are spreading throughout the globe, causing devastating and horrible effect on both advanced and less developed nations. The acts are purposely carried out to cause havoc which in turn attracts attention of individuals or the government thereby leading the government in negotiating with the terrorist to meet their demands. In spite of the anti-terrorism organization established by the government to counter their activities, these fundamentalists still engage in the business of maiming, killing of innocent people and destruction of properties in a large scale. The wide publicity and communication on terrorism have not reduced the activities of terrorists in our societies rather it has aggravated more violence. I view of this, it has become imperative to take cursory look on this issue.

OBJECTIVE OF THE PAPER

Based on the promises, it is the intention of this paper to find out the role communication and publicity play on terrorism, and the implication of these roles on human development and national sustainability. This finding will help the government or stake holders in censoring the media coverage on terrorism.

Theoretical Framework

In a study of this kind, there is need to fashion out a suitable theory which could be used as theoretical framework of analysis. This theory acts as a guide in carrying out or conducting the study.

Dependency Theory

This theory was postulated by Sandra Ball-Rokeach and Melvin Delfeur (1976). The dependency theory predicts that you depend on media for information to meet certain needs and achieve certain goals. Based on the tenet of this theory, it is observed that terrorist organizations depend on the wide publicity from social and mass media in achieving their set goals. Their goals which include self-determination, Islamic state and others are communicated to the general public and vulnerable individuals through the media organizations.

Concept of Terrorism

Hundreds of definitions have been offered as regards to terrorism. After noting these definitions, Laqueur (1999) concluded that the only generally accepted characteristic of terrorism is that it involves or the threat of violence. The federal Bureau of investigation (FBI, 2006), defines terrorism as the unlawful use of force or violence against persons or property to intimidate or coerce a government, the civilian population or any segment, therefore in order to achieve political or social objective. Most of these terrorist groups have their links with Al-Qaeda. As a matter of facts, after September 9, 2011 that Al Qaeda's attack against USA, many terrorist groups spring up maiming and killing

innocent citizens of their respective countries. The National Assembly of the Federal Republic of Nigeria enacted an Act on terrorism (prevention) in 2011. According to Eze (2016), section 1 (3) of the Act states:

the act of terrorism as one which is deliberately done with malice aforethought and which involves or causes an attack upon a person's life, which may cause severe bodily harm or death, kidnapping, destruction of government or public facilities, seizure of aircrafts, ships or other mean of public transportation. It also includes the manufacture, possession, acquisition, transport, supply or use of weapons, explosives or of nuclear, biological or chemical weapons as well as research into and development of biological and chemical weapons without lawful authority; the release of dangerous substance or causing of fire, explosion or floods, the effect of which is to endanger human life; interference with or disruption of the supply of water, power or any other fundamental natural resource, the effect of which is to endanger human life and an act or omission in or outside Nigeria which constitutes and offence within the scope of counter terrorism protocols and conventions duly ratified by Nigeria. However, this definition by the Federal Government of Nigeria encompasses all aspect of violence in the society.

These terrorist groups such as Islamic state of Iraq and the Levant also translated to ISIS, AL-Shabab in Somalia, Taliban in Afghanistan and others have network with Al-Qaeda. The act of terror may be motivated by political reasons and equally it is fuelled by lack of opportunity to express definite ideas or self-interest.

Terrorism exists because the politically weak and disenfranchised have no other means by which to realize their objectives since they will not be taken seriously by the normal population. Terrorism therefore can place political change on the agenda (cf. Crenshaw, 1998). When the political changes placed on the agenda of the government are not forthcoming, the particular terrorists involved most times resort to violence. Violence can also be fuelled by lack of opportunity for political participation in a society (cf. Crenshaw, 2003). There are some other factors that have been shown to contribute to the occurrence of terrorist violence in many circumstances.

The violence against humanity has continued unabated. The attack is not restricted only to African continent or Nigeria to be precise, it is a global trend. Recently on July 6, 2006 a terrorist group (ISIS) unleashed terror against the citizens of Turkey in Istanbul airport where scores of dead bodies were picked up. It was reported by Gul Tuysuz and Steve Almasy (2016) that not less than 36 people died and 147 injured in that singular attack. The entire globe has been witnessing violence from the terrorists on daily basis not minding some critical measures from different quarters in curbing the challenges (cf. CNN, 2016)

The capital of Iraq, Baghdad, has a share of devastating violence which was masterminded by the ISIS. The attack of Sunday, July 3, 2016, was reported as the deadliest terror in Iraq's capital in 2016. The bombing in Baghdad killed at least 199 people. These two countries are not the only victim of terrorists attack or the worst hit; other countries have their own story to tell. The list is endless. As a matter of fact, between 1996 to March 2016, Nigeria has witnessed over 500 cases of well documented terrorist attacks.

SOME DOCUMENTED TERRORIST BOMBINGS IN NIGERIA

S/no	Date& year	Places of occurrence	Group that claimed Responsibility
1	19 th October. 1986	At house no 25 Talabi street off Adeniyi Jones Avenue, Ikeja, Lagos.	It was allege to be the hand work of IBB who was then the military head of state
2	31 st March, 1995	At the launch of Maryan Abacha's pet projects, family support programme.	Abacha, the military junta was accused of the act.
3	January 18, 1996	At Darbur hotel, Kaduna state	The same Military administration of Abacha was accused of the explosion.
4	January 20, 1996	At Aminu Kano international Airport	
5	April 25, 1996	Air port base in Ikeja Lagos state	
6	November 14 th ,1996	Murtallah Mohammed international Air port Lagos.	
7	December 16 , 1996	Targeted at colonel Buba Marwa Convoy	
8	December 18 , 1996	Bus Belonging to Lagos state task force on environmental sanitation	
9	December 18 ,1996	At Evans square in lagos	
10	December 13 th 1997	At Nnamdi Azikwe international air port Abuja.	
11	May 12 ,1998	In front of the federal ministry of works and housing on Eleyele road	

12	20 th January, 2002	At Ikeja military cantonment. Lagos	It was believed to be accidental
13	May 28, 2005	At the resident of the head of Ikono council in Akwa Ibom	Political opponent
14	November 25, 2005	At people democratic party office in Bayelsa state	Politicians
15	November 28, 2005	Car bomb in the same Bayelsa	
16	December 28, 2005	Campaign office of president Goodluck Jonathan then , a Governor) of Bayelsa state	Political opponents
17	December 5, 2006	Elumelu Campaign office in Delta state	Political opponents
18	December 23, 2006	In front of the office of Rivers State Government	
19	July 12, 2009	Atlas cove oil facility in lagos state	MEND (movement for the emancipation of Niger Delta)
20	22 nd December, 2009	Boom detonated on the hand of a man bearing it with the aim of bombing super screen television in port Harcourt	
21	1 st October, 2010	At Eagle Square-Abuja	MEND claimed responsibility
22	24 th December, 2010	In Jos, Plateau State	Boko Haram
23	31 st December, 2010	In Jos again	Boko Haram group
24	16 th March, 2011	Southern Nigeria (Port Harcourt)	MEND
25	30 th March,	Damaturu (Maiduguri)	Boko Haram

	2011		
26	April 8, 2011	At Kaduna state	
27	April 13 th , 2011	At police station in Bauchi State	Boko Haram
28	13 th May, 2011	At London Chinki Maiduguri	Boko Haram
29	29 th may, 2011	At Zubah in Abuja	Boko Haram
30	29 th May, 2011	Military Barrack Mammy market in Bauchi state	Boko Haram
31	June 1 st , 2011	St. Patrick Catholic Church, Maiduguri	Boko Haram
32	June 2 nd 2011	Borno State epidemiological centre	Boko Haram
33	June 8 th , 2011	Police station in Maiduguri	Boko Haram
34	June 12, 2011	Maiduguri again	Boko Haram
35	June 16 th 2011	Dambooa-a city in Maiduguri	Boko Haram
36	June 16 th , 2011	Police Headquarter at St. Lious Edet House – Abuja	Boko Haram
37	26 th August, 2011	United Nations building in Abuja	Boko Haram

Source: Sunday Sun, June 26, 2011, pg. 33-34.

PUBLICITYON TERRORISM

The publicity on terrorist activities has made the ideas and aspiration known to the public. Terrorists and mass media have mutual relationship in that terrorists seek recognition as well as media organizations that publish such violence acts. The mutual relationship between terrorists and publicity abound. Recent history, specifically the past decade, has provided plenty of examples of the mutually beneficial relationship between terrorist organizations and the media (cf. Rohner and Bruno, 2007). As remarkable terrorist attack happens throughout the world, it is by and large the case that the architects of terrorism exploit the media

for the benefit of their operational efficiency, information gathering, recruitment, fund raising and propaganda schemes (cf. Nacos, 2006).

Publicity given to terrorist organization by covering their mass destruction makes them to achieve their goals which are attention, recognition and popularity. To put it briefly, just as terrorism has to be communicated to have effect (cf. Seib, Philip and Dana M. Janbek, 2011), the media has to cover the incidents in such a way as to benefit from the public's eagerness to obtain information about terrorist attacks. It is, therefore, fair to argue that there is a mutually beneficial relationship between terrorism and today's media.

It is arguably important to note, that without the wider coverage or publicity given to terrorist, the impacts of the waste would remain within the immediate environment instead of reaching the target audience at whom the terrorists violence is actually aimed. In a similar vein, Stohl (in Staci, Bennett and Flickinger, 2002) argues that terrorists are primarily interested in audience, not the victims, and emphasized that how the audience reacts is as important as the act itself.

As a matter of fact, the primary goal of terrorist is to win the attention of the public, decision maker and government, in order to achieve these particular objectives, they (terrorists) carefully select the choice environment to perpetuate their violence attack in order to attract publicity, that is, media coverage. This assertion does not indict media organization in support of terrorist organization rather it is their job to report current event and issues; in a bid to cover such event, they help to further the message of terrorist groups.

THE ROLE OF COMMUNICATION ON TERRORISM

Modern communication apparatus has made dissemination of messages affordable, and accessible to end-users. The platform created by phones and internet via social media like twitter, face book, YouTube and others makes it possible for the audience to receive unfettered information. Terrorist groups use these platforms in spreading their messages, recruit members and equally gather intelligence report.

The emerging trend in communication today has been of immense help to terrorist group in disseminating information. According to Baran (2008), the new and emerging media has made it easier for terrorists to publicize their messages to the world via websites at their own discretion and new technologies have simply allowed the dissemination of terrorist messages to reach a broader audience with a more concise message.

Despite this, the power of other forms and technologies such as video and audio cassettes, DVDs, videos games, popular music and novel should not be underestimated (cf. Nacos, 2002). It therefore, means that terrorist groups do not really need printed media to communicate or convey their message to the audience, however Feldman (2006) posits that terrorist generally embrace the newest information, follow the latest technological development to be innovative, and utilize the most up to-date communication technologies. Indeed, most of the attacks carried out by Boko Haram sect in Nigeria were circulated mostly through face book which have resulted in conveying the mission of terrorism. In a nutshell, strategic communication which depicts violence, killings and destruction of public properties through terrorist attack create an unimaginable sensation and global recognition among the terrorist groups.

THE IMPLICATION OF PUBLICITY ON TERRORISM AS IT CONCERNS HUMAN DEVELOPMENT AND NATIONAL SUSTAINABILITY

The coverage given to terrorists organization show how increases their attacks. This is because terrorist's primary objective is to gain popularity and also to convey their idea to the populace. In a bid to cover extensively the acts of terrorism, media organizations are partially fuelling their operations because the more the coverage, the more attack on individual citizens and soft spots to attract government attention. It may be possible that terrorists are basically not interested in the death of their victims but the killing, or bloodshed and /or destruction of properties is a way of calling on the appropriate quarters for negotiation.

Implication on National Sustainability

Other countries of the world can know what is happening in the neighboring countries through information gathering. Access to information comes easily through publicity (mass media). Media organization diverge information to the public without considering the effects of such information on the psyche of the people. Therefore, the implication of such publicity on national sustainability cannot be overemphasized. For instance, a coverage by media organizations describing extensive terrible havoc unleashed on corporate organizations, individual investment, public facilities and other developmental apparatus sends a wrong signal to foreign investors. Such information will scare away foreign investors, slow down business (production/service) and cut down profit or revenue generation. And when the interruption of the service/product of this organizations are felt nation-wide then national disaster will occur. The recent happening in Niger Delta region of Nigeria is a practical scenario on the implication of such publicity. Right now, the large population of oil companies is scared to continue their operation and such attack has slow down the production capacity thereby reducing the country's foreign

exchange earnings. Book Haram, located in the Northern part of Nigeria, has the highest poverty rate in the country and has remained relatively unsafe as it is the region in Nigeria experiencing the highest number of terrorist incidents making it difficult to attract foreign direct investment (FDI). This is not healthy for national sustainability.

Implication of Human Development

As media house continue their publicities on terrorism in order to earn more profits from the general public, terrorists on the other hand took advantage of such coverage and continue their massive destruction with injuries and casualties in order to gain and attract government attention. The consequences of the media terrorists' related goal have robbed the society precious lives and productive facilities. But there are indirect costs that are not usually measured which include emotional toll suffered by the victims, friends, relatives, other survivors and the community at large.

Apart from the emotional trauma, the core three basic dimensions of human development-long and healthy living, access to education and decent standard of living have been shattered by terrorism. Education is the foundation of a society; without it, development is very difficult. Dozens of children in the Northern of Nigeria are out of school as a result of terrorist activities. This is a threat to human development.

On the other hand, standard of living of the affected individuals is deteriorating on daily basis. For example, IDPs camps in Borno state is a tale of death. Children and women are suffering from terribly malnutrition. These women with their children are experiencing hard time which would eventually affect their life expectancy. The implication of all these misfortunes will result in unhealthy living. Terrorists adversely attack such area or sector because they are aware that media organization must cover it.

CONCLUSION

Based on the above discussion, it is quite understandable that much communication and publicity on terrorism increase the ego and popularity of terrorist organization. It equally gives them the urge to continue more strikes in order to attract the attention of the government for negotiation and forcing them (government) meet their demands. The zeal for more news leads to destruction of properties, killing of innocent citizens, and others which eventually led to devastating on human development and national sustainability.

RECOMMENDATION

1. This paper recommends that media organizations should starve terrorists of the oxygen of publicity.
2. The government should pursue a policy which will censor all the coverage on terrorists activities before such coverage or reportage get to the audience, that is, the public
3. A policy which should checkmate social media's activities is initiated. The policy should be empowered to close any account in face book, or tweeter belonging to terrorist organizations.
4. There is need to build a mechanism into computer, radio, television which will detect violence communication and thereafter convert such information into friendly language.
5. A law should be initiated to regulate and limits the number of violence attacks by the terrorists which should be covered be different media organization within a given period of time.

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