



Jos Residents' Perception of Tuberculosis Health Education Messages in Conventional Mass Media

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Abstract

The study examined the perception of Jos residents regarding traditional mass media coverage of tuberculosis (TB). It assessed the extent of traditional mass media coverage of tuberculosis, as well as whether the information provided by mainstream mass media is adequate for understanding tuberculosis. The study adopted the agenda setting theory. It collected data through the use of questionnaire and interviews. The total population of the study was 750, 500, which a sample size of 384 (for the quantitative part of the study) was drawn using Krejcie and Morgan's (1970) method. For the qualitative aspect of the study, a sample size of 16 was used. Purposive and saturation sampling methods were adopted. The data were analysed using descriptive statistics and narrative techniques. The findings of the study revealed low (1.9 mean score) of tuberculosis by traditional media organisations domiciled in Jos metropolis. The results, additionally, revealed that the mean rating of 1.9 indicated that the respondents rejected the view that conventional mass media organisations in Jos have considerably quipped residents of Jos with messages regarding tuberculosis. The study concluded that traditional media in Jos have not provided sufficient information and enlightenment about TB. The implication of this could increase in the cases of TB in Jos metropolis. The study recommended the need for conventional mass media organisations operating in Jos metropolis to improve on their coverage of tuberculosis with a view to ensuring that residents of Jos get comprehensive information and education regarding TB.

Keywords: health education, Jos, mass media, perception, tuberculosis

Introduction

Tuberculosis (TB) remains a public health concern in many countries around the world. According to the World Health Organization (2026), 1.23 million people across the globe died from tuberculosis-related complications in 2024, making it one of the leading causes of death. Third World and developing nations, such as Nigeria, are among the most affected (World Health Organization, 2025). For example, statistics reveal that about 40% of the Indian population is affected by TB, and the country accounts for nearly 25% of global TB cases. Also, more than 2.7 million Indians develop the disease, and an estimated 300,000 people die from TB annually (Chauhan et al., 2023; Think Global Health, 2026; World Health Organization [WHO], 2026). A



similar situation has been reported in Pakistan, where the WHO estimates that 140 people die from TB daily (WHO, 2026).

In Nigeria, available statistics for 2023 indicate that approximately 499,000 Nigerians had tuberculosis. In 2024, 400,000 cases were identified out of an estimated 506,000 to 510,000 total infections. This equates to an incidence rate of 219 cases per 100,000 people in Nigeria. Nigeria's tuberculosis cases in 2025 were estimated at around 510,000, while data for 2026 indicated approximately 467,000 to 590,000 cases (KNCV, 2026). The country ranks first in Africa and sixth globally, accounting for about 4.6% of the global TB burden (KNCV Nigeria, 2026). In Plateau State, over 5,300 TB cases were recorded in 2025. The figure stood at around 11,245 in 2024, while 11,004 cases were recorded in 2023 (Gbaoron, 2024; Peoples Gazette Nigeria, 2026).

In public health information and education, traditional media, such as radio, television, newspapers and magazines, among others, play a critical role. Govindaiah (2017) describes the media's role in health enlightenment as an important bridge between medical information provided by health experts and members of the public. The media transform complex health issues into understandable information for public benefit. Bhatia (2018) corroborates this view, arguing that the mass media remain a vital tool for promoting health awareness by reaching diverse demographic groups with health messages designed to influence health behaviours.

The traditional mass media in Nigeria have been part of campaigns against TB through the *Check Am O!* campaign initiated by the National Tuberculosis and Leprosy Control Programme (NTBLCP) and *Breakthrough Action-Nigeria* (Desmon, 2023). Other media campaigns against TB in Nigeria include public education and enlightenment programmes championed by Stop TB Partnership Nigeria, *Speak Out! Stop Tuberculosis*, and KNCV Nigeria (Desmon, 2023). Therefore, in educating Nigerians, especially those living in Jos, the capital of Plateau State, about TB, mainstream media organisations in the city have a crucial role to play. However, the question is whether conventional media in the Jos metropolis have set the necessary agenda on TB.

Furthermore, previous studies have focused on the role of the media in promoting tuberculosis knowledge and awareness (Gelaye et al., 2020; Mishra et al., 2014), while others have focused on countering misconceptions about the disease (Mishra et al., 2014). However, a specific study on the role of traditional media in health education about tuberculosis in Jos, Plateau State, Nigeria, appears to be lacking. Thus, this study examines public perceptions in Jos concerning the role of conventional mass media in setting the agenda on TB.

Objectives of the Study

The main objective of the study is to assess Jos residents' perception of tuberculosis health education messages in conventional mass media. The specific objectives are:

1. To assess respondents' views regarding the level of traditional mass media coverage of tuberculosis.
2. To find if the information provided by mainstream mass media is sufficient for understanding tuberculosis.



Literature Review on Media Reportage of Tuberculosis

Gelaye et al. (2020) examined the role of mass media exposure in tuberculosis knowledge and attitudes among migrant farm workers in north-western Ethiopia. The study adopted a cross-sectional survey design. The findings revealed that most respondents did not have adequate knowledge of tuberculosis from mass media. The study concluded that respondents' knowledge and attitudes towards tuberculosis were poor because of insufficient media reportage. It recommended that health education, particularly concerning tuberculosis, should remain an important area of focus for the mass media. The connection between Gelaye et al.'s (2020) study and the present investigation stems from the fact that both studies assess the role of the media in public education concerning TB. However, the reviewed study adopted a cross-sectional survey design, whereas the present study utilised both survey and interview methods of data collection. Another difference is that Gelaye et al. (2020) did not examine Jos residents' perceptions of tuberculosis health education messages in conventional mass media. Instead, the study focused on migrant farm workers in north-western Ethiopia. This omission provides a gap in the existing literature that the present investigation seeks to address.

Similarly, Bekker et al. (2014) examined the impact of mass media interventions on tuberculosis awareness, health-seeking behaviour and health service utilisation. The study obtained data from secondary sources. The findings established that mass media enlightenment about tuberculosis had not met expectations. The study concluded that media education concerning tuberculosis was inadequate. The researchers advocated increased media education on the causes, prevention and treatment of tuberculosis.

The connection between Bekker et al.'s (2014) study and the present investigation stems from their shared interest in examining how the media contribute to educating the public about tuberculosis. This is a central concern of both studies. Nevertheless, the reviewed study relied on secondary sources, whereas the present investigation employed survey and interview methods. Furthermore, Bekker et al. (2014) did not examine Jos residents' perceptions of tuberculosis health education messages in conventional mass media. This represents a gap in the literature that the present study seeks to address. Another point of difference is geographical scope: while the present study was conducted in Jos, Plateau State, north-central Nigeria, the reviewed study addressed the broader issue of mass media interventions and tuberculosis-related outcomes.

In the same vein, Nowshin et al. (2020) investigated the role of mass media in disseminating tuberculosis knowledge among people accompanying patients to a tertiary care hospital in Bangladesh. The study employed the survey method and collected data from 180 respondents. The findings revealed that various mass media channels, including radio, newspapers, magazines, television, billboards and the internet, were important for educating the public about tuberculosis in Bangladesh. The study concluded that mass media are useful tools for disseminating tuberculosis information to the public. The connection between the two studies is that both aim to evaluate the contribution of the media to the dissemination of TB messages. Both studies also adopted the survey method, although the present study additionally employed interviews. The point of divergence is that the present study explored public perceptions of conventional mass media reportage of TB in Jos, Plateau State, Nigeria, whereas the reviewed



study assessed the role of mass media in disseminating tuberculosis knowledge among people accompanying patients to a tertiary care hospital in Bangladesh.

In addition, Owolabi et al. (2021) examined the impact of an educational intervention on knowledge and awareness of tuberculosis among secondary school students in The Gambia. The objective was to assess the effects of health education campaigns concerning tuberculosis. The study adopted an interview-based approach. The findings established that health education was important in providing students with basic knowledge of TB. The study therefore concluded that the health discussion forum held with the students provided them with the necessary exposure to and knowledge of the causes and risk factors of TB. The relevance of Owolabi et al.'s (2021) study to the present investigation lies in their shared concern with understanding communication's role in disseminating TB information. However, Owolabi et al. (2021) did not examine Jos residents' perceptions of tuberculosis health education messages in conventional mass media. The studies also differ in geographical scope. Owolabi et al.'s (2021) study was conducted in The Gambia, whereas the present investigation focuses on residents of Jos, Plateau State, north-central Nigeria.

Furthermore, Mishra et al. (2023) investigated the role of mass media in knowledge generation and in countering misconceptions about tuberculosis transmission in Nepal. The survey findings revealed that participants who had read or listened to media information about TB reported an average level of knowledge of the disease compared with those who had not been exposed to such information. The study called for increased public health education about TB through the mass media. Both studies are related because they recognise the critical role of mass media in public health education concerning TB. Both investigations adopted the survey method, although the present study further enriched its data by incorporating interviews. A key difference is that the present study focuses on Jos residents' perceptions of tuberculosis health education messages in conventional mass media, whereas the reviewed study examined the role of mass media in generating knowledge and countering misconceptions about tuberculosis transmission in Nepal. These differences highlight the need for context-specific research into public perceptions of conventional media coverage of TB, which the present study seeks to address.

Similarly, Sylverken et al. (2019) investigated the use of social media to communicate lessons from Ghana's national tuberculosis drug resistance survey. The study adopted the survey method and found that WhatsApp messages about TB were useful to the Ghanaian population. It concluded that WhatsApp remained an important platform for public health education about TB. The present study and the reviewed study are similar in that both focus on the media and health-related issues. However, they differ in geographical scope: the reviewed study was conducted in Ghana, whereas the present study focuses on Plateau State, Nigeria. Another difference is that Sylverken et al. (2019) concentrated on the use of social media to communicate information relating to a national tuberculosis drug resistance survey, while the present study examines public perceptions of TB health education messages in conventional mass media.

Barman (2019) examined the impact of education and media exposure on tuberculosis-related awareness among Indian adults. The findings revealed that adults of both sexes in the northern, central and eastern regions of India had lower proportions of correct knowledge about TB transmission than the national average. Education appeared to improve correct knowledge



among women in all three regions and among men in the eastern region only. Greater mass media exposure significantly increased the likelihood of correct knowledge among both men and women in the eastern region but had no significant impact in the northern and central regions. The study recommended a more holistic approach to TB control. It argued that, in addition to addressing the medical aspects of the disease, region-specific socioeconomic factors, such as education and media exposure, should be incorporated into strategies for improving disease-related knowledge and awareness, particularly in a high-burden country such as India. The connection between Barman's (2019) study and the present investigation lies in their shared interest in determining whether media exposure can contribute to public understanding of tuberculosis. However, Barman's (2019) study did not focus on Jos residents' perceptions of conventional media coverage of TB. This difference highlights the need for research examining such perceptions within the Nigerian context, which the present study addresses.

Arimitan and Nwankwo (2022) examined mass media enlightenment as a means of preventing tuberculosis. The study focused on tuberculosis messages disseminated by Delta Broadcasting Service, Warri, and adopted a survey research design. The findings revealed that tuberculosis health information broadcast by Delta Broadcasting Service helped improve public knowledge of TB. The study concluded that mass media are effective channels for building public knowledge about the disease. It therefore advocated the continuous dissemination of TB information by Delta Broadcasting Service and other broadcasting organisations in Delta State. The relationship between the two studies stems from their shared interest in the role of mass media in addressing tuberculosis. However, while the present study assesses public perceptions of conventional mass media reportage of TB in Jos, Plateau State, Nigeria, Arimitan and Nwankwo's (2022) study examined mass media enlightenment as a means of preventing tuberculosis in Warri, Delta State. The studies also differ in their research methods: the reviewed study adopted a survey design, whereas the present study employs both survey and interview methods. These differences underscore the need to investigate public perceptions of conventional mass media coverage of TB in Jos.

Nwagu et al. (2020) investigated behaviour change communication for tuberculosis control among healthcare workers in directly observed treatment, short-course (DOTS) facilities in Nigeria. The study employed interviews and found a lack of knowledge and understanding of behaviour change communication among the participants. It also established that behaviour change communication was significant in tuberculosis management and control. The study recommended training for the population under investigation, particularly to deepen their understanding of how behaviour change communication could support tuberculosis management, control and prevention. Nwagu et al.'s (2020) study is relevant to the present investigation because both examine the contribution of communication to tuberculosis control. Both studies also employed interviews. However, the reviewed study focused on behaviour change communication for tuberculosis control among healthcare workers in DOTS facilities in Nigeria. It did not directly address the specific issue investigated in the present study. Accordingly, the present investigation focuses on the perceptions of residents of Jos metropolis regarding TB reportage by conventional mass media.



Udeh et al. (2025) assessed the impact of a health education intervention on tuberculosis knowledge and management practices among patent medicine vendors in rural local government areas of Enugu State, Nigeria. The study employed an experimental method. The findings revealed poor knowledge and management practices during the pre-intervention phase, whereas knowledge improved during the post-intervention phase. The study concluded that health education could improve people's knowledge and understanding of diseases, particularly TB. It recommended increased training and retraining to improve tuberculosis knowledge and management practices among patent medicine vendors in Enugu State. Udeh et al.'s (2025) study and the present investigation are related through their shared concern with health education about TB. Nevertheless, while the reviewed study employed an experimental method, the present investigation adopted survey and interview methods. Another difference is that the present study focuses on Jos residents' perceptions of tuberculosis health education messages in conventional mass media, whereas Udeh et al. (2025) examined the impact of a health education intervention on tuberculosis knowledge and management practices among patent medicine vendors in rural local government areas of Enugu State, Nigeria.

Theoretical Framework

The researchers utilised the Agenda Setting Theory, which was propounded by Maxwell McCombs and Donald Shaw to explain the study. The theory focused on explaining the amount of time and space that the media gives to an issue happening in the society with a view to shaping people's opinions toward such a matter (Maxwell McCombs & Donald Shaw, 1968). The point being emphasised by the theorists is that the quantity or frequency of reporting, prominence given to an event through the way headline is crafted and presented, the photos or images used to explain the event, the placement of the event in newspapers or magazines, the time such an event is aired on radio or television, determine how the audience thinks and react to the event. Therefore, the agenda-setting theory is found important to this study for the reason that if the media in Jos metropolis, Plateau State, Nigeria, set the agenda of public discussion, it is assumed that if there is sustained information and educational messages on tuberculosis, this will have sufficiently enlightened the Jos population about tuberculosis. This means that the theory applies to this research because the mass media can utilise the elements of this theory by increasing the frequency of information on tuberculosis.

Methodology

The study adopted the mixed-method approach comprising qualitative and quantitative methods. This enables triangulation, which enhances the validity and reliability of findings by examining the research questions from multiple perspectives (Creswell & Creswell, 2018). This implies that the purpose of using the mixed research approaches is to complement the lapses of one approach by the other. Also, findings from qualitative and quantitative data sources can be compared after collecting both types of data. Another reason for adopting the mixed approaches is that the result of one approach can be used to help bridge the gap of the other.

The qualitative aspect of the study used in-depth interviews. The in-depth interviews provided respondents the opportunity to provide detailed information for the study from their own perspectives. Survey was also used to collect quantitative data. This method was considered important because it was used to measure the characteristics and opinion of a large population.

The population of the study consisted of adult residents of Jos North and South Local Government Areas (LGAs) of Plateau State, Nigeria. The purpose of focusing on adults was that the researchers believed they have the knowledge to respond to the objectives of the study. According to available data, the estimated population of adults living in both Jos North and South LGAs is 750, 000 (City Population, 2026; World Population Review, 2026). Furthermore, the sample size for the quantitative aspect of the study was 384, which was obtained using Krejcie and Morgan's (1970) sampling table. In addition, the sample size for the qualitative part of the study was sixteen (16), 8 participants from each Local Government Area. Vasileiou et al (2018) opines that sample size for qualitative studies using interview, for example, is limited to 15-18 participants. This follows the principle of data saturation. The author further argues that smaller sample sizes are effective in qualitative studies when each participant offers deep and useful data (Vasileiou et al., 2018).

Also, a questionnaire and an interview guide were used as instruments of data collection. Quantitative data were analysed using SPSS, which is widely recognised for its efficiency in data organisation and analysis. Descriptive statistics, including frequencies, percentages and mean deviations were adopted. Tables and charts were utilised to present data. This facilitated clearer interpretation, as these are effective tools for presenting quantitative data (Croucher & Cronn-Mills, 2018). The qualitative data underwent narrative. This approach focuses on the stories and personal accounts people share about their experiences, such as their perceptions about media coverage of events. The data were first transcribed verbatim to ensure accuracy and fidelity to participants' responses. The researchers were immersed in the transcription, highlighting key phrases and coding meaningful segments. Recurring patterns or themes were identified, reviewed, and refined. Direct quotes from participants supported the analysis, ensuring authentic representation of their perspectives. NVivo software assisted in organising and managing the data.

Data Presentation

Qualitative Data: Three hundred and eighty-four (384) copies of the questionnaire were distributed by the researchers. Of these copies, 366 representing (96%) were retrieved and found valid for analysis. Figure 1 below shows the percentages of valid and invalid responses.

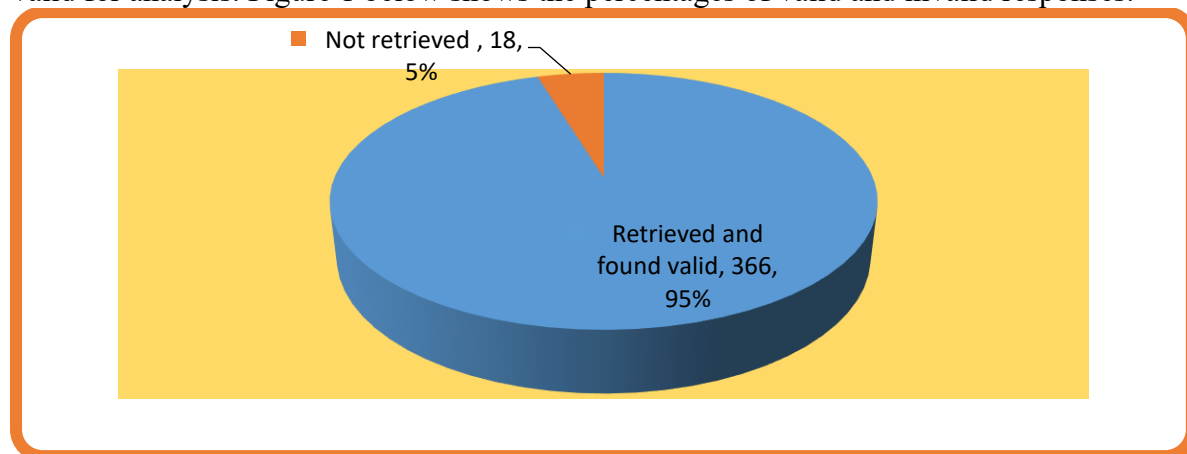


Figure 1: Response Rate Analysis

Table 1. Responses Regarding the Degree of Traditional Mass Media Coverage of Tuberculosis



Option	SA	A	U	D	SD	Total	Mean Rating	Decision
Radio, television, newspapers, magazines and other types of traditional media operating in Jos have to a very great extent informed and educated people in Jos about tuberculosis	43	22	18	77	206	366	1.9	Rejected
Traditional mass media organisations in Jos have considerably quipped residents of Jos with messages regarding tuberculosis	29	19	26	105	187	366	1.9	Rejected
Traditional mass media outlets like Radio, television, newspapers, magazines, TV domiciled in Jos city have to a medium extent informed and educated the people in Jos with messages concerning tuberculosis	128	117	18	42	61	366	3.6	Accepted
Traditional mass media organisations in Jos have to a low extent sensitised and educated Jos residents on tuberculosis	192	93	31	23	27	366	4.0	Accepted
Traditional mass media houses in Jos have to a very low extent provided information and enlightenment on tuberculosis to people living in Jos metropolis	233	44	22	49	18	366	4.1	Accepted

From the data gathered and presented in Table 1, it can be inferred that traditional mass media reportage of tuberculosis in Jos city has been relatively low. This may lead to rise in the incidence of TB among people in the city.

Table 2. Responses on the Information Provided by Traditional Mass Media is Sufficient for Understanding Tuberculosis

Option	SA	A	U	D	SD	Total	Mean Rating	Decision
Traditional media such as radio, television, newspapers, magazine outlets in Jos have disseminated ample information regarding various forms of tuberculosis	41	19	22	128	156	366	2.0	Rejected
Traditional media establishments such as radio, television, newspapers, magazine organisations operating in Jos have delivered ample education and information concerning symptoms of tuberculosis	19	31	40	101	175	366	1.9	Rejected
Traditional mass media organisations like television, radio, television, newspapers, magazine in Jos metropolis have provided sufficient information and enlightenment regarding self-care for individuals with tuberculosis	27	22	38	131	148	366	2.0	Rejected
You have been sufficiently informed by traditional mass media organisations in Jos on where to find medical assistance if you have tuberculosis	20	15	26	79	226	366	1.7	Rejected



Table 2 indicates that the understanding of tuberculosis among the people is still low, perhaps due to low conventional media information and education about the disease.

Interview Data

Further confirming the quantitative data in Table 1 and 2, during interview, a respondent asserted that “I must really say that media reportage of tuberculosis is insufficient. You only hear the media discussing TB when there is a World TB Day, but as soon as this World TB Day passes, TB becomes less talked issues by the media. Most of the things you hear or read in the media are politics APC, PDP, ADC and the likes. The media is not really doing its societal health education functions, especially TB matters. I expect the media to give equal attention to every issue in the society, not only focusing on few things like politics. Asked the last time the respondent came across a story on TB in the newspaper, on radio or television, the answer “it’s been a while. The media has to sit up in this area, they should do more, they should carry us along in all societal issues it is their functions”.

Another participant stated that “Frequently, I observe journalists accompanying politicians to rural places during campaigns and various political activities, striving to promote those politicians to the public. However, they have not extended the same effort to address critical society issues, particularly tuberculosis, which is our focus of discussion. If the media in Nigeria had devoted as much attention to tuberculosis-related topics in terms of volume of coverage, the style of reportage as they do to political matters, I firmly believe that the incidence of tuberculosis in Nigeria will reduce drastically. This is because the public in Jos would have been adequately informed about tuberculosis, thus taking actions that will mitigate it”.

Another participant corroborated that “Mass media messages on tuberculosis is very poor compared to how the media in Jos talks about politics. They hardly discuss tuberculosis’ issues. It is grossly inadequate”. A participant further narrated that “The media is a tool that if properly used could help in combating diseases like tuberculosis. Providing complete and correct information about TB frequently can help to save people from the dangers of TB. But the media sometimes go silent about this dangerous ailment. Media reports on TB are inadequate”. A participant further opined that “Not everyone possesses an understanding of the underlying causes, symptoms and treatment of tuberculosis; it is primarily the mass media that can provide individuals with this crucial information. However, the Nigeria media, especially the newspapers that I patronise more, seem to have neglected this important duty”.

One more participant said that “The media is an institution that plays vital role in health education. Media messages not only educate members of the public on different health issues but also make the people to trust health information coming from the media. But in a situation where the media hardly carries out this societal function, it becomes problematic. I am a keen reader of newspapers but hardly will you see a story about TB”. Also, adding their voices, another interviewee posited that: “The media in Jos usually talk about tuberculosis, although not comprehensive. The participant mentioned that he could not recall the last instance he encountered messages on television, radio, newspaper or magazine concerning TB. This insufficient conventional media reportage of TB will definitely deprive the people the understanding of different aspects of TB”. Another asserted that:

In truth, the conventional media in Jos metropolis are not fulfilling their responsibilities effectively in some aspects of societal life. The prevalence of TB is rising, perhaps because of inadequate media education and enlightenment. The conventional media, as influential entities,



should improve their coverage of TB. However, it appears the traditional media in Jos city have shifted their focus towards political matters, neglecting their other societal obligations, especially issues like tuberculosis”. It could thus be inferred from both the qualitative and quantitative data that the media have not invested much in informing and educating the people in Jos metropolis about the causes of TB, its symptoms, cure, among others.

Discussion of Findings

Findings of the study arising from the first objective of the investigation are found in Table 1. The study showed those who participated in the study rejected the position that radio, television, newspapers, magazines and other types of traditional media operating in Jos have to a very great extent informed and educated people in Jos about tuberculosis (mean score of 1.9). The results, additionally, revealed that the mean rating of 1.9 indicated that the respondents rejected the view that conventional mass media organisations in Jos have considerably quipped residents of Jos with messages regarding tuberculosis. The study’s results further established that mainstream mass media outlets domiciled in Jos city have to a medium extent informed and educated the people in Jos with messages concerning tuberculosis. This is presented by mean score rating of 3.6. In the same vein, 4.0 means the rating of the data revealed some of those who took part in the study accepting that traditional mass media organisations in Jos have to a low extent sensitised and educated Jos residents on tuberculosis. Moreover, results indicated that 4.1 as the mean rating of participants in the research, who accepted that conventional mass media houses in Jos have to a very low extent provided information and enlightenment on tuberculosis to people living in Jos metropolis.

Also, the interview data affirmed this finding. For example, an interviewee stated that “I must really say that media reportage of tuberculosis is insufficient. You only hear the media discussing TB when there is a World TB Day, but as soon as this World TB Day passes, TB becomes less talked issues by the media. Most of the things you hear or read in the media are politics APC, PDP, ADC and the likes. The media is not really doing its societal health education functions, especially TB matters. I expect the media to give equal attention to every issue in the society, not only focusing on few things like politics”. The study’s findings here are in tandem with an earlier one by Gelaye et al (2020), which concluded that the mass media education regarding tuberculosis has been low. Contradictorily, the findings of Nowshin et al (2020) indicated that traditional mass media have played vital role in providing information regarding tuberculosis to the public in Bangladesh.

Going further, results in Table 2 revealed respondents rejecting the proposition that conventional media such as radio, television, newspaper, magazine outlets in Jos have disseminated ample information regarding various forms of tuberculosis (mean score of 2.0). Equally, those who participated in the study rejected the view that traditional media establishments operating in Jos have delivered ample education and information concerning symptoms of tuberculosis (mean score of 1.9). Further data showed a mean rating of 2.0 of the respondents rejecting that mainstream mass media organisations in Jos metropolis have provided sufficient information and enlightenment regarding self-care for individuals with tuberculosis. Moreover, 1.7 mean rating of the respondents disagreed that traditional mass media organisations in Jos have sufficient informed provided information on where to find medical assistance if one has tuberculosis. Similarly, interview data showed the respondents stating that traditional mass media operating in Jos performing below expectation as far as providing information and education regarding tuberculosis. For instance, an interviewee submitted that “The media is a tool that if



properly used could help in combating diseases like tuberculosis. Providing complete and correct information about TB frequently can help to save people from the dangers of TB. But the media sometimes go silent about this dangerous ailment. Media reports on TB are inadequate". The findings contradict an earlier one by Arimitan and Nwankwo (2022), which established that mass media have improved the knowledge of people in Warri, Delta State, Nigeria concerning TB. The results also refute the tenets of the agenda-setting theory, which asserts that the mass should furnish the public with sufficient information regarding all societal issues.

Conclusion

The study has examined the perception of Jos residents concerning traditional media coverage of tuberculosis. The media plays critical role in public health education as it complements efforts and programmes targeted at controlling various ailments, including tuberculosis. Sufficient information and enlightenment about TB not only equip the public with the symptoms, prevention and other aspects of TB but also ensures that people do not suffer from myths and baseless fears about the disease which may encourage stigma. However, the traditional media organisations in Jos seem to have failed in providing adequate information about TB to residents of the city. The implication of this could increase in the cases of TB in Jos metropolis.

Recommendations

1. There is need for conventional mass media organisations operating in Jos metropolis to improve on their coverage of tuberculosis with a view to ensuring that residents of Jos get comprehensive information and education regarding TB.
2. As a policy suggestion, the Nigerian government, along with local and international development partners, should amplify their initiatives by disseminating TB-related messages through community communication strategies, as well as through both the traditional and modern media channels.

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