



PORTRAYAL OF DRUG-RELATED CRIMES AMONG TEENAGERS IN NOLLYWOOD MOVIES: A CRITICAL DISCOURSE ANALYSIS OF *NIMBE*

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Abstract

The fight against drug abuse among teenagers has remained a global challenge. The degree to which drug-related crimes take a bickered chunk on Nigerian children, particularly, teenagers, has also remained a subject of enquiry in recent times. The Nigerian film industry has over the years demonstrated its commitment as a viable platform for entertainment and behavioural change communication. Against this background, this study examined the portrayal of drug-related crimes among teenagers in Nollywood movies. Anchored on cultivation theory of mass media, the study critically analyzed Seun Dania's film – *Nimbe*, produced in 2019, to determine how drug-related crimes among teenagers were depicted in the movie. Findings of the critical discourse analysis revealed that drug-related crimes were portrayed negatively and glamorized in some instances, potentially propagating negative behaviours and attitudes towards substance abuse among teenagers while advocating for a change. The study concluded that there is the need for filmmakers in Nigeria to wield their enormous influence responsibly by creating contents that educate and empower teenagers to live healthy life styles. It was recommended among others that the Nigerian Drug Law Enforcement Agency (NDLEA) should partner the Nollywood filmmakers in production of contents that help in the campaign against drug abuse among the vulnerable demographics, especially teenagers.

Keywords: Drug-related Crimes, Teenagers, Nigerian Filmmakers, Nollywood movies, *Nimbe*, Critical Discourse Analysis

Introduction

The use of drugs among teenagers in Nigeria has generated a growing concern for parents, health practitioners, the Nigerian Drug Law Enforcement Agency (NDLA), and the government at all levels. In recent times, the Nigerian film industry (Nollywood) has portrayed drug-related crimes and their growing impact on the Nigerian society in a number of movies. Nollywood has unswervingly depicted violence, crime and strong word-related movies (Anunne & Yan, 2018). The fictional narratives and images portrayed in these movies have an enormous impact on the perception of drug abuse amongst young people and could potentially shape their attitudes towards drug consumption (Aniukwu, 2020). One such movie that has gained significant attention in recent times is *Nimbe*, a film directed by Tope Alake and produced by Seun Dania in 2019.

In *Nimbe*, Alake presents the story of a teenage boy who struggles with drug addiction and adolescent delinquencies. The film contains several drug-related crime scenes that feature bullying, murder, drug use, and the associated criminal activities that occur in secondary schools as a result of substance abuse. It is, therefore, necessary to examine the narratives and portrayal of drug-related crimes in *Nimbe*, from a critical discourse analysis (CDA) perspective to better understand how these scenes could influence the perceptions and attitudes of teenagers towards drugs.

The CDA approach was adopted to examine the dialectal images and messages conveyed through *Nimbe*'s narratives. The research attempts to provide a better understanding of how teenagers perceive drug-related crimes and how the messages in the movie could either reinforce or challenge their attitudes and beliefs about drug consumption and abuse. The study could also help identify ways to address the negative impact of drug-related crimes portrayed in Nollywood movies, with a view to shaping positive behavioural patterns among young people in Nigeria. The paper assessed ways in which local filmmakers in the country shape public perception of drug abuse and explored how the industry could use its platform to foster public consciousness and promote programmes of action that curb drug abuse among teenagers in Nigeria.

According to the 2021 World Drug Report, released by the United Nations Office on Drugs and Crime (UNODC), about 275 million people used drugs worldwide in the previous year, while over 36 million persons suffered from drug use ailments. The report further stated that between 2010 and 2019, the number of people using drugs increased by twenty-two per cent, owing in part to global population growth. It is projected that an eleven per cent increase is expected in the number of persons who use drugs worldwide by 2030, a noticeable rise of forty per cent in Africa, due to its fast rising young people (UNODC, 2021).

Statement of the Problem

Ingestion of substances disrupts both the physical and mental well-being of the consumers and the peace of their neighbourhood. Drug abuse could lead to psychological conditions like, anxiety, phobias, obsessions, dejection, and other emotional disorders. The problems of drug abuse have continued to occur due to the frequent intake of illicit substances such as opioids and prescription over-the-counter drugs- (Enamhe & Eba, 2021; Okoye, et al. 2022). Teenagers are seen as a vulnerable population that is susceptible to drug addiction and abuse in the society. Their use of drug and its addiction is a major cause of societal disorder (Jatau et al, 2021; Mayanchi et al, 2020).

The perception of drug-related crimes among teenagers is shaped by the media and its representation of drug use and abuse. In Nigeria, Nollywood movies are a significant source of entertainment among teenagers and often feature drug-related crimes (Onyejelem et al 2021; Agbanu, 2014; Ndolo, 2018). The portrayal of drug-related crimes in these movies could potentially shape the attitudes and behavioural patterns of teenagers towards drug use and abuse. The problem lies in the potential negative impact that these movies could have on teenagers, as they may present drug use as proper, thrilling or moral. Therefore, the need arises to critically analyze the portrayal of drug-related crimes in Nollywood movies, with a specific focus on Seun Dania's *Nimbe* (2019), in order to understand the discourses and messages communicated in these movies, and how they influence the attitudes of teenagers, ultimately leading to more help in preventing drug abuse among these vulnerable demographics.

The general aim of the study is to critically analyze the portrayal of drug-related crimes in Nollywood movies, with special focus on the film - *Nimbe*, in order to ascertain the discourses and messages communicated in the movie.

Research Questions

1. What are the drug-related crimes portrayed in the movie - *Nimbe*.
2. What are the narrative patterns employed in the movie in depiction of drug-related crimes?
3. In what way could the portrayal of drug-related crimes in *Nimbe* potentially shape the attitudes and behavioural patterns of teenagers towards drug use and abuse?
4. What are the potential negative impacts that the portrayal of drug-related crimes in Nollywood movies – *Nimbe* could have on teenagers?

Theoretical framework

The study adopted cultivation theory of mass media in analysing the portrayal of drug related crimes among teenagers in the film – *Nimbe*. Cultivation theory originated from the work of George Gerbner in the 1960s and 1970s. Gerbner formulated a paradigm for mass communication that comprised three forms of analysis (MacGeorge, 2016). One of these was the cultivation analysis, explained as the longitudinal surveys of people's opinions on certain subjects alongside their levels of media reception. The cultivation theory postulates that the media, particularly television and by extension film, can shape individuals' perceptions of reality. According to this theory, prolonged exposure to media content can lead individuals to accept the media's version of reality as their own perception of reality. For instance, if a person consumes media that frequently portrays crime as a pervasive problem, they may be more likely to believe that crime is a significant threat in their community (Nkwam-Uwaoma, & Onu, 2018). Again, teenagers are

predominantly vulnerable to the influence of films since they are still in the process of developing their attitudes, morals, and philosophies (Drew, 2023). This concept is particularly applicable to the portrayal of drug-related crimes among teenagers in Nollywood movies, given that these movies are a significant source of entertainment and education for many Nigerians.

The film *Nimbe* (2019) provides an interesting illustration to examine the portrayal of drug-related crimes among teenagers in Nollywood movies. The film is a cautionary tale about a teenage boy, Nimbe, who gets involved in the drug craft and becomes a victim of addiction. Through a critical discourse analysis of the film, it is possible to investigate how Nollywood portrays drug-related crimes among teenagers.

The analysis of the film shows that Nollywood movies tend to depict drug-related crimes among teenagers as a significant social problem. In *Nimbe*, the filmmakers portray drug abuse as a malignant social issue that ruins lives, destroys folks, and feeds into a cycle of violence and criminal activity. By emphasizing the destructive effects of drugs on individuals and society, the film uses cultivation theory to instil the perception that drug-related crimes among teenagers should be taken seriously.

Furthermore, the analysis also shows that Nollywood movies tend to portray drug dealers and criminal organizations as the primary culprits of drug-related crimes among teenagers in Nigeria. The film *Nimbe* highlights the role of drug lords and their associates in recruiting vulnerable youngsters into substance abuse, manipulating them, and exploiting them for their own gains. This portrayal underscores the cultivation theory's idea that mass media can reinforce stereotypes and lead people to accept these depictions as true representations of reality (Onyejelem & Ndolo 2018; Kenechukwu, 2014)

The cultivation theory is a useful lens to interrogate the portrayal of drug-related crimes among teenagers in Nollywood movies. The analysis of the film *Nimbe* highlights the media's power to shape public perceptions of reality by depicting drug abuse and its associated criminal activities as a malignant social problem. Understanding how Nollywood portrays drug-related crimes among teenagers can help policymakers and stakeholders to develop evidence-based strategies to address substance abuse and its related crimes in contemporary Nigeria effectively.

Review of related Literature

In a historical assessment of the evolution of drug abuse among Nigerian youths, Unya & Onya (2022) identified peer group, family, emotional stress, frustration, search for a dreadful identity, imitation, and brain charge/sensation as the major factors that cause the engagement of teens in substance abuse. The authors qualitatively assessed existing literature on drug abuse in different geo-political zones in Nigeria and found that drug abuse and drug trafficking are on the increase among the Nigerian youth.

Sheidu et al (2022) quantitatively content analyzed twenty (20) Nollywood films. The study adopted a quantitative content analysis of twenty (20) Nollywood films and discovered that homosexual characters are depicted as physiologically, psychologically, socially and spiritually misfits.

Ajatau, et al (2021) studied "The Burden of Drug Abuse in Nigeria: A Scoping Review of Epidemiological Studies and Drug Laws" using a systematic search of the literature on PubMed to examine data on drug abuse and drug laws in Nigeria from the commencement of the databank to first quarter of 2020. Data were also generated from Google Scholar, a physical analysis of published works, and dialogue with key stakeholders. The study found the factors that might lead people to drug abuse to include being masculinity, younger age, poor economic status and unemployment. The study also revealed that parental irresponsibility (cracked family), lower educational level and peer pressure could push teenagers to illicit drug consumption.

Okafor (2019) survey causes and consequences of drug abuse among youth in Kwara State of Nigeria. The study discovered that the major consequences of drug abuse among undergraduates of the University of Ilorin was low self-esteem rather than gender.

The role of drug dealers and criminal organizations in perpetuating drug abuse among teenagers.



movie also highlights the role of drug dealers and criminal organizations in perpetuating drug abuse among teenagers. The portrayal of drug dealers as ruthless, manipulative, and exploitative criminals reinforces the idea that drug abuse is not just a problem among teenagers but also a criminal activity that is controlled by organized crime syndicates.

This is evident in the role of AK who is a pivotal character in the Nollywood movie Nimbe, as shown in the images labelled K, L, and M. For example, he plays a significant part in the drug-related crimes in the life of Nimbe, the movie's protagonist. AK is a sinister drug lord and a notorious kingpin who supplies and controls the drug trade in Nimbe's neighbourhood. He has his own special brand of illicit drug 'Slak', which according to him, has that capacity to move a person three times higher than other similar products in the market.

From the moment Nimbe is introduced to AK by Ralph, a downward spiral of drug addiction and delinquency takes hold. AK is portrayed in the scene labelled 'L' as a ruthless mobster who uses violence to maintain control over the drug trade and the people within it. He is influential in shaping Nimbe's future, as he enlists him as his favourite cousin, instructing that Nimbe be 'mentored' properly, giving him express invitation to his 'paradise', making him learn how to handle gun, and kill any rival in the business. AK uses the teenagers around his community as pawn to enlarge his operation and protect his criminal interests. He preys upon Nimbe's vulnerability, loneliness, and his desire to escape his problems through drugs to lure him deeper and deeper into the world of crime. Through AK, Nimbe is exposed to the dark side of the drug trade, including violence, police harassment, and the danger of drug abuse.

AK takes advantage of Nimbe's addiction and sets him up on a path of self-destruction and despair, ultimately leading to tragedy, as seen in the movie. AK, as the drug lord, represents the evil nature of the drug trade and its impact on communities and individuals. His influence and hold over Nimbe and the people around him reveal the vicious cycle created by drug addiction. This portrayal highlights the need for more decisive measures to combat drug abuse, and offers a compelling message on the importance of taking a proactive approach in supporting people who are struggling with addiction.

The movie - Nimbe seeks to create a sense of urgency among policymakers and stakeholders to address the issue of drug abuse by tackling its root causes, including organized crime.

The role of family and community in pushing teenagers to drug abuse.



The movie also portrays the role of family and community in pushing teenagers to drug abuse. Nimbe's father, who constantly abuses him at home, thereby making the home very uncomfortable for the young Nimbe to cope with, serves as a cautionary tale about the dangers of child neglect and abuse and how these could undermine the

psychological development of the child. Another important case in the movie is Ralph's parents who never had time at home to attend to their children's need also contributed to Ralph's involvement in the murky waters of drug life. As seen in the film, Ralph's life became endangered that he had to blame his father for not giving him parental care. This is captured thus:

Papa Nimbe: Where's Nimbe?

Mama Nimbe: Nimbe? Oluwa Nimbe?

Nimbe: Maa!

Mama Nimbe: Come outside naa. see you, you never even dress well.

Papa Nimbe: No do quick! No do quick! Ole Okpono, I don't even know where they pick you from. Mumu. I bought maths set for you, you losam. No be me go buy maths set for you again. Ole ... you misplaced your maths set ... something dey worry you. ...

Mama Nimbe: Papa Nimbe! take am easy. All these things no de dey easy. You go de call pikin ole, ole. it's not good Joo. the last we bought maths set for this bowas when he de JSS 3, he don dey SS 2 now. We supposed buy another one for him.

Papa Nimbe: Beat me for your son naa? for me, I no get N300 to give you. If you don't want to go to school because of maths set, go and pull your shirt and follow me go site. ...

Nimbe: Mum, but if I don't have that maths set, they won't allow into maths class.

Mama Nimbe: Don't use that one come tell me say you want to fail. Don't use that one try me oo, because if you fail this term, me and you go die there oo.

The discourse above shows Nimbe's parents verbally and physically abusing him. This recklessness continued that it became very unbearable for Nimbe that he begins to seek for where and how he could cool his head off the heat from the home front.

In a related development, Nimbe was forced to fight Benji in the street where his father was seen charging him to fight on. Nimbe's father also, warned against anyone who tries to separate them in the fight.

It was the ripple effect of these incidences of abuse from the home front that gave Nimbe the impetus to fall on drug as a means of overcoming his travails without knowing that he was going to jeopardise his future. The movie portrays the importance of family support in overcoming addiction and the need for communities to come together to provide a supportive environment for individuals struggling with addiction.

Bullying among teenagers as one of the major causes of drug related crimes



Nimbe is a drama film that tells the story of a young boy, Nimbe, who is constantly bullied at school and neglected at home. He turns to drugs to cope with his emotions and falls deeper into a life of crime, eventually getting involved with a dangerous gang. This is evident in the discourses that follows:

Nimbe: I wasn't, always this guy, infact, I was far from this guy.

Benji: Nimbe how far naa? No be you I dey greet?

Nimbe: Benji good morning ...

Benji: Nimbe,, is that mama Ebuka's akara?

Nimbe: Yes!

Benji: Give me to eat.

Nimbe: But it is my breakfast, I have not eaten since morning

Benji: But I will pay you.

Nimbe: Go, I don't need your money. I will not sell to you.

As the discourse continued, Benji snatches the akara from Nimbe and throws a Naira note at him. Nimbe picks up the twenty naira as the entire class woes him and hails Benji.

The above scenes depict cases of bullying by Benji - a fellow classmate of Nimbe who was seen as naïve. Benji constantly bullies Nimbe in not less than four instances in the movie as shown in the images labelled A, B, C, & D. First, in the opening scene where Benji was seen putting substance into Nimbe's mouth while he was dozing off in class. Second is when Benji was seen forcefully take Nimbe's Agric notebook from him along a path road as they were heading back home, knowing that tomorrow is test, although Nimbe was rescued by Ralph – a teenage drug addict, who later introduced Nimbe to the world of substance abuse and addiction. Third is when Benji and his gang ambushed Nimbe, kicked him as he was running home to deliver on the food his father had sent him to buy for him. Here, they poured the food, smashed it and ran away. Fourth is a street fight between Nimbe and Benji which was orchestrated by Nimbe's father who equally bullies Nimbe at home calling him all sorts of names, and disowning him following the attack of Benji and his gang as he went to buy food for his father. All these pressure form the bullying, accumulated to Nimbe's psychological trauma which leads him to turn to drugs as a way to cope with the constant abuse he faces at school and neglect at home, seeking escape route through substance abuse.

Peer pressure in the initiation of drug abuse among teenagers.



Another discourse that runs through the movie is the central role of peer pressure in the initiation of drug abuse among teenagers. Nimbe is an innocent teenager who is drawn into the world of drug consumption by his peers, who convince him to experiment with drugs. The movie portrays the power of peer influence and the need for teenagers to be aware of the negative consequences of who they move along with particularly in school where college students collaborate to perpetrate crimes whose consequences might destroy their future. In the scenes portrayed above, as shown in the images labelled E, G, & H, Ralph, a teenage boy who is supposed to be in school but has lost his bearing in education due to drug addiction, is seen introducing Nimbe to drug. Thus:

Ralph: So what are you doing here all alone?

Nimbe: Nothing, I just come here once in a while to clear my head.

Ralph: So how about the bros

Nimbe: What bros?

Ralph: The one you fought yesterday

Nimbe: You can mock me all you want because you helped me get my book from Benji.

Ralph: No I don't need to mock you, I felt that you had a good fight that's all

Nimbe: No, I didn't, I disgraced myself and my father.

Ralph: Well, your father was not good to you for putting that much pressure on you.

While the dialogue was still going on between Ralph and Nimbe, Ralph opened his bad and brought out a concoction in the form of soft drink, sipped it and offered same to Nimbe as seen in the discourse that follows below:

Ralph: Take this

Nimbe: What is it?

Ralph: It is a drink, it's medicinal

Nimbe: But we're not friends, why are you being nice?

Ralph: With this you cap it up

Nimbe: Do you smoke?

Ralph: Try it

Nimbe: No, my father will kill me.

Ralph: But, your father does not need to know about it.

Initially, Nimbe resisted to have a taste of the substance but with persistent persuasion, he gave it a trial, though with some difficulties at first ingestion. Consistently, Ralph begins to visit Nimbe at odd hours and eventually introduced to the world of drug addiction and subsequently to AK, a drug lord and kingpin who fell in love with Nimbe because of a beautiful portrait of him painted by Nimbe on his birthday.

From the discourses above, we can say that *Nimbe* (2019) is a potent tool for creating awareness about the problem of drug abuse among teenagers in Nigeria. The movie highlights the terrible consequences of drug abuse and the need for proactive action to address the problem. Additionally, the movie portrays the role of peer pressure, drug dealers, family, and community in the initiation and recovery from drug abuse. The analysis underscores the importance of using mass media, such as films, to create awareness about social problems.

Answering the research question of the drug-related crimes portrayed in the movie - *Nimbe*?

From the CDA of the film - *Nimbe*, the drug-related crimes portrayed in the Nollywood movie include; bullying, drug trafficking, drug abuse, drug addiction, drug peddling, rape, abortion, killing and drug-induced violence, which lead to fatalities, gang wars, and societal unrest.

These drug-related crimes were demonstrated in the characters of Nimbe, the protagonist, around whom the central themes revolve; Ralph, the teenage boy who initiated Nimbe into the world of substance abuse; Benji, the teenage school boy who constantly bullies Nimbe in the film thereby leading the otherwise naïve and innocent Nimbe to crime. Another major character in the movie is AK, the drug lord, who through his influence in the neighbourhood community led many teenagers to the life of drug. Ak was also instrumental in the killing of many people in the film. He personally trained Nimbe in the act of shooting and killing. AK also contributed to the development of the theme of drug trafficking and peddling through his drug cartel. He was instrumental to the development of the movie's plot as major themes in the film revolved around him.

Answering the research question of what are the narrative patterns employed in the movie in depiction of drug-related crimes?

Based on the discourses so far conducted on the movie, the narrative patterns employed by the filmmaker in depiction of drug-related crimes in *Nimbe* is the technique of weaving a story around the teenagers in the movie namely: Nimbe, Benji, Ralph, Lemon, and Tina.

Nimbe - the protagonist, is a teenage boy, who is in Senior Secondary class two (SS 2), who dramatizes the dire consequences of naivety, innocence, and vulnerability of child actor to the dangers of drug abuse in the school and in society. Nimbe's character symbolises the interrelationship between the family, school and community in child's emotional, moral, and psychological development.

Another teenager in the movie is Benji – Nimbe's classmate who is instrumental to the development of the movie's plot. It was Benji's role that makes the theme of bullying come alive in the movie, as he constantly confronts Nimbe with one form of bullying and another. It was these incidences of unhealthy confrontations by Benji that led Nimbe to drug life and consequently to drug-related crimes as we saw Nimbe pull out his gun and shot Benji after appealing to him to say sorry for his misbehaviours over the periods, a situation which Benji bluntly resisted, resulting in the bloody clash that claimed his life.

Another character in the film is Ralph, a teenager, who is supposed to be in Senior Secondary class three (SS 3), around whom the filmmaker also employed the traditional narrative pattern of introducing a teenager who is immersed in the drug culture, leading to a series of events that challenge the moral compass of Nimbe while exposing him to dangers of drug abuse and violence. This follows a trajectory where the protagonist – Nimbe, realizes the harm of naivety and runs to drug abuse, attempts to break away from the cycle of family brutality and psychological abuse at home, and confronts the dangers of drug dealers, addiction, and stigmatization. This narrative pattern typically culminates in a conflict that reveals the consequences of drug abuse, and reinforces the message of drug-related crimes and anti-drug use.

Lemon, a character in the Nollywood movie *Nimbe*, plays a significant role in the development of the theme of rape and drug abuse. He is introduced in the movie as a drug addict who gets sexually interested in Tina – the younger sister of AK, the drug dealer. Lemon's character represents the harsh reality of the drug world, where young

boys are exploited and forced to trade their bodies for drugs. His experience highlights the vulnerability of young people who fall into the trap of drug abuse, which often leads them to prostitution and other criminal behaviours. Furthermore, Lemon's story serves as a cautionary tale to the protagonist, Nimbe, who witnesses Lemon's ordeal and sees the devastating effects of drug use, which makes Nimbe to put a call across to AK, telling him that Tina is bleeding to death as a result of the rape by Lemon. This encounter prods Nimbe deeper into drug-related crime under the mentorship of AK – the drug kingpin. Moreover, Lemon's character underscores the need for a comprehensive response to the issue of drug abuse and sexual violence. The movie shows how impaired judgment and drug dependence can leave individuals vulnerable to sexual assault and other forms of violence. It highlights the need for a coordinated effort by law enforcement agencies, health professionals, and communities to prevent and address drug abuse and sexual violence. Lemon's character in *Nimbe* plays an important role in highlighting the theme of rape and drug abuse in the movie. His story reinforces the message that drug addiction and sexual violence are interrelated problems that require a concerted effort to address.

Tina is a teenage girl who is initially portrayed as being in a happy relationship with Lemon, but her character takes a turn after she gets drugged, raped and impregnated by Lemon. She, becomes traumatized attempts an abortion, and unable to recover her life normally. She bleeds to death. Tina's character highlights the societal barriers, victim-blaming, and lack of support systems that rapists exploit to continue preying on their victims. She is blamed for the rape, stigmatized and compelled to remain in love with Lemon, her rapist. This scenario emphasizes the need for society to acknowledge the prevalence of rape and create a safe environment for victims to come out and seek life support. Tina's character plays a significant role in the movie's overall theme of addressing rape by raising awareness and breaking the silence surrounding it. She shows that rape is not a matter that can go away on its own and that more needs to be done to support victims. She also advocates for education and more assertive measures to prevent rape and bring perpetrators to justice. Tina's character in the movie *Nimbe* is critical to the development and understanding of rape as a societal issue that needs to be addressed. She provides an essential storyline that allows viewers to empathize and understand the struggles faced by rape victims and the need for society as a whole to take responsibility for protecting and supporting them in times of need.

Answering the research question of in what ways could the portrayal of drug-related crimes in *Nimbe* potentially shape the attitudes and behavioural patterns of teenagers towards drug use and abuse?

The critical discourse analysis so far conducted on the movie - *Nimbe* reveals that the portrayal of drug-related crimes in the movie could potentially shape the attitude and behavioural patterns of teenagers towards drug abuse in the following ways:

Awareness and education: The movie could raise awareness and educate teenagers on the dangers of drug abuse, its consequences, and the impact it could have on their future. This knowledge could help them make informed decisions and avoid drug abuse in the future.

Fear of consequences: The portrayal of drug-related crimes in *Nimbe* could instil a sense of fear in teenagers about the possible consequences of drug abuse. The movie shows how drugs can lead to addiction, crime, violence, and death, which could discourage teenagers from trying drugs.

Real-life scenarios: The movie portrays real-life scenarios and the consequences of drug abuse, which could make the viewers feel more connected to the characters and empathize with their struggles. This emotional connection could help teenagers understand the gravity of drug abuse and its impact on their lives and those around them.

Peer pressure: The movie's portrayal of peer pressure could help teenagers understand the role that their peers could play in influencing their decisions. By showing how Nimbe's friends encourage him to try drugs, the movie could help teenagers recognize and avoid peer pressure.

Seeking help: The movie's portrayal of how Nimbe sought help to overcome abuse from his parents and bullying in school could encourage teenagers to seek help if they find themselves in a similar situation. This could have negative or positive impact on teenagers. It could help them overcome their addiction and avoid the negative consequences of drug abuse.

Answering the research question of what are the potential negative impacts that the portrayal of drug-related crimes in Nollywood movies – *Nimbe* could have on teenagers?

Based on the analysis of the movie, it is obvious that prolonged exposure to the film's content can make teenagers to accept the *Nimbe*'s version of reality as their own perception of reality. This aligns with the postulations of the cultivation theory, as reiterated by Drew, (2023) that "teenagers are predominantly vulnerable to the influence of films since they are still in the process of developing their attitudes, morals, and philosophies". Therefore, the potential negative impacts that the portrayal of drug-related crimes in Nollywood movies – *Nimbe* could have on teenagers are:

Glamorization of drug use: The movie might make the use of drugs look attractive and cool which could encourage teenagers to experiment with drugs.

Trivialization of consequences: The movie could downplay the consequences of drug use and portray them in a more positive light, making teenagers think that using drugs won't result in any negative consequences.

Encourages risky behaviour: By depicting drug use in a positive light, the movie could encourage teenagers to engage in risky behaviour, such as experimenting with drugs, without understanding the potential consequences.

Lack of accurate information: The movie might not provide accurate information on the effects of drug use on physical and mental health, further increasing the risk of teenagers engaging in harmful drug use.

Influence on values and attitudes: The movie could inadvertently influence the values and attitudes of teenagers towards drug use, making it seem more acceptable and normal.

Discussion of Findings

Findings of the critical discourse analysis of *Nimbe* (2019), revealed among others that the portrayal of drug-related crimes among teenagers that the movie portrayed drug users, particularly teenagers, in a highly vulnerable manner, morally corrupt, lacking willpower, and destined for a life of crime and doom.

The study also found that the movie - *Nimbe* focuses on criminalizing drug addiction rather than exploring the underlying issues and root causes of drug abuse among teenagers. In this regards, the film portrays law enforcement as the major resolution to drug delinquency, thereby disregarding the position of healthcare, education, and social support systems in dealing with substance addiction.

The critical discourse analysis reveals the role of family and community in pushing teenagers to drug abuse. The movie amplifies the family and community as the social factors contributing to drug abuse among teenagers as it emphasises the dangers of child neglect and abuse and how these could undermine the psychological development of the child.

The CDA of the film - *Nimbe*, identified bullying, drug trafficking, drug abuse, drug addiction, drug peddling, rape, abortion, and killing as the drug-related crimes portrayed in the movie. The analysis showed that the movie fails to adequately present viable alternatives to drug abuse for teenagers. It neglects to showcase positive role models or provide characters who successfully overcome addiction without resorting to criminal behaviour. This lapse underpins the perception that drug abuse is an unavoidable downward spiral, discouraging hope and recovery for the protagonist – *Nimbe*, who was presented as a drug addict and killer whose life was a total failure which ended in prison without a means of resolution or recovery from drug and criminality. In this vein, the movie presented Lemon as a rapist and drug addict who drugged Tina – her girlfriend, impregnated her and abandoned her without seeking redress via a healthcare facility; a situation that claimed Tina's life as she seeks medical support from a quack hospital, which claimed the young Tina's life. Tina's death as a result of abortion also shows another unresolved conflict in the film, which leave.

The portrayal of drug-related crimes in *Nimbe* could make teenagers think that living a life of drug is normal since the film glamorized the use of drug, making it look attractive and imperturbable which could encourage teenagers to experiment with drugs. The representation of drug lords in the movie could downplay the consequences of drug use and portray them in a more positive light, making teenagers think that using drugs won't result in any negative consequences. Also, prolonged exposure to the movie – *Nimbe*, can lead teenagers to accept the film's version of drug life as their own perception of reality. This is because painting drug use in a positive light in the

movie could encourage teenagers to involve in precarious behaviour, such as experimenting with drugs, without understanding the potential consequences therein.

The portrayal of drug rehabilitation programmes or healthcare systems for teenagers struggling with addiction is not properly conceptualized in the movie. The movie lacked an in-depth analysis of effective intervention strategies, potentially leaving viewers with insufficient knowledge and resources to address **drug-related crimes among teenagers and** substance abuse problems in their individual lives or communities.

The study revealed that the narrative patterns employed by Nollywood in portrayal of drug-related crimes in *Nimbe* is the technique of weaving a story around teenagers who play the role of drug addicts, bullies, rapists, abortionists, and killers as a way of showcasing their vulnerability to drug and crime. Despite addressing an important social issue, the critical discourse analysis found that *Nimbe* (2019) misses an opportunity to promote social change and awareness regarding drug abuse among teenagers. The movie failed to challenge dominant narratives or offer alternative perspectives, ultimately reinforcing established biases and stereotypes surrounding drug-related crimes.

The critical discourse analysis of *Nimbe* indicated that Nollywood movies can be a powerful tool for educating and sensitizing teenagers on the dangers of drug abuse. With the right strategies and collaborations among stakeholders, we can create a society where teenagers are less inclined to engage in substance abuse and drug-related crimes.

Conclusion

The critical discourse analysis of *Nimbe* revealed that Nollywood movies play a crucial role in shaping the society's perception of drug-related crimes among teenagers. The movie portrayed the harsh reality of drug abuse among the Nigerian youth, and the dire consequences associated with such criminal activities. However, it also revealed the challenges and struggles that teenagers often face in their daily lives, which put them at greater risk of getting involved in drug-related crimes. The study observed that Nollywood movies can be a useful tool in educating teenagers on the dangers of drug abuse and the importance of making the right decisions. The movie, *Nimbe*, highlights the importance of parental guidance and family support in preventing drug abuse among teenagers.

Recommendation

Based on the analysis of the movie *Nimbe*, the following recommendations were made:

- **Support Groups:** There should be support groups for teenagers struggling with drug abuse. Support groups provide a platform for teenagers to share their experiences and learn from others, which can be crucial in the fight against drug abuse.
- **Parental Guidance:** Parents should take up their responsibility of guiding their children in decision-making and ensuring they don't fall victim to bad influences from peers and the environment they find themselves.
- **Government intervention:** The government needs to step up the fight against drug abuse among teenagers. Policies put in place that prohibit the use and distribution of illicit drugs should be strengthened with more stringent penalties, and offenders should be made to face the wrath of the law no matter who is involved.
- **Continued education of teenagers on drug abuse:** The study recommends that the concerted effort by stakeholders, including the Nigerian Drug Law Enforcement Agency (NDLEA), government, parents, and the media, to educate and sensitize teenagers on the dangers of drug abuse be continued.
- **Awareness campaign:** Parents, teachers, and the media should work together to raise awareness about the dangers of drug abuse among teenagers. There should be more education campaigns, workshops, and seminars to sensitize teenagers on the risks and consequences of drug abuse.

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