THE IMPACT OF NARRATIVE IMAGES TO CREATE AWARENESS ABOUT ENVIRONMENTAL DEGRADATION IN KAFANCHAN CITY, NIGERIA

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THE IMPACT OF NARRATIVE IMAGES TO CREATE AWARENESS ABOUT ENVIRONMENTAL DEGRADATION IN KAFANCHAN CITY, NIGERIA

by

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LIST OF ABBREVIATIONS

LGA	Local Government Area
NPC	National Population Commission
NRC	Nigerian Railway Corporation
NPE	National Policy on the Environment
KEPA	Kaduna State Environmental Protection Authority
NESREA	National Environmental Standards and Regulations Enforcement Agency
NAN	News Agency of Nigeria
NEMA	National Environment Management Authority

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IMPAK IMEJ NARATIF UNTUK MEMBINA KESEDARAN TENTANG KEMEROSOTAN ALAM SEKITAR DI BANDAR KAFANCHAN, NIGERIA

ABSTRAK

Alam sekitar di Bandar Kafanchan, Nigeria semakin merosot setiap hari disebabkan oleh faktor-faktor manusia seperti pembuangan sampah, pembakaran semak, pembalakan hutan, dan penggembalaan terbuka. Oleh itu, kajian ini menggunakan imej naratif untuk meningkatkan kesedaran mengenai masalah kemerosotan yang berlaku di bandar tersebut dengan menggunakan fotografi. Fotografi telah terbukti menjadi medium penting dalam komunikasi visual untuk meningkatkan kesedaran, tetapi potensinya tidak sepenuhnya dimanfaatkan di Nigeria. Oleh itu, kajian ini adalah kualitatif dan menggunakan reka bentuk penyelidikan eksploratori dalam pendekatannya. Data dikumpul dengan menggunakan kaedah persampelan berstrata dengan mewawancara dua kumpulan orang, iaitu kakitangan awam dan pekerja bukan kerajaan. Analisis data dilakukan dengan menggunakan kaedah tematik dan naratif visual. Peratusan mudah digunakan untuk mengira sama ada imej-imej tersebut berkesan dalam menyampaikan mesej kemerosotan alam sekitar berdasarkan skala Likert 3 mata. Skala Likert digunakan untuk menambah nilai kepada penyelidikan kualitatif. Penemuan daripada responden menunjukkan bahawa imej-imej itu mempunyai impak yang sangat kuat dalam menyampaikan mesej kemerosotan alam sekitar. Ini menunjukkan bahawa mesej kemerosotan alam sekitar dapat disampaikan secara berkesan melalui Imej naratif dalam bentuk fotografi. Sebagai hasil daripada penyelidikan ini, fotobuku menceritakan sebuah kisah dan meningkatkan kesedaran tentang kemerosotan alam sekitar. Kajian ini

merupakan seruan untuk tindakan terhadap pemeliharaan alam sekitar di Bandar Kafanchan Nigeria. Cadangan juga dibuat untuk kajian masa depan dalam bidang ini. Peratusan mudah digunakan untuk mengira hasil kajian yang menunjukkan bahawa 12.50% imej yang digunakan menggambarkan pembakaran semak, pembalakan hutan 12.50%, pembuangan sampah 30%, hakisan 25%, penggembalaan terbuka 12.50%, dan pengelekat poster 7.50%. Berdasarkan penemuan, kebanyakan responden menyatakan bahawa imej-imej itu mempunyai impak yang sangat kuat dalam menyampaikan mesej kemerosotan alam sekitar. Namun, 14.30% percaya imej 4, 9 dan 11 mempunyai impak yang lemah. 7.10% juga percaya imej 6 dan 7 mempunyai impak yang lemah. Penemuan menunjukkan bahawa mesej kemerosotan alam sekitar dapat disampaikan atau digambarkan dengan berkesan melalui Imej naratif. Fotobuku sebagai hasil daripada penyelidikan ini, menceritakan sebuah kisah dan meningkatkan kesedaran tentang kemerosotan alam sekitar, membantu audiens sasaran memahami isu-isu yang ada. Kajian ini menunjukkan bahawa imej dapat ditafsirkan secara berbeza oleh orang yang berbeza. Kajian ini merupakan seruan untuk tindakan oleh kerajaan, NGO, dan orang awam terhadap pemeliharaan alam sekitar di Bandar Kafanchan Nigeria. Cadangan juga dibuat untuk kajian masa depan dalam bidang ini.

THE IMPACT OF NARRATIVE IMAGES TO CREATE AWARENESS

ABOUT ENVIRONMENTAL DEGRADATION IN

KAFANCHAN CITY, NIGERIA

ABSTRACT

The environment in Kafanchan City, Nigeria heavily deteriorates every day due to human factors such as refuse dumping, bush burning, deforestation, and open grazing. Therefore, this study employs narrative images to raise awareness of the degradation problems occurring in the city by using photography. Photography has proven to be an essential medium of visual communication to raise awareness, but its potential is not fully utilised in Nigeria. Hence, this study is qualitative and utilizes an exploratory research design in its approach. The data was collected by using the stratified sampling method by interviewing two groups of people, civil servants, and non-government workers. Analysis of the data was done by using thematic and visual narrative methods. A simple percentage was used to calculate whether the images were effective in conveying environmental degradation messages based on a 3-point Likert scale. The Likert scale was used to add value to the qualitative research. Findings from the respondents indicate that the images have a very strong impact in conveying environmental degradation messages. This shows that environmental degradation messages can be effectively conveyed through narrative Images in the form of photographs. As an outcome of this research, the photobook tells a story and increases awareness about environmental degradation. This study is a call to action towards the conservation of the environment in Kafanchan City Nigeria. Recommendations were also made for future studies in the field. A simple percentage was used to enhance the

presentation of findings of the study. The results indicate that 12.50% of the images used depict bush burning, deforestation 12.50%, refuse dumping 30%, erosion 25%, open grazing 12.50%, and poster pasting 7.50%. Based on the findings, most respondents indicated that the images have a very strong impact in conveying environmental degradation messages. However, 14.30% believed images 4, 9 and 11 had a weak impact. 7.10% also believed images 6 and 7 have a weak impact. The findings show that environmental degradation messages can be effectively conveyed or depicted through narrative Images. The photobook as an outcome of this research, tells a story and increases awareness about environmental degradation, helping the target audiences understand the issues at hand. The research indicates that images can be interpreted differently by different people. The study is a call to action by the governments, NGOs, and the public towards the conservation of the environment in Kafanchan City Nigeria. Recommendations were also made for future studies in the field.

CHAPTER 1

INTRODUCTION

Chapter 1 provides a comprehensive overview of the research topic and sets the stage for the rest of my thesis. It covers various aspects, including the background of the study, the research problem, research questions, objectives, significance, limitations, and a working definition of key terms. The chapter introduces the city of Kafanchan in Kaduna State, Nigeria, highlighting its historical significance, population, languages spoken, economic activities, and environmental factors. This section discusses environmental degradation in the context of Nigeria, outlining natural and human factors contributing to the issue, and emphasizing the importance of addressing it.

The chapter explores the role of narratives and storytelling in conveying information and creating impact. It also introduces the concept of using visual narrative techniques in photography to communicate environmental messages effectively. This section highlights the significance of using photographic images to raise environmental awareness, citing previous research that demonstrates the influence of images on people's attitudes and behaviours toward the environment. Further, the chapter discusses various efforts, including artworks and posters, by Nigerian artists to address environmental concerns. It notes the need for more research on creating awareness using narrative images in Africa. This section identifies the research gap in the use of photographic images in addressing environmental degradation in Nigeria and emphasizes the need for further action to encourage public involvement in sustainability. The chapter presents the research questions that guide the study, focusing on aspects of photography, image

categorization, and the impact of photographic images on conveying messages about environmental degradation.

The aim of the study is to use narrative images to create awareness about environmental degradation in Kafanchan City, Nigeria, with specific objectives related to taking photographs, categorizing them, and evaluating their impact on conveying messages about environmental degradation. The chapter explains the significance of the study in terms of potential impact on environmental protection, conservation, and future research efforts. It mentions the creation of a photobook as a tangible outcome. The chapter describes the research design as exploratory, qualitative, and inductive, explaining the rationale behind this choice. The chapter acknowledges the limitations of the study, such as its focus on Kafanchan City and the lack of a comparative analysis and clarifies the scope of the research. The chapter provides working definitions for key terms used in my research, including photography, environmental awareness, environmental degradation, and visual communication.

1.1 Background of the study

1.1.1 Overview of Kafanchan City

Kafanchan is a renowned city located in the southern region of Kaduna State in Nigeria, which is the headquarters of Jema'a Local Government Area (LGA). The city is widely recognised as a prominent transportation hub due to the Nigerian Railway Corporation (NRC) station established in 1927, which boasts rail connections to major cities like Port Harcourt, Enugu, Jos, Bauchi, and Maiduguri. According to the 2006 census by the National Population Commission (NPC), Kafanchan City has a population

of 83,092, accounting for 33.5% of the overall population of Jema'a LGA., which is 278,202.

The English and Hausa languages are the predominant languages spoken in Kafanchan. Still, Fantswam is the city's original people, where Christian and Islamic religions are widely practised. Kafanchan is endowed with extensive nickel and kunzite deposits and boasts a flourishing agricultural sector, with a considerable production of commercial crops like ginger. The central pig market in Nigeria is in Kafanchan City, which is also recognised as a breeding centre for domestic animals like camels, donkeys, sheep, and rams. Moreover, the people of Kafanchan, Nigeria, engage in hunting and trading as their main economic Activities.

Figure 1.1: Map of Kaduna South, showing the study area

Source: Adapted & modified by Titus, T. (2022)

1.1.2 Environmental Degradation in Nigeria

In today's world, it is common to hear alarming reports on the worsening state of the environment almost daily. Among the concerns frequently highlighted is global warming, which is largely attributed to human activities that have resulted in the depletion and leakage of the ozone layer. This depletion leaves the Earth's surface exposed to direct sunlight and is believed by scientists to be caused primarily by human actions, particularly those that contribute to degradation (Andenumra & Oyeoku, 2011). The term "environmental degradation" means the decline of the natural environment resulting from human actions, which can take various forms, including deforestation, refuse dumping, bush burning, open/overgrazing, and natural factors such as soil erosion, climate change, and loss of biodiversity (Ogboru & Anga, 2015; Morgan, 2018; Mande, 2020; Maurya et al., 2020). These factors distort the beauty and degrade the hygiene of the environment and have become obvious and so easily spotted (Ogboru & Anga, 2015).

Morgan (2018) highlighted waste disposal and emissions as crucial aspects of ecological survival in Nigeria, given the urgent need to address these issues due to the negative impact of daily mismanagement of refuse and hazardous emissions on the country's environmental integrity. According to a recent report by The World Bank (2015), residents of urban areas in Nigeria are particularly vulnerable to the harmful effects of water and air pollution, with people experiencing poverty being the most affected.

The National Policy on the Environment (NPE) states that a country's development can only be considered meaningful if it does not make it more vulnerable to environmental impacts. If a nation's environmental foundations are compromised, its economy, social structure, and political system may suffer. In 1991, the first policy was

created and revised later in 1999, which is currently due for an update to focus on and deal with emerging issues of the environment. The purpose of the new policy is to provide a comprehensive framework for managing the environment and natural resources in the country. This document outlines strategic policy statements and actions that span different sectors to promote sustainable development (NPE, 2016).

The policy builds upon the earlier policy drafts from 1991 and 1999 and draws its authority from Section 20 of the Nigerian Constitution of 1999. This section explicitly assigns the responsibility of protecting and improving the environment, as well as safeguarding Nigeria's water, air, land, forests, and wildlife, to the state. Moreover, Nigeria has ratified multiple international treaties and conventions that address environmental concerns. The National Policy on the Environment is firmly anchored on these instruments, as they collectively form the basis for Nigeria's environmental management framework.

Oyeniyi conducted research that revealed several major cities in Nigeria to be among the world's most polluted. He highlighted the prevalent issue of garbage piling up on streets and corners in these urban and rural areas, which poses a severe health and environmental risk to the population (Adeyemi, 2011).

Nigeria's environmental degradation level is linked to its capitalist economy, where the pursuit of material wealth and intense competition leads to the influx of consumer products with excessive packaging that ultimately ends up as waste. Although packaging itself is not inherently problematic, the Government's lack of strict enforcement of regulations has resulted in abuse and environmental degradation. Despite environmental agencies in Nigeria, the country still needs more effective measures and enforcement of regulations compared to developed nations (Morgan, 2018).

Although the Government established entities in Kaduna State, such as KEPA (*Kaduna State* Environmental Protection Authority) and NESREA (National Environmental Standards and Regulations Enforcement Agency), to safeguard and sustain the environment, additional measures are necessary to promote public engagement in conservation and sustainable practices (Agboola, 2020). Degradation critical environmental degradation demands immediate action to prevent a potential global warming catastrophe.

The study of Mande (2020) reveals that the primary cause of environmental degradation in Nigeria is attributed to people's actions, including the improper disposal of waste in open areas and the obstruction of water channels and drainages. These activities result in flooding during the rainy season, which can spread infectious diseases. The pasting of posters, especially for political campaigns on public facilities, contributes immensely to the deterioration of the aesthetics of the Environment (Andenumra & Oyeoku, 2011). Deforestation is another factor that causes environmental degradation, particularly in Kafanchan City, Nigeria, where humans destroy forests for construction, farming, timber, and firewood. This act exposes the land to direct sunlight, causing drought and erosion during the rainy season.

According to estimates, a significant portion of land in several Nigerian states, including Jigawa, Kano, Katsina, Gombe, Sokoto, Kebbi, Yobe, and Zanfara, are experiencing severe desertification, leading to disruption of agricultural activities and human livelihoods. This situation has forced many herders, particularly the Fulani, to travel to Kaduna State for fertile land. The migration of these Fulani herders from the northern states to Kaduna State is primarily based on seasons, with pastoralists grazing their cattle from the months of December to May before returning to their states of origin

(Olaojo et al., 2020). In the past twenty years, the grasslands in the far north have diminished, causing the Fulani pastoralists to extend their stay from December to June or July (Ogboru & Anga, 2015). Certain pastoralists have recently opted to graze their herds permanently in the southern region of Kaduna State, particularly in the Kafanchan communities, due to its abundant fertile land. This act has posed a significant danger to indigenous farmers, whose plants are being destroyed to feed cattle. Additionally, the trees in the bushes are being destroyed to feed the animals, which has caused land degradation and transformed certain areas into semi-deserts. Therefore, conserving the environment is crucial to human existence, as our lives are intricately connected with the natural world.

1.1.3 Narrating through Images

The environment in which humans exist is constructed through the medium of stories. Narratives serve as a means of conveying knowledge and information and facilitating communication. By providing insights, imparting values, and exposing individuals to novel experiences, stories have immense significance. However, storytelling's actual effectiveness and enchantment often need to be noticed, as many fail to recognise the impact that narratives can have. A well-crafted tale can take its audience to different realms and periods, offer glimpses into the workings of the mind, and reveal secrets or stir admiration for heroic deeds (Miller et al., 2007). It implies that for many decades, humans have been captivated by storytelling, and this fascination with the world of real and imagined narratives will undoubtedly persist.

Short et al. (2019) defined a Narrative as a spoken or written account of connected events, a story that can convey an idea. In using photography to tell a story or convey an idea, visual narrative techniques can be employed to create and develop frames

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of reference and specific contexts for the story, hold the attention of the audience and enable them to relate in some way to the story and its intention. In other words, narrative techniques are used to provide meaning and coherence to a standalone photograph or a set of images. The context and narrative of a photograph can work in a variety of ways to enable effective visual communication.

The goal of employing narrative techniques in Photography is to impart significance, structure, and a feeling of rhythm to a photograph or series of photographs. These techniques can serve as a form of visual punctuation that facilitates organisation, captivating the viewer and drawing them into an imagined or real world, or as a stylistic intervention that confirms the photographer's role as a creative voice (Short et al., 2019). Previous studies have shown that images can influence people's attitudes, perceptions, and behaviour towards the environment. According to Owen's assertion, comprehending how the audience perceives images to communicate environmental messages effectively is imperative because interpreting environmental conservation messages through visual media significantly impacts the successful conveyance of the intended message to the targeted audience (Owen, 2018).

1.1.4 Environmental awareness through photographic images

Photography has recently become increasingly important for encouraging environmental awareness and conservation efforts. Studies have demonstrated that photographic images can significantly impact people's attitudes, perceptions, and actions concerning the natural world (Kalof, Zammit-Lucia & Kelly 2011). By implication, photographic images can effectively highlight environmental and conservation issues.

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The project of Hartman (2017) revealed that by using Photography, students can interact with their environment, show others how they see the world, and feel a deeper appreciation towards nature. Furthermore, the research carried out by Owen (2018) shows that both scientists and photographers increasingly acknowledge that Photography is an effective tool for creating environmental awareness. Society and nature get connected through photography communication. She also acknowledged in her study that several kinds of literature showcase success stories about using Photography to address environmental issues. However, there needs to be more research on creating awareness using photography methods in Africa. Hence, this study is inspired to raise awareness about environmental degradation using narrative images of degraded areas in Kafanchan City, Nigeria.

1.1.5 Environmental Awareness in Nigeria

Some Nigerian artists who regard aesthetics were alarmed by the lack of proactive environmental protection or conservation measures. Consequently, contemporary artists like Onyirioha Alozie, Anike Ekene, Ochiebo Thaddeus, Eke Bright, and Anatsui El used and manipulated waste materials like scraps (metal), plastics, wrappers of biscuits, cans of beverage, corks, and sachets of water to create artworks that reflect their environmental concerns and advocates for solutions (Morgan, 2018). However, these artworks are installations (example shown in Figures 1.2 & 1.3), and they cannot have the same level of direct communication impact as photographic images.

Figure 1.2: The conversation by El Anatsui, 2014. **Photo:** Jonathan Greet. Courtesy of the October Gallery in London. **Source:** Online https://artafricamagazine.org/the-innovation-issue-13-3-a-journey-of-materiality-and-art-practice-in-conversation-with-el-anatsui/

Figure 1.3: Acid Rain by Bright Ugochukwu Eke, 2009**.** Online source http://letters-from-the-sky-project.blogspot.com/2011/08/artists-on-climate-change-bright.html

Morgan (2018) made a conscious effort to address the issues of environmental degradation in Nigeria through posters. Morgan aimed to enhance communication and engagement in his poster designs to campaign on specific ecological issues. These designs (figures 1.4, 1.5 & 1.6) featured imagery captured from everyday practices,

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allowing viewers to connect with the localised images and become aware of their actions while highlighting the global environmental problem.

Figure 1.4: Garbage in, garbage out.

Source: Morgan (2018)
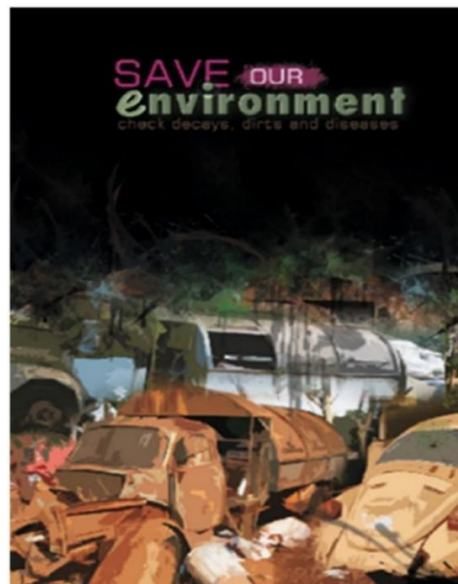
Figure 1.5: Save our Environment.

Source: Morgan (2018)

Figure 1.6: Disadvantage (posters)   **Source:** Morgan (2018)

In his approach, he intended to encourage viewers to take a more active role in protecting the environment. He attempted to convey through his visual display that our actions towards the environment directly or indirectly influence it. However, his posters could have communicated his environmental messages more effectively because the images used were more aesthetic and abstract. Hence, the posters were majorly appreciated by artists and needed to be understood by the public.

According to a report by the News Agency of Nigeria (NAN), heavy rainfall lasting for several hours on August 7th, 2020, resulted in severe flooding in Kafanchan, affecting various communities, including GDSS Road, Ungwan Rimi Road, Ungwan Musa, Bayan Loco and Garaje. The flood caused significant damage to both business premises and residential houses, submerging many (The Guardian Newspaper, 2020). The news report stated that the recent flood was unprecedented according to some residents of the affected communities who spoke with NAN. However, the images presented in the report (shown in Figures 1.7a &b) were not intended to positively impact or raise awareness about environmental conservation. Instead, they depicted the destruction caused by the flood, potentially triggering emotional responses from viewers without providing any actionable information.

Figure 1.7a & b: Flood-havoc in Kafanchan 2020   **Photo by:** Kato Ndiyi

From this background, it has come to light that various methods have been employed in Nigeria to raise awareness about environmental degradation. Still, the use of Photography as an alternative tool to address such issues has yet to be fully explored. Nsamba (2018) also mentioned that, despite efforts by various mass media to educate the public through documentaries, posters, seminars, and workshops about the phenomena, more progress has yet to be made. Therefore, this study will raise awareness by utilising images of environmental degradation in Kafanchan City through photojournalism.

1.2 Problem Statement

In Nigeria, various strategies have been utilised to create awareness regarding environmental degradation. Despite the several writings about environmental concerns and creation of governmental bodies like the NEMA (National Environment Management Authority), KEPA (Kaduna State Environmental Protection Authority), and NESREA (National Environmental Standards and Regulations Enforcement Agency) to safeguard the environment, their efforts have not yielded significant results in terms of conservation and sustainability due to illiteracy and lack of understanding of scientific data by the majority of the people (Agboola, 2020). Therefore, further actions are required to encourage public involvement in sustainable practices and conservation.

Several Nigerian artists have explored waste materials like scraps (metal), plastics, wrappers of biscuits, cans of beverages, corks, and sachets of water to create artworks that reflect their environmental concerns and advocate for solutions (Morgan, 2018). Due to their nature as installations, these artworks cannot generate a different level of immediate communicative impact than photographic images. The visual representations illustrated by Morgan's awareness posters primarily emphasised visual

appeal and were abstract in composition. Consequently, they could have communicated the intended message effectively. Similarly, the photographs employed by the Nigerian News Agency to document the flood occurrence in August 2020 solely evoked emotional responses from viewers, failing to capture their attention regarding environmental protection.

Figure 1.8: Awareness posters by Morgan (2018)

Figure 1.9: Flood-havoc in Kafanchan 2020 by Kato Ndiyi

Preliminary study shows that, the potential of Photography as an alternative tool for addressing environmental concerns has not been explored in Kafanchan City, Nigeria.

Literatures also reveal that only a few previous studies have investigated the use of Photography to address environmental degradation problems. These studies were conducted by researchers in Malaysia (Agarwal et al., 2020), Uganda (Nsamba, 2018) and South Africa (Owen, 2018) and focused on environmental challenges that differ from those faced in Nigeria.

Hence, the use of Narrative Images was the ultimate answer to create awareness about environmental degradation issues in Kafanchan City, Nigeria. The research is determined to reveal the different aspects of degradation in the city through a visual method as a call to action by the Government, NGOs, and the public towards the conservation of the environment. The Use of narrative images plays a fundamental role in attracting people's attention and educating them about the need to restore and conserve the already degraded environment.

1.3 Research questions

This study seeks to address the following questions:

1. How can various aspects of environmental degradation in Kafanchan City, Nigeria be captured through photography for documentation?

2. How can image categorisation convey a narrative and raise awareness about environmental degradation in Kafanchan City through a Photobook?

3. What impact do photographic images have on conveying messages about environmental degradation in Kafanchan City, Nigeria?

1.4 Aim and Objectives

This study aims to use Narrative Images to create awareness about environmental degradation in Kafanchan City, Nigeria. To be able to accomplish this, the study committed to achieve the following specific objectives:

1. To identify images that depict the various aspects of environmental degradation in Kafanchan City, Nigeria for documentation purposes.

2. To develop a photobook to raise awareness about the issue premised on the understanding of images depicting the type of environmental degradation.

3. To evaluate the impact that photographic images have on conveying messages about environmental degradation in Kafanchan City, Nigeria.

1.5 Significance of the Study

This study will capture photographs that depict the various aspects of environmental degradation in Kafanchan City, Nigeria, for documentation purposes. The significance of the study lies in the potential of the captured photographs to serve as evidence and create awareness about environmental degradation issues. It can, in turn, prompt the Government and Non-governmental Organizations to take proactive measures towards environmental protection and conservation.

"There needs to be more research on creating awareness using photography methods in Africa." (Owen, 2018).

The study will design and produce a photobook in the form of electronic for easy access online and hard copy; it will also add new knowledge to the existing literature and motivate further research.

1.6 Research Design

The study used an exploratory research design, a qualitative approach, and an inductive research strategy. Figure 1.10 describes how the research was carried out in the form of a diagram. Exploratory research is essential for producing high-quality research as it seeks to discover new information and prevent stagnation in the research process. In contrast, non-exploratory research merely repeats what is already known. The qualitative method involves exploring and understanding the meanings individuals or groups attach to social or human problems. Qualitative research observes phenomena instead of measuring them and involves interpreting and comprehending them based on the meanings attributed by those involved (Tahir & Bidin, 2019). Researchers using this approach value an inductive style of reasoning and emphasise understanding individual perspectives (Creswell & Creswell, 2017). The study utilised an exploratory design to gain new insights and knowledge, making it suitable as it does not require a large sample size, saving time and simplifying the research process (Thomas & Lawal, 2020).
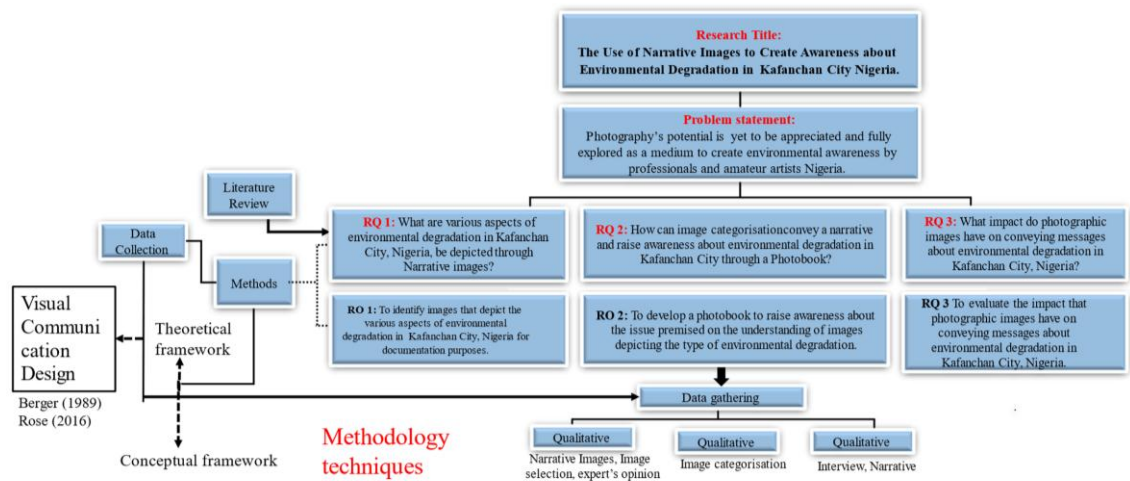
Figure 1.10: Research Framework

1.8 Limitation, and Scope

The study focuses solely on Kafanchan City, Nigeria. While this allows for in-depth exploration of the specific context, it limits the generalizability of findings to other regions or cities within Nigeria or beyond. Environmental degradation issues can vary significantly from one place to another, so the study's findings may not be applicable elsewhere. The study does not compare the effectiveness of using narrative images to raise awareness about environmental degradation with other methods or tools. A comparative analysis with other communication strategies could provide a broader perspective on the impact of visual communication.

Hence, the research covered Kafanchan City. Preliminary study reveals that Kafanchan which is a famous city in Kaduna State, Nigeria is more degraded in the state and needs immediate action towards its preservation. Therefore, the study focuses on capturing images of environmental degradation in Kafanchan City, Nigeria for documentation purposes.

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1.9 Research Working Definition

1.9.1 Photograph

Photography is the process of capturing an image of an object using light or related radiation on a light-sensitive material (Andy, 2022). **A** Photograph is produced by casting an image on a light-sensitive surface like a CC receptor, film or plate treated chemically. A picture shot by a camera is called a photograph.

1.9.2 Environmental Awareness

As per the findings of (Mei et al., 2017), the notion of environmental awareness comprises three distinct concepts: awareness of sustainability practices, attitudes, and emotional connection towards the environment. Psychological and emotional factors serve as motivators to initiate a series of eco-friendly actions. Altin et al. (2014); conducted a study that suggests that environmental awareness pertains to understanding environmental problems and active participation in environmental organisations.

However, as Karatekin (2014) suggests, environmental awareness is crucial in fostering positive attitudes and emotions towards environmentally friendly actions. Therefore, it is essential to assess the level of awareness and concern towards environmental issues, causes, and their adverse impacts. The greater the cognitive understanding of environmental issues and their cause-and-effect relationships, the more likely an individual is to engage in intentional environmental behaviour (Mei et al., 2017).

1.9.3 Environmental Degradation

The term "Environmental degradation" means to the decline in the value of the atmosphere initiated by the decrease of natural assets, including water, soil, and air, the

devastation of the environment, and the destruction of wild animals (Etuonovbe, 2009). If the environment is damaged or loses its value, it stands considered as undergoing environmental degradation. This degradation can take various forms, such as the loss of habitats, depletion of natural resources, and loss of biodiversity. Human activities can also contribute to environmental degradation, although they can also occur naturally.

1.9.4 Visual Communication

Visual communication refers to the transfer of information through images, without the use of words, between individuals. This form of communication is rooted in the fact that vision evolved before speech and thus served as a foundation for communication. Along with visual communication, other forms of communication include audio and behavioural models (Günay, 2021).

1.10 Chapter Summary

This research thesis was organised as follows:
Chapter 1 provides the background of the study, the definition of specific terms, the problem statement, the research questions, the research objectives, and chapters that will delve into the literature review, research methodology, findings, analysis, and conclusions. Chapter 2 presents the literature review, the concept of Photography: snapshot, variables in Photography, Visual communication, Narrative images, environmental degradation in Nigeria, the impact of Photography on environmental conservation, and how photographers in addressing environmental degradation issues have used Photography. Chapter 3 discusses the research methodology, including research design, research approach, research population and sample, data collection and

analysis, and validity and reliability of instruments. Chapter 4 provides the data analysis and discussion, and presentation of findings. Chapter 5 discusses the research findings. The last chapter (6) gives conclusions, and recommendations for further studies.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In the ever-evolving landscape of environmental conservation and communication, the power of visual imagery cannot be overstated. This chapter delves into the critical role of visual communication, narrative images, and snapshot photography in raising awareness of environmental issues. Through a comprehensive literature review, this study explores the advantages of narrative images in this context and their potential to drive meaningful change. Visual communication transcends language barriers and speaks to the core of human perception. It forms the foundation of this exploration into the use of narrative images in environmental discourse. The section delves into the role of images in conveying messages, influencing perceptions, and stimulating action.

The chapter examines the integrity of images in visual communication with is crucial in conveying messages accurately and credibly. It also discusses the advantages of narrative images in raising awareness of environmental issues, stating the advantages in the realm of environmental awareness such emotional impact, engagement, memorability, accessibility, and behavior change. At the heart of visual communication lies the photograph. The study explores the photograph's fundamental role in conveying environmental messages and captivating audiences, making images as research data: photo-documentary and photo-elicitation.

This chapter introduces the use of images as research data, with a focus on the methodologies of photo-documentary and photo-elicitation. We delve into how images can serve as valuable research tools and the use of images for disseminating findings. Shifting the focus to the local context, the study delves into the specific environmental degradation concerns in Kafanchan, Nigeria. These concerns include bush burning, deforestation, erosion, refuse dumping, open grazing, and poster pasting. The research delves into the concept of photography as a snapshot, emphasizing the candid nature of capturing environmental images, variables in photography, the potency of images in addressing environmental issues, and theoretical framework.

2.2 Visual Communication

Communication facilitates the transfer of information, ideas, thoughts, or emotions from one individual, group, or place to another through various means like speech, signals, writing, or behaviour (Günay, 2021). Language plays a crucial role in effective communication between people, regulating their relationships and enabling the exchange of information. Communication can occur not only through spoken words but also through hearing, touching, and visual cues. Nevertheless, limitations may arise when different languages interact with one another (Günay, 2021). He added that visual communication offers more excellent permanence and effectiveness in conveying messages. This characteristic ensures that visual communication is a lasting and documented expression. Günay further explained that visual communication has an unlimited dictionary of images, making it universal and enabling communication with individuals whose spoken language may differ. The universality of visual communication fosters inclusivity and unity.

The information obtained through the sense of sight is more easily remembered and comprehended than through other senses. Looking back at prehistorical times, cave paintings of wild animals and hunting scenes provide early examples of visual communication in periods without literacy. These paintings communicated and expressed ideas, conveying messages to different societies. The cave drawings and other visual expressions created by our ancestors not only served as a means of communication but also serve as valuable documents today, offering insights into their beliefs, way of life, hunting practices, and attire from a distant past before the advent of written language, paper, and printing presses. These visual artefacts stand as a testament to the enduring power of visual communication and its role in preserving the stories of our ancestors (Han, 2014).

Visual communication encompasses objects and elements that we encounter as complete entities within our daily activities, consisting of observable attributes (Günay, 2021). Visual communication materials involve a wide range of items, including photographs, office environments, advertisements, and food packaging. These are also called semiotic materials (Ledin, 2018) . Visual communication is a basic survival need. In the 21st century, almost every business communicates with its audience, consumers and viewers with visual communication, a form of Art. To understand the importance and impact of visual communication, it is necessary to study visual communication types (Günay, 2021). Visual communication in advertising has many types like logos, print campaigns, TV commercials, websites Etc. It is imperative to choose an accurate type of visual communication according to the purpose; for advertising, the designer must consider the audience's background. In this research, Nida highlighted consumer behaviour towards the products, brands, and the viewers' perception of those ads and