

**Practicing in HIV/AIDS Campaign Messages in the Benin
Metropolis, Nigeria:
A Statistical Communicative Analysis**

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Abstract

This paper statistically scrutinizes the pragmatic functions that HIV/AIDS campaign messages play on the populace in the Benin metropolis, Nigeria. It picks its motivation from the little attention paid in the statistical cum linguistic analysis, to both HIV/AIDS campaign messages and the pragmatic role of these messages on the populace in Benin metropolis. For data, a questionnaire was administered to 1,660 randomly selected respondents aged between 15 and 65 years from five local government areas (LGAs) in Benin Metropolis comprising Oredo, Ikpoba-Okha, Ovia North-East, Ovia South-West and Egor, which were purposively selected for the study. In-depth interviews and focus group discussions were also held in the selected LGAs. The quantitative data were analysed using descriptive statistics and Analysis of Variance at $p < 0.05$, while the interviews were qualitatively analysed. Mey's pragmatic acts theory was adopted in this survey design to aid the structuring of the questionnaire. The paper reveals that HIV/AIDS campaign messages in Benin metropolis were information-motivated discourse characterised by the practs of counselling (50.6%), cautioning (40.1%), threatening (3.6%) and persuading (5.7%). This is achieved through the interaction of contextual features of shared-situational knowledge (ssk), shared-cultural knowledge (sck), reference (ref), and inference (inf); with a resultive behavioural impact on the populace as: avoidance of the use of unsterilized objects (56.6%), decrease/stop of risky sexual behaviours (46.5%), abstinence from sexual activity (43.1%) and so on. However, the paper claims that practicing being a pragmatic approach of the pragmeme is used in advocating for a behavioural change in the society.

Keywords: HIV/AIDS campaigns messages, practicing, pragmatic acts, behavioural impact,

1.0 Introduction

HIV/AIDS is among one of the greatest threat facing the entire world today, of which sub Saharan Africa has the highest prevalence rate; and Nigeria, Edo state precisely is not left out. HIV/AIDS is one of the various sexually transmitted infection in the world and it ranks 10th among the world's killer disease (Wagbatsoma and Okojie, 2006). According to Piot et al. (1999), HIV has become endemic in parts of Africa, thus it has become a major public health problem of the same magnitude as malaria, diarrhoea and malnutrition. Thus, Parker (2000) opines that there is the need to yearly review the awareness level of HIV/AIDS disease all over the world. UNAIDS (2008) avers that HIV/AIDS is among the greatest challenges to sustainable economic, social and civil society development today; thus, a global crisis that undermines all aspects and all sectors of the entire society. And no region of the world has been spared; the epidemic remains an extremely dynamic, growing and changing character as the virus take advantages of new opportunities for transmission. Consequently, an effective response demands committed, urgent and sustained action by alliances of individuals, non-governmental and governmental organizations. Despite the intensive efforts by the media, government, non-governmental organizations and other stakeholders to disseminate information on HIV/AIDS, there is still an increase in HIV infection and AIDS cases in the entire world, including Benin metropolis. The fact that a cure or vaccine for HIV infection had not been detected, communication campaign is at its pick aimed at prevention of infection through behavioural change in the society, which is the only hope. Thus, UNAIDS (1999) asserts that the major breakthroughs both in types and costs of treatment are transforming the response to HIV/AIDS and giving new hope to HIV positive people through communicative information.

However, Nigeria as the most populated country in sub Saharan Africa has the highest prevalence rate of (4.1%) as reported by NACA in (Global AIDS Response: Country Progress Report Nigeria 2014). In the same report Edo State has the prevalence rate of (5.3%) as against (5.2%) in 2008-Sentinel Survey Report. However, Benin metropolis the core area of this study consists of five (5) LGAs, with the prevalence rate of HIV/AIDS as follows: Orędo (7.3%), Egor

(3.4%), Ovia North-East (6.6%), Ikpoba-Okha (1.6%) and Ovia South-West (1.6%) local government areas (Edo State HIV/AIDS Survey Report, 2007). The high prevalence of HIV rate and (Ojeabu *et al.*, 2008) which states that (93.1%) of the secondary school students had misconception about HIV/AIDS and over (40%) lacked knowledge of its prevention in Benin Metropolis spurred this investigation. Solomon-Etefia (2015) is a pragma-semiotic investigation of outdoor HIV/AIDS campaign messages in Benin metropolis, Nigeria. In this work, the outdoor HIV/AIDS campaigns message analysed include the textual and pictorial aspect and the assessment of the audience through the use of the questionnaire and various interviews. This paper presents the statistical aspect of practicing within the pragmatic context used as a communicative tool to pass information to the populace on HIV/AIDS. The thrust of this paper is that HIV/AIDS campaign messages in the metropolis are both indoors and outdoors.

1.1 Aim and Objectives of the Study

The aim of this study is to discuss practicing in HIV/AIDS campaign messages in the Benin, Nigeria. The objectives are:

- i) to identify the various practs in HIV/AIDS campaign messages;
- ii) to identify the effect of this practs on the audience towards a behavioural change.

1.2 Research Questions

- What practs characterise HIV/AIDS campaign messages in the Benin metropolis?
- Does the practs aid in understanding the messages and make impact on respondents towards a behavioural change?

1.3 Methodology

The quantitative and qualitative methods of data collection were adopted for this study in order to obtain a considerable holistic data that would ensure the effective and adequate accomplishment of the study's objectives. The quantitative method of data collection is concerned with collecting data that are numeric in nature with the use of questionnaire.

Firstly, a semi-structured questionnaire was composed with both close-end and open-ended questions and was divided into two sections. Section I (closed-ended) consisted of

questions on socio-demographic data of the respondents. Section II (open-ended) contained questions on the study which was devised to collect data on respondents' awareness of HIV/AIDS campaign messages and respondents' perceived functions of campaign messages with insight on the pragmatic acts theoretical model by Mey (2001). The impact of the HIV/AIDS campaign messages on the audience were also assessed through the questionnaire. The people involved in this research were between 15 and 65 years of age.

Five research assistant (one for each of the local Government areas, (LGAs)) helped in administering and collating 1,660 questionnaires in the five local government areas of Benin metropolis, namely Egor, Oredo, Ikpoba-Okha, Ovia North-East and Ovia South-West. The questionnaires were distributed as follows: Egor (403), Oredo (394), Ikpoba-Okha (409), Ovia North-East (96), and Ovia South-West (415). The qualitative method of data collection in this study is in narrative form through the use of focus group discussions (FGDs) in five sections and twenty-five in-depth interviews (IDI) across all the LGAs covered. The analysis of the different categories of the quantitative data were done with descriptive statistical methods, such as simple percentages in tables and charts. Qualitative data got from the FGDs and IDI were collected in field notes and were subjected to content analysis.

1.4 The Concept of Practing

Practing is a pragmatic concept introduced by Mey (2001) in the discourse of pragmeme in pragmatic acts theory. Within the pragmatic world is the introduction of a concept known as "pragmeme." This model gives background knowledge to the understanding of how the pragmatic acts theory practs. It tries to explain the use of language from the inside out rather than the other way round. The focus is on the existing environment in which speaker and hearer realise their affordances, to the extent that the world situation is made to bear on what is actually being said. This radically pragmatic view implies that attention is now placed on characterising a general situational prototype that can be applied in the situation, instead of emphasising conditions and rules for an individual's speech act. This kind of a generalised pragmatic act is what Mey calls a pragmeme. Pragmeme is realised through instantiated individual pragmatic acts, which he refers to as practs. In Odebunmi's (2006) view, "pragmeme is the central concept

in the theory of pragmatic acts, while practs are the concrete occurrence of a pragmeme.” Every pract is also an allopract (sub-pract) that is a concrete and different realisation of a particular pragmeme. Odebunmi (2006) argues that the concept of pragmeme is an abstraction.

The study of pract is not concerned with the issues of strict adherence to grammatical rules and standards of correctness. What matters and passes for a pract is absolutely dependent on and determined by understanding the individual participant process of the situation, by which and under which such practs are derived, and the effect that the practs have, or may have in a particular contexts. The basic conception of pragmeme is that it consist of the activity part, which represents the options that are available to the speaker to perform the various functions desired. To achieve this, the speaker depends on the textual part to communicate his/her intention, thus employing the inference (inf), reference (ref), relevance (rel), voice (vce), shared situational knowledge (ssk), metaphor (mph), or metapragmatic joker (m). Basically, both activity and textual classifications depend on context for any meaning realization in the discourse of interactants. However, the application of the pragmatic acts theory in this paper is used as a guide to model the questionnaire to capture various practs exhibited in HIV/AIDS campaign messages in the Benin metropolis. And then assess the effect of these practs on the populace towards impacting a behavioural change.

1.5 Data Presentation and Findings

This section presents the data in this paper by classifying the various practs of HIV/AIDS campaign messages the in Benin metropolis.

1.5.1 The Practs of HIV/AIDS Campaign Messages in the Benin Metropolis

This part of the paper presents the various categories of HIV/AIDS campaign messages in the Benin metropolis. The first category discusses the perceived practs of HIV/ADS campaign messages by the respondents according to how HIV/AIDS were know; the second category discusses the perceived practs of HIV/AIDS campaign messages by the respondents, the third category discusses perceived practs of respondents according to background characteristics and

finally presents respondents' behavioural impacts to the messages. Table 1 below, shows the respondent's perceived practs according to how HIV/AIDS was known.

Table 1: Perceived Practs of HIV/AIDS Campaign Messages according to How HIV/AIDS was known

Practs of HIV/AIDS messages	How HIV/AIDS was known						Total
	Sensitisation campaigns	TV/Radio	Newspapers/ Posters/ Bill Boards	Health personnel/ NGOs	School teachers relatives/ Friends	Others	
Counselling	105(12.5%)	350(41.7%)	45(5.4%)	85(10.1%)	225(26.8%)	30(3.5%)	840(100%)
Cautioning	140(21.1%)	250(37.6%)	55(8.3%)	55(8.3%)	135(20.2%)	30(4.5%)	665(100%)
Persuading	5(8.3%)	15(25.0%)	-	10(16.7%)	15(25.0%)	15(25.0%)	60(100%)
Threatening	5(5.3%)	45(47.4%)	15(15.7%)	5(5.3%)	25(26.3%)	-	95(100%)

Source: Solomon-Etefia (2015)

The Table 1 presented above reveals that out of the 840 respondents who perceived the pract of HIV/AIDS messages as counselling, 41.7% and 26.8% knew about HIV/AIDS from TV and radio; and school teachers, relatives and friends, respectively. Those respondents who claimed to have known about HIV/AIDS from sensitisation campaigns were 12.5%, while 10.1% of them got to know about HIV/AIDS from health personnel and NGOs. Only 5.4% and 3.5% claimed to have known about HIV/AIDS from newspapers, posters, and boards, and others, such as the Internet, reading of books, churches, and mosques, respectively.

A total of 665 respondents perceived the pract of the HIV/AIDS messages as cautioning. Among these respondents, 37.6% claimed to have heard or read about HIV/AIDS from TV and radio; while 21.1% and 20.2% knew about HIV/AIDS from sensitisation campaigns and school teachers, relatives as well as friends. Over 8.3% of the respondents knew about HIV/AIDS from newspapers, posters, boards and health personnel/NGOs. Only 4.5% know about HIV/AIDS from other sources.

Only 155 respondents perceived the practs of HIV/AIDS messages as persuading and threatening. Most of them (72.4%) knew about HIV/AIDS from TV/radio. Over 51.3% of them knew about HIV/AIDS from school teachers, relatives and friends. Among respondents whose

Language in India www.languageinindia.com ISSN 1930-2940 16:8 August 2016

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perceived practs of HIV/AIDS messages was persuading, 25% knew about HIV/AIDS from “others sources.” Also 21.1% of the respondents who perceived the pract of HIV/AIDS messages as persuading and threatening knew about HIV/AIDS from health personnel and NGOs; while 13.6% of the respondents claimed to have known about HIV/AIDS from sensitisation campaigns. Besides, 15.7% of the respondents whose perceived practs of HIV/AIDS messages was only threatening knew about HIV/AIDS from newspapers, posters and boards. None of the respondents who perceived HIV/AIDS messages as persuading and threatening claimed to have known about HIV/AIDS from newspapers, posters, boards and others.

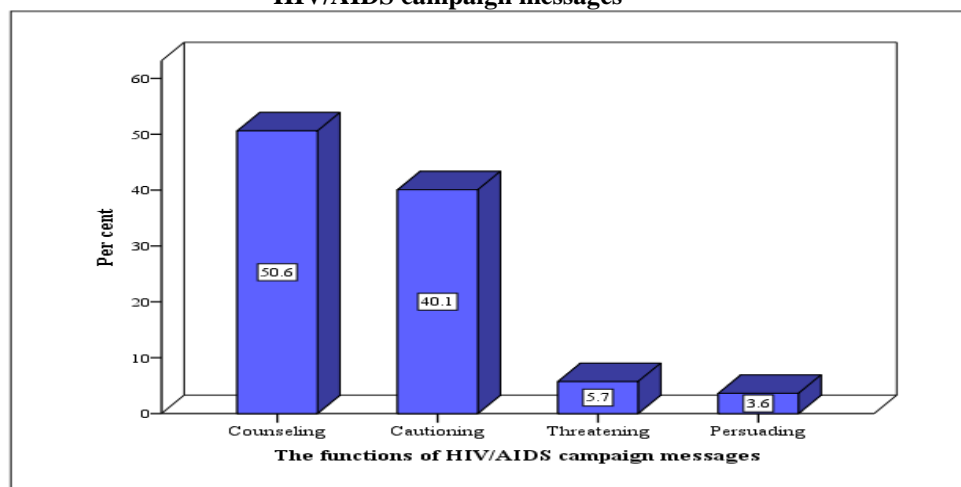
Table 2: The Practs of HIV/AIDS Campaign Messages

Variables	Frequency	Percentage (%)
<i>Perceived practs of HIV/AIDS messages</i>		
Counselling	840	50.6
Cautioning	665	40.1
Persuading	60	3.6
Threatening	95	5.7

Source: Solomon-Etefia (2015)

The Table 2 above shows the practs of HIV/AIDS awareness messages on the respondents. It reveals that the majority (50.6%) of the respondents claimed that the perceived pract of HIV/AIDS campaign messages is that of counselling. A total of 40.1% of the respondents claimed that the perceived pract of the messages is cautioning. This shows that the practs of the HIV/AIDS messages in the study area are more of counselling and cautioning. However, 5.7% and 3.6% of the respondents claimed that their perceived pract of HIV/AIDS messages are threatening and persuading, respectively. The reason for this finding is that the respondents seemed to prefer HIV/AIDS campaign messages that counsel and caution, such as: “zip up, love carefully,” and “avoid used syringes,” to those messages that threaten and persuade. The implication of this is that HIV/AIDS messages should be coined in such a way that they would perform the practs of counselling and cautioning for the audience in order to achieve their effectiveness. Figure 1 below is a bar chart showing the respondents’ perceived practs of HIV/AIDS campaign messages.

Figure 1: A bar chart showing respondents' perceived practs of HIV/AIDS campaign messages



Source: Solomon-Etefia (2015)

The opinions of some of the FGD and IDI respondents presented below supported the foregoing quantitative data:

Majority of the HIV/AIDS messages I have heard were meant to counsel and to caution me. While the counselling messages were meant for those people already infected, that having the ailment is not the end of the world; Cautioning messages were meant for people who have not contracted the disease. **(A 50-year-old, female civil servant, FGD, Orędo LGA, 7-8-13)**

Cautioning is the function of the different HIV/AIDS messages we hear every day. The messages warn us that HIV/AIDS kills, warn us about the need to know our status and the need to carry out HIV test before marriage. **(A 25-year-old female hairdresser, FGD, Egor LGA, 7-8-13)**

It is not only the messages that threaten me. It is the disease because HIV is not only contracted through sex. Also it's not

the disease that kills but the shock and stigmatisation. (A 37-year-old male teacher, IDI, Ovia S.W. LGA, 11-8-13)

I think the only message that persuades is the one that advises us to support and stop stigmatising those that are already infected with the disease. Every other message is more of cautioning and counselling so that one will not contract the disease and also not spread the disease. (A 35-year-old male trader, IDI, Ikpoba-Okha LGA, 11-8-13)

Considering the responses of a considerable proportion of the FGD and IDI respondents, it is clear that most HIV/AIDS campaign messages perform the practs of cautioning and counselling more than threatening and persuading. The respondents opines that the messages that counsel and persuade are those that advise the audience on the need to support, care and avoid stigmatising the people living with HIV and AIDS. The main messages are those of caution and counsel because they actually warn and advise the audience on the importance of preventing the spread of the disease and the ways to care for it if one is positive.

The Table 3 below, displays the respondents' perceived practs of HIV/AIDS campaign messages according to background characteristics. A total of 850 respondents of the 15-24 years age group perceived the practs of HIV/AIDS awareness messages as counselling, cautioning, persuading and threatening. However, 50.6% of them perceived the pract of HIV/AIDS awareness messages as counselling, while 36.5% of them perceived the pract of HIV/AIDS messages as cautioning. The respondents whose perceived practs of HIV/AIDS messages were threatening and persuading were 7.1% and 5.8%, respectively. Similarly, respondents in the age group of 25-34 years whose perceived practs of HIV/AIDS messages were counselling and cautioning were 49.5% and 43.8%, respectively. Only 5.7% and 1.0% of the respondents in this age group perceived the practs of HIV/AIDS messages as threatening and persuading in that order. Among the 205 respondents between the age group of 35-44 years, 48.8% perceived the practs of HIV/AIDS messages as counselling and cautioning, while 2.4% of them perceived the

pract as threatening. None of the respondents perceived the pract of HIV/AIDS messages as persuading.

Table 3: Perceived Practs of HIV/AIDS Messages according to Background Characteristics

Background characteristics	Perceived practs of HIV/AIDS campaign messages				Total	Chi-square X^2 ; <i>p-value</i>
	Counselling	Cautioning	Persuading	Threatening		
Age group						
15-24 years	430(50.6%)	310(36.5%)	50(5.8%)	60(7.1%)	850(100%)	65.786;0.000*
25-34 years	260(49.5%)	230(43.8%)	5(1.0%)	30(5.7%)	525(100%)	
35-44 years	100(48.8%)	100(48.8%)	-	5(2.4%)	205(100%)	
45-54 years	35(53.8%)	25(38.5%)	5(7.7%)	-	65(100%)	
55-65 years	15(100.0%)	-	-	-	15(100%)	
Gender						
Male	420(48.3%)	355(40.8%)	35(4.0%)	60(6.9%)	870(100%)	7.453; 0.059
Female	420(53.2%)	310(39.2%)	25(3.2%)	35(4.4%)	790(100%)	
Highest educational qualification						
None	5(12.5%)	35(87.5%)	-	-	40(100%)	78.267;0.000*
Primary	55(45.8%)	45(37.5%)	-	20(16.7%)	120(100%)	
Secondary	420(56.8%)	240(32.4%)	30(4.0%)	50(6.8%)	740(100%)	
OND/NCE	90(42.8%)	100(47.6%)	10(4.8%)	10(4.8%)	210(100%)	
B.Sc./HND	230(50.5%)	205(45.1%)	15(3.3%)	5(1.1%)	455(100%)	
Postgraduate	40(42.1%)	40(42.1%)	5(5.3%)	10(10.5%)	95(100%)	

Source: Solomon-Etefia (2015) *Significant relationship between the related variables

Also in the Table 3, a total of 65 respondents within the age group 45-54 years perceived the practs of HIV/AIDS messages as counselling, cautioning, persuading and threatening. Most of them (53.8%) perceived the pract of the messages as counselling, while 38.5% of them perceived the pract as cautioning. Only 7.7% of the respondents perceived the pract as persuading, while none of them perceived the pract as threatening. All 15 respondents within the age group 55-65 years perceived the pract of HIV/AIDS messages as counselling. None of the respondents in this age group perceived the practs of HIV/AIDS messages as cautioning, persuading or threatening. The statistical test (7.453; 0.059, $p < 0.05$) for the linkage between age

Language in India www.languageinindia.com ISSN 1930-2940 **16:8 August 2016**

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group and perceived practs of HIV/AIDS messages revealed a statistically significant relationship between them. Hence, the older individuals tended to rightly perceive the practs of HIV/AIDS messages.

By implication, the most used HIV/AIDS awareness messages consist of the practs of counselling and cautioning. The reason for the foregoing finding is that message providers tend to use counselling and cautioning words in order to appeal to the minds of the populace rather than threatening. This is because people, especially the youth, feel that contracting HIV/AIDS is not the end of the world. So, counselling or cautioning messages seem to be the most used. Also, for those people who are already living with the disease, counselling messages seems the best so that they would know how to manage the disease as indicated by the respondents. The comments of two respondents on the above issues are presented below:

The messages are for counselling to help those who are affected.
Also, cautioning to help reduce the spread of the disease. **(A-23-year old male student, FGD, Ovia N. E. LGA, 8-8-13)**

I think the purposes of the various HIV/AIDS messages we hear every day are to caution us. The messages try to put us in the right direction, how to avoid the disease, and how to check the kind of boyfriend and girlfriend we keep. **(A 29-year-old female student, FGD, Orędo LGA, 7-8-13)**

Considering gender on the perceived practs of HIV/AIDS campaign messages, out of the 870 male respondents, 48.3% and 40.8% of them perceived the practs of HIV/AIDS messages as counselling and cautioning, respectively; while 6.9% and 4.4% of them perceived the practs of HIV/AIDS messages as threatening and persuading, in that order. On the other hand, among the female's respondents, who were 790, 53.2% perceived the HIV/AIDS messages they heard or read as counselling pract; 39.2% of them claimed cautioning; while 4.4% and 3.2% of them claimed threatening and persuading, respectively.

Accordingly, the statistical test revealed ($0.059 p > 0.05$) on the linkage between sex and the perceived practs of HIV/AIDS messages showing that there was no statistically significant relationship between them. Hence, the sex of the audience or individual does not influence how s/he perceives the messages. This implies that counselling and cautioning seem to be the most perceived practs of messages by both female and male respondents. This suggests that counselling and cautioning messages, rather than persuading and threatening messages could be encouraged.

Regarding the perceived practs of the messages according to highest educational qualification, among the 740 respondents who had secondary qualification, 56.8% claimed that the HIV/AIDS messages practiced as counselling, while 32.4% of them claimed cautioning as the pract of the HIV/AIDS messages read or heard. However, the respondents who claimed that the messages read or heard performed the practs of threatening and persuading were 6.8% and 4.1%. Among the respondents who held B.Sc./HND qualification, 50.5% perceived counselling as the pract of HIV/AIDS messages read. A total of 45% of them claimed that the messages performed the cautioning practs. And 3.3% and 1.1% of them perceived the messages as persuading and threatening, in that sequence. Among the 120 respondents who had primary school qualification, 45.8% and 37.5% of them perceived the practs of HIV/AIDS messages as counselling and cautioning respectively while 16.7% of them claimed that the messages performed the pract of threatening to them. None of the respondents with this qualification claimed persuading as the pract of the messages.

Out of the 95 respondents with postgraduate qualification, 42.1% claimed counselling and cautioning as the perceived practs of the messages heard or read. Over 10% of them claimed threatening as the pract of the messages heard or read, while 5.3% of them claimed persuading as the pract of messages heard or read. Among the respondents who held OND/NCE, 47.6% viewed cautioning as the pract of HIV/AIDS messages read or heard, while 42.8% claimed counselling. Only 4.0% and 3.3% of the respondents claimed persuading and threatening, respectively, as the practs of the HIV/AIDS messages read or heard. Among the forty respondents without educational qualification, classified as none, 87.5% claimed that the pract of the HIV/AIDS

messages heard or read was cautioning, while 12.5% claimed counselling as the pract. None of the respondents who had no educational qualification claimed persuading and threatening as the perceived practs of HIV/AIDS messages. The statistical test revealed (0.000, $p < 0.05$), which indicates a statistically significant relationship between the highest educational qualification of the respondents and their perceived practs of the campaign messages.

The foregoing findings revealed that counselling and cautioning still remain the most used practs of HIV/AIDS messages heard or read by the respondents in the metropolis. This suggests that message providers should continue with such messages to get the best result of curbing the spread of the disease.

1.6 The Behavioural Impact of HIV/AIDS Campaign Messages in Benin Metropolis

This part of the paper presents the various behavioural impact of HIV/AIDS campaign messages on the respondents in the Benin metropolis. This behavioural impact on the respondents were also presented according to background characteristics. A Table 4 below, captures this and figure 2 beneath the table is a smart chat that displays the behavioural impact:

Table 4: The Behaviour Impact of HIV/AIDS Campaign Messages

<i>Impact of HIV/AIDS awareness messages</i>		
• Decrease/stop of risky sexual behaviours	755	46.5
• Reduction in number of sexual partners	390	24.0
• Increase in the use of condoms	465	28.6
• Abstinence from sexual activity	700	43.1
• Lower frequency of sexual intercourse	145	8.9
• Avoidance of use of unsterilized objects	920	56.6
• None	35	2.1

Source: Solomon-Etefia (2015)

Figure 2: A chart showing the behaviour impact of HIV/AIDS campaign messages

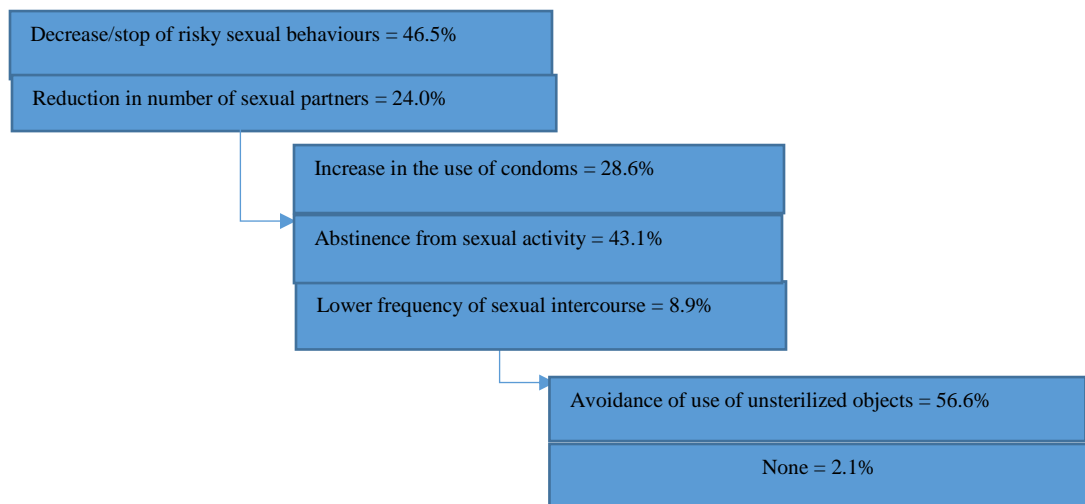


Table 4 above shows the impact of HIV/AIDS awareness message on the respondents. It reveals that the majority (56.6%) of the respondents claimed that the messages made them avoid the use of unsterilised objects. This implies that the messages on the non-usage of unsterilised objects have impacted much on the respondents in the metropolis. Furthermore, 46.5% and 43.1% of the respondents claimed that HIV/AIDS messages stopped them from risky sexual behaviours had made them abstain from sexual activity, respectively. This presupposes that the practs of cautioning and counselling messages had more impact of abstinence and indiscriminate sexual behaviour have on the respondents in the metropolis. Moreover, 28.6%, 24% and 8.9% of the respondents claimed to have increased their use of condom, reduced number of sexual partners, and lowered frequency of sexual intercourse, respectively. An implication of this is that message providers should improve on the HIV/AIDS prevention messages generally, for a better impact. Only 2.1% of the respondents asserted that the messages had had no impact on them. This suggests that either these people were already infected or they were HIV-negative and were faithfully practising monogamous marriage.

Corroborating the quantitative data are the qualitative data got from some of the FGD and IDI respondents, as presented below:

Yeah, one sure way that the HIV/AIDS messages I have read
have changed my behaviour is in the area of using or sharing

unsterilised sharp objects. It made me to have my clipper with which I cut my hair in the barbing salon. (A **34-year-old male civil servant, FGD, Orędo LGA, 7-8-13**)

The information I have got from several HIV/AIDS messages has definitely changed my behaviour, especially in sexual aspect as a single lady. By virtue of these messages, I cannot have sex with any man without condom. Also, if the need arises that injection has to be given to me in the hospital, I have to insist on a new and unused syringe being used by a nurse or doctor. (A **31-year-old female civil servant, FGD, Orędo LGA, 07-08-13**)

It has not changed my behaviour because, as a married man, I'm faithful to my wife, since it is got majorly through sex. (A **57-year-old male Engineer, FGD, Ovia N. E. LGA, 08-08-13**)

Abstinence is my watchword because 80% contract of HIV/AIDS is from sexual intercourse. The issue of use of sharp objects has been taken care of in hospitals; people no longer share syringes. (A **25-year-old female student, IDI, Egor LGA, 13-8-13**)

The above views show the impact of various HIV/AIDS messages they had read or heard had been on them. One of the respondents still felt that the messages had no new impact on him, since as a Christian he already knew the right thing to do. Here is the response of the respondent:

The messages have no change on me I know that fornication is bad and was taught not to use unsterilised sharp objects before now. (A **37-year-old male driver, FGD, Ovia N. E. LGA, 8-8-13**)

Table 4 below indicates the impacts of HIV/AIDS messages according to selected background characteristics. The effects examined are positive impacts that HIV/AIDS awareness messages had on the inhabitants of the Benin metropolis. In other words, they have to do with the behavioural change in character of the people as a result of the knowledge got from HIV/AIDS campaign messages. The selected background characteristics used are the respondents' age group, gender and marital status.

The majority (66.7%) of the respondents in the age group of 55-65 years asserted that HIV/AIDS messages made them decrease risky sexual behaviours. Also, 61.0% of the respondents in the age group of 35-44 years also claimed that. The respondents in the age group of 45-54 years also said that the messages made them decrease risky sexual behaviour, while 47.1% of the youths in the age groups of 25-34 years and 41.6% of those in the age group noted that their risky sexual behaviour decreased owing to the HIV/AIDS campaign messages. The findings reveal that the older respondents were more affected by the messages read. This suggests that message providers should work on the messages so that they can have more impact on the youths who make up a larger proportion of the population.

Table 5: Impacts of HIV/AIDS Awareness Message according to Selected Background Characteristics

Variables	Impacts of HIV/AIDS awareness messages					
	Decrease of risky sexual behaviour	Reduction of number of the sex partners	Increased use of condoms	Abstinence	Lower frequency of sexual intercourse	Avoidance of use of unsterilised objects
<i>Age group</i>						
15-24 years	345(41.6%)	170(20.5%)	175(21.1%)	400(48.2%)	85(10.2%)	405(48.8%)
25-34 years	240(47.1%)	155(30.4%)	195(38.2%)	210(41.2%)	30(5.9%)	310(60.8%)
35-44 years	125(61.0%)	50(24.4%)	65(31.7%)	70(34.1%)	25(12.2%)	150(73.2%)
45-54 years	35(53.8%)	15(23.1%)	25(38.5%)	15(23.1%)	5(7.7%)	45(69.2%)
55-65 years	10(66.7%)	-	5(33.3%)	5(33.5%)	-	10(66.7%)
<i>Gender</i>						
Male	430(50.3%)	210(24.6%)	300(35.1%)	360(42.1%)	75(8.8%)	465(54.4%)
Female	325(42.2%)	180(23.4%)	165(21.4%)	340(44.2%)	70(9.1%)	455(59.1%)
<i>Marital status</i>						
Single	490(42.2%)	270(23.2%)	310(26.7%)	545(47.0%)	105(9.1%)	620(53.4%)
Married	250(58.8%)	110(25.9%)	140(32.9%)	145(34.1%)	40(9.4%)	285(67.1%)
Divorced	-	10(100.0%)	5(50.0%)	-	-	-
Separated	5(100.0%)	-	-	-	-	5(100.0%)
Widowed	10(40.0%)	-	10(40.0%)	10(40.0%)	-	10(40.0%)

Source: Solomon-Etefia (2015)

Also seen in the table 5 above is another impact of the messages is reduction of the number of sexual partners. Respondents who claimed to have got this impact are in this order: those in the age group of 25-34 years were 30.4%; those in the age group of 35-44 years were 24.4%; those in the ages groups of 45-54 years were 23.1%; and those in 15-24 years age group were 20.5%. But none of the respondents in the age group of 55-65 years claimed to have reduced their number of sex partners. The statistics are not impressive at all, because they show that people still engage in multiple sex partners irrespective of the messages.

Over 30% of the respondents noted that HIV/AIDS awareness messages made them increase their usage of condom; they were as follows: those in the age group of 45-54 years were 38.5%; those in ages 25-34 years were 38.2%; those in ages 55-65 years were 33.5%; and those in ages 35-44 years were 31.7%. Only 21.1% of the respondents in the age group of 15-24 years

claimed to have increased their use of condom owing to the messages read or heard. Most (48.2%) of the respondents in the age group of 15-24 years agreed that the messages read made them abstain from sex, while those in the age group of 25-34 years (41.2%) claimed abstinence too. Those within the age groups of 25-34 years (34.1%) and 55-65 years (33.5%) also claimed abstinence. Those within the age group of 45-54 years (23.1%) claimed abstinence. The positive effect of HIV/AIDS on abstinence seems to be more on the youth, especially among those between the ages of 15-34 years. This suggests that the messages on abstinence should be sustained and encouraged.

Table 5 also indicates that a few respondents claimed that the messages read made them lower their frequency of sexual intercourse, in this order: 12.2% of those in the age group of 35-44 years; 10.2% of those in the age group of 15-24 years; and 7.7% of those in the age group of 25-34 years. But none of the respondents claimed that the message read made them lower the frequency of sexual intercourse. Based on the messages read on avoidance of use of unsterilised objects, the statistics in the table above could prove that the messages made impact on the populace. Most (73.2%) of the respondents in the age group of 35-44 years averred that the messages made them to avoid the use of unsterilised objects; so it was for over 69.2% of the other respondents in the age group of 45-54 years 66.7% of those 55-65 years old and 60.8% of those 25-34 years old. The respondents in the age group of 15-24 years (48.8%) claimed that the messages made them avoid use of unsterilised objects.

With regard to gender, Table 4 indicates that the male respondents (50.3%) claimed to have decreased their risky sexual behaviour, while the female respondents who said the same were 42.2%. Also, over 20% of both sex, male (24.6%) and female (23.4%) claimed to have reduced the number of their sex partners. In the case of increased use of condom, 35.1% of the male respondents claimed to have increased their use of condom, while 21.4% of the female respondents did that. Furthermore, 44.2% of the female respondents claimed abstinence, whereas 42.1% of the male respondents claimed abstinence owing to HIV/AIDS messages read or heard. A total of 9.1% of the female respondents as well as 8.8% of the male respondents claimed to have lowered frequency of sexual intercourse owing to the HIV/AIDS messages heard or read.

Concerning the impact of the avoidance of use of unsterilised objects, 59.1% of the female respondents claimed that the HIV/AIDS messages made them avoid unsterilised objects, while 54.4% of the male respondents claimed likewise. This analysis suggests that HIV/AIDS awareness messages had impact both on the male and female respondents.

Also contained in the table is the impact of HIV/AIDS awareness messages based on marital status of respondents. All of the respondents who had separated from their spouses claimed that the messages made them decrease risky sexual behaviour, while 58.8% of the respondents who were married claimed to have decreased their risky sexual behaviour. Similarly, respondents who were single or never married (42.2%) and widowed (40%) claimed to have decreased their risky sexual behaviour. But none of the respondents who were divorced claimed to have decreased their risky sexual behaviour. All the respondents who were divorced asserted that the messages made them reduce the number of their sex partners, while the married respondents (25.9%) and single respondents (23.3%) said they had reduced the number of sex partners because of the HIV/AIDS awareness messages.

None of the respondents who were separated and widowed claimed to have reduced their sex partners. A total of 50% of the respondents whose marital status was “divorced” mentioned that they increased the use of condom as a result of messages read, while 40% of the respondents who were widowed mentioned that they increased their use of condom. Also, 32.9% of the married respondents claimed increase in their use of condom, and 26.1% singles claimed to increase their use of condom due to messages heard or read. Half of the respondents who were separated claimed to have increased their use of condom.

Furthermore, 47% of the respondents who were single asserted that the effect of HIV/AIDS messages on them was for them to abstain from sex, while 40% of the widowed also claimed abstinence. Similarly, 34.1% of the respondents who were married claimed abstinence as well. None of the respondents who were separated and divorced claimed abstinence as an impact of the HIV/AIDS messages they heard or read. Moreover, 9.4% of the married respondents and 9.1% of the respondents who were single claimed that one of the impacts of

HIV/AIDS messages on them was the reduction of the frequency of sexual intercourse. But none of the respondents who were divorced, separated and widowed claimed that the impact of messages on them was lower frequency of sexual intercourse.

All of the respondents who were separated from their spouses averred that the HIV/AIDS messages they had read or heard made them avoid the use of unsterilised object; while 67.1% of the married respondents opined that the impact of the messages was avoidance of the use of unsterilised objects. Also, 53.4% of the respondents who were singles claimed that the messages they read or heard made them avoid the use of unsterilized objects; so also was 40% of the widowed. But none of the respondents who were divorced made that claim.

1.7 Discussion

The responses of the respondents aligned with the research questions specify that HIV/AIDS campaign messages in the Benin metropolis are more of counselling (50.6%) and cautioning (40.1%) through contextual features of shared-situational knowledge (ssk), shared-cultural knowledge (sck), reference (ref), and inference (inf), which its behavioural impact on the populace is more of avoidance of the use of unsterilized objects (56.6%), decrease/stop of risky sexual behaviours (46.5%) and abstinence from sexual activity (43.1%). The messages were more effective to older respondents within the ages of 45-54 years (53.8%) to 55-65 years (100%). The most educated in the metropolis understood the messages better. Both the male and female respondents had equal perception of the messages.

The paper also revealed that (56.6%) of the respondents avoided the use of unsterilised objects while 46.5% and 43.1% of the respondents stopped risky sexual behaviours and abstain from sexual activity, respectively. The older and married respondents had a more positive behavioural change as a result of messages heard or read.

The statistical result revealed (7.453; 0.059, $p < 0.05$) for the linkage between age group and perceived practs of HIV/AIDS messages had a statistically significant relationship between them, which shows that the older individuals tended to rightly perceive the practs of HIV/AIDS

messages. The statistical result revealed (0.059, $p > 0.05$) for the linkage between sex and the perceived practs of HIV/AIDS messages had no statistically significant relationship between them. The statistical test revealed (0.000, $p < 0.05$), which indicates a statistically significant relationship between the highest educational qualification of the respondents and their perceived practs of the campaign messages. This paper also revealed that the most effective source of campaign to the populace is the use of radio/TV and parents, relatives and teachers. This collaborates with Solomom-Etefia and Ikhimwin (2013), where over 42% of the secondary school students claimed to have known about HIV/AIDS from parents and school, respectively.

1.8 Implication of Practing in HIV/AIDS Campaign Messages in the Benin Metropolis

This study has observed that practicing in HIV/AIDS campaign messages has indeed to a large extent helped in creating awareness on HIV/AIDS in the Benin metropolis. The findings that indicate that HIV/AIDS messages were more of counselling and cautioning practs. This implies that Non-Governmental Organisations (NGOs), relevant government agencies and other Community Based Organisations (CBOs) concerned with HIV/AIDS prevention and control should design HIV/AIDS messages employing such practs. This should be done in collaboration with language experts for a better impact on the populace in the metropolis. However, they should also employ such messages as a weapon in this advocacy to the populace to help encourage people to enthusiastically go for HIV/AIDS Voluntary Counselling and Testing (VCT).

Irrespective of age, gender, educational qualification as well as marital status, practicing still remain an effective tool of communication in HIV/AIDS messages in the metropolis, which has instigated some behavioural change. Based on this, message providers should create and expand on messages toward behavioural change, since the populace often react to such messages.

1.9 Conclusion

This paper investigated HIV/AIDS campaigns in the Benin metropolis, Nigeria with consideration of practicing in the pragmatic theory which focuses on language use in the society. The paper observes that HIV/AIDS campaign messages are information-based to sensitise the populace towards a behavioural change. The paper used the practs within the pragmeme as proposed by Mey theory of pragmatic acts as a guide to construct the questionnaire for data collection.

The findings revealed four (4) practs: of counselling (50.6%), cautioning (40.1%), threatening (3.6%) and persuading (5.7%) in HIV/AIDS campaign messages in Benin metropolis are found in social context through contextual features of shared-situational knowledge (ssk), shared-cultural knowledge (sck), reference (ref), and inference (inf); with such behavioural consequences as; avoidance of the use of unsterilized objects (56.6%), decrease/stop of risky sexual behaviours (46.5%), abstinence from sexual activity (43.1%) and so on. Thus, the use of practicing based on background characteristics of respondents played a role in the various practs of the messages and the behavioural impact of the messages to facilitate the context-sensitive understanding of HIV/AIDS information issues and their contextual reflection in the metropolis and also revealing the flexibility of practicing which is a pragmatic approach of pragmeme in advocating for a behavioural change in the society. The thrust of this paper, which claims that HIV/AIDS campaign messages are both indoors and outdoors is shown in the respondents' responses; some claimed to have heard messages, while some claimed to have read messages.

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Language in India www.languageinindia.com ISSN 1930-2940 16:8 August 2016

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Language in India www.languageinindia.com ISSN 1930-2940 **16:8 August 2016**

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