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Social Media Mockumentary and Separatist Movements in Southeastern Nigeria

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Abstract
The study examined social media mockumentay's influence on separatist movements in Southeastern Nigeria. Survey research method was adopted while a combination of questionnaire and interview schedule were used as the research instrument. Findings reveal that the people of Southeastern Nigeria are exposed to social media mockumentary; the messages of social media mockumentary have been able to give adequate information on the strengths and weaknesses of political office holders and that the residents of Southeastern Nigeria not only believe but also apply the messages of social media mockumentary in their estimation of political office holders. Furthermore, findings show that social media mockumentary have greatly influenced separatist movements among the residents of Southeastern Nigeria. The study concludes that the social media has given enough attention to the issue of good governance and liberal democracy in Nigeria but the response among governmental officials is low.

Keywords: social media, Mockumentary, Separatist movements.

Introduction

The Nigeria's federal government had officially banned Twitter from operating within the Nigerian federation with effect from June 5, 2021 and later lifted the ban on 13 January 2022, while casting aspersions on the social media platforms as being solely responsible for the propagation of hate speech, misinformation and fake news and other intractable complications, which are productive of crisis of confidence and real violent consequence of separatist movements that have the possibility of undermining Nigeria's corporate existence. There is however no doubt that the spate of crisis of confidence in Nigeria's national government has certainly scaled to falsetto heights, and has all the tendencies of enduring without any end sight. It is a scenario that could be likened to a gust of desert wind, to a craze for new fashion, or to a sudden heavy down pour on a sunny midday. The development is not as if it is over night because the nation did not inexplicably, woke up to entertain an endless pocket of crisis of confidence, often expressed in terms of physical rebellion and confrontation, violence and crime.

Thus, to ask for why or how this new phenomenon came about appears to be a display of ignorance. It is better to fall in line more so as it seems safer to adjust to the new trend and conform to the new culture. But no matter how spontaneous and unexpected the crisis of confidence has been, there must have been propelling rational beginning and raison d'être. Some perpetrators of crisis of confidence claim they have been marginalized in the provision of basic amenities, or neglected completely in the distribution of government offices and patronage. Others brand themselves pauperized and depressed areas. Whatever may be the claim to the past neglect and the nature of unfair treatment, every dissenting group has always seen the creation of new states as the panacea for all their problems. Crisis of confidence and confrontation therefore seem to be the appropriate way of unshackling political slavery, the freedom from tribal domination, the enthronement of new economic opportunities and an avenue for participation in the country's liberal democracy.

Arguably, it is not out of text to posit that Nigeria at present witnesses the sowing of the seeds of discontent in such a magnitude that violently threaten the very foundation of the

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nation. Ethnic hatred and bitterness is commonplace and on the increase, and has inspired the belief that ethnic survival is tantamount to separate existence, be it by way of political reform or by secession. The fears of the minorities have since transformed into the fears of ethnic nationalities to the extent that a sovereign national conference is to be seen no longer as a means of allaying the fears of the minorities but rather as a way of safeguarding the unity and corporate existence of the country. The unfolding new theatrics, its progression and termination constitute this study's supposition as crisis of confidence and separatist movements.

The media of communication and their various forms of information delivery play substantial role in influencing people to form and express opinions and sentiments. They inform people's choices of behaviors, policies and services as often made in the selection and construction of worldviews. To achieve all these, the media create real images through the presentation of correct and unbiased impressions and a pristine standard idea of policy, product, person or service. Radio and television, for instance, have always been portrayed to be very dominant media of communication, particularly with their distinctive attributes of pervasiveness, ephemerality, theatrics and versatility (Ezaka, 2021), and all their innovations in production, creativity, aesthetic and consumption techniques, which they often deploy in intensifying issues, setting agenda, presenting pseudo – events and manipulating images. Again, the media also depict a significant mechanism for accountability because it exposes societal ills, and in the process spark off debates on topical issues that might otherwise never be a subject of public conversations for possible solutions. Thus, the media inspire governments and their agencies to take both proactive and reactive measures, and often inform public policies aimed at improving the welfare of citizens and ensuring social justice.

On the contrary, the media have also been exploited, especially by their handlers, to become a propaganda platform that glories in the dissemination of false and inflammatory information that does not only promote disrespect for the law, social conversations and co-existentialism but also convey biased and false messages that stimulate divisiveness, acrimony, conflict and violence. Such media contents harness oddity, conflict and bizarre as elements of information worthiness to propagate the poetics of irreconcilability and oppositional forces.

What remains to be said at this point, in exploring the preoccupation of this study, is that when practitioners emphasize the constructive role of the media, including informed analysis, there is the possibility that the overwhelming citizens would have, at their disposal, more panoramic and selfless perspectives of the world around them. One way of achieving this is not just through the structural independence of the media, but also through the media's editorial independence and adoption of the people's basic need approach on one hand and, on the other, the media's repudiation of the ill treatment of complex national questions and concerns as catch phrases, sound bites and rhetoric, all in preference for entertainment programs for mere entertainment's sake

With the evolution of the internet, communication has experienced some sporadic changes, particularly in the way citizens connect, interact and communicate both privately and publicly. The new and social media, which are ready made communication tools of the internet, have accordingly been conceptualized into the fold of mass media more so as they play pivotal roles in in social, economic and political lives of peoples, products, institutions and nations (Oyeniyi, 2012). The innovativeness of social media has excelled in such initiatives as perfecting the inclusion of subgroups of people who were hitherto sidelined or neglected in the scheme of self-expression and public debate. By so doing, Adeyimi Oyeniyi maintains that social media, like others channels of communication, has, apart from communicating existential values like affirmative action, democracy, justice, transparency and openness, especially in governance, either overtly or covertly created contents that affect attitudes and therefore play significant roles in inducing violent behaviors, gangsterism, crisis of confidence, prostitution and other allied vices among the citizenry.

A major social media technique of providing a public sphere for civic discourse, socio-political awareness, social and political integration and accountability (Blankson, 2005) is mockumentary. Mockumentary is a social media design that adapts the techniques of docu-drama and fictions for the presentation of a documentary. It is a term that is anagrammatized from the word's 'mock' and 'documentary' respectively, and has since transformed into a media production genre packaged for the analysis of topical issues and current events. The elements of mockumentary productions are image manipulation, fictional setting and pseudo presentation, all carefully knitted to satirize personalities, situations, governance and institutions.

Today, the social media is awash with mockumentary that depict various aspects of life, especially the relationships between the government and the governed in Nigeria. Consequently, the genre has been used to capture and disseminate failures on the side of government, constitutional breaches, irresponsiveness and irresponsibility of government officials, etc.

As it affects the government, there has been series of vote of no confidence in the current Nigeria national government under the watch of President Mohammadu Buhari. For instance, Waziri Adio (2022) reports the National Assembly as threatening to impeach the President. There has also been both peaceful and violent protests all geared towards addressing the misgivings of the government, including the persisting Academic Staff Union of Universities and Federal Government face-off, among various others.

However, available relevant literature has been able to reveal that crisis of confidence and separatist movement is rife in Nigeria. It has also underscored the fact the media greatly contribute to the disgusting situation. Certainly, there is an existing gap in knowledge as to the role which social media mockumentary, as a technique of citizen journalism, have played in raising such awareness. The thematic thrust of this study is therefore to bridge that existing gap in literature and add to the existing body of extant scholarship.

Statement of the Problem
The study observed that, on mainstream, social and new media of communication in Nigeria, there have been the

continuous acquisition and execution of social media mockumentaries that not only depict many and varied forms of national questions but have also provoked crisis of confidence among the citizens. In the process, there have also been huge financial and material resources expended on them, especially in the background of the competitive and pluralistic media environment. Particularly, there is either a paucity or total absence of research evidence to show for the validity, reliability and viability of the media strategy.

Thus, because of the trend, it is impossible to establish the extent to which the technique of social media mockumentary has satisfied the communication need of the target audience, and the extent to which the audience responds to its objectives. The gap in knowledge, as earlier mentioned, has generated a conflict of critical views about the performance efficiency and effectiveness of mockumentary, which if ignored, may lead to debilitating effects on task accomplishment for this social media format and its audience's satisfaction.

Consequent upon this, the study evaluated the influence of social media mockumentary on separatist movements among citizens of Southeastern Nigeria. This, in the calculation of the study, would provide the empirical evidence needed to answer the question of what has been done, and bridge the gap in the literature through its findings. It would also justify or condemn the continued production and presentation of social media mockumentary.

Theoretical Framework and Review of Related Literature

The study was premised on the cultivation media theory. According to Don and Cylor (2015) the theory explains the mechanism of overtime influence of audience's exposure to media content. According to them, the theory developed from a cultivation analysis that was done as part of cultural indicators' project that was founded by George Gerbner in the late 1960s and as its thematic focus, the theory holds the supposition that the audience that has greater exposure to media messages are more likely to have a view of the world around them in consonance with those messages. Since then, the theory has always been employed to analyze such cumulative and pervasive media effects as long-term radio listenership, television viewing, media campaign, etc, especially in subgroups that have comparable demographic attributes.

In line with the theory, the content of social media has the primacy of pervasiveness, especially in craving the involuntary attention of the audience much more than the mainstream mass media have ever done, and has accordingly not only have spellbinding influence on society in general but also on the audience's individual beliefs, principles and preferences. Thus, this study drew on the cultivation theory to investigate the extent the messages of social media mockumentary have contributed in provocation of crisis of confidence among citizens of Ebonyi State, Nigeria.

The social media users in Nigeria have always, in their contents, vigorously, directly and indirectly engaged themselves in in-depth portrayals of societal issues, most of which have direct implication on Nigeria as a nation state and the totality of its political, economic, territorial, legal, ideological, moral, ethical and cultural relations (Iji; 2016,

Otway, 2000; Roscoe and Craig, 2001). It has done so while comparing events and happenstances within the country to those of other countries with which the nation competitively coexists. It appears therefore that the social media users have assumed, as a sacrosanct duty, the responsibility of addressing and redressing Nigeria's collective national question (Ezaka, 2021), all in their individual, collective and corporate creation of contents. Edde Iji observes that the societal issues are manifest in various forms and structures including organized religious questions of scandalous proportions as typified by ownerships of state of the art universities among religious bodies at the expense of impoverished religious fanatics, the subversion of the judiciary as the last hope of the ordinary citizenry, leadership shortcomings at levels of government, paucity or complete absence of transparency and accountability; variety of moral and ethical bankruptcies at all levels (Iji, 2014). He went further to identify, among other societal malaises, disgusting legislative performance, as evident in disgusting accountability to constituents and non-delivery of democracy dividends, various levels of corruptions that are littered in the body polity, dereliction to duty in civil services, ill treatment against fellow humans and inordinate order of leadership succession at all levels of political posts. There are also the devolution of powers among political office holders rather in characteristic do-or-die electoral malpractices, scandalous management of the wealth of the nation, as underscored by inequitable allocations of resources, leading to the demise of the middle class category of our society.

The tendency degenerates on daily basis to the extent that there obtains, in our body polity, a scenario that depicts poverty as having been accelerated rather than its being alleviated. The consequence is that people no longer have interest in the government of the day. The Igbos who are the autochthonous people of Southeastern Nigeria, the area under study, have their collective agenda, which have, among other coordinates, the return to true federalism, restructuring the country into six regions- each region with its own constitution, transforming the regions into federating units and comprehensive reorganization of the police and the Nigerian Armed Forces (Danjibo, 2012). Others are the quest for lasting solution to the ethnic and religious violence which had-frequently claimed the lives of the Igbos in the North, the implementation of the Federal Character Principle and rotational presidency and taking appropriate measures to bring to an end the insecurity that has persisted in the country.

All these have variously featured as messages of social media content. With its characteristic citizen journalism technique, social media has erased the distinction between the processes of making and using media content, just as it has rendered nonexistent whatever previously existing line between the active and passive consumers of all mass media shaped and reflected culture. It has therefore perfected coalescence of production and consumption of media signals premised on an ever pervasive "engagement between different media forms and industries, between people and their media, as well as between professional and amateur media users" (Deuze, 2006, pp. 133). Evidently driven by media convergence culture, social media provides opportunities for both bottom-up and top-down media production and distribution, all with the aid of a

hand-held piece of telephony. And just like radio, television and other mainstream mass media have used international communications to compress the world into a global village (Effiong, 2018), social media is seen today as significant agent of globalization that fosters multinational flow of information and images through the exchange of cultural products among countries.

As noted in the introductory part of this report, apart from other coordinates of its content, social media has extensively used mockumentary to inform its audiences and followers of current trends in society. A mockumentary can assume many and varied form, and has such dramatic variants as comedic and pseudo documentaries, and therefore harnesses documentary techniques to present a satirical allegory of events, situations, issues and personalities. There is also a historical dimension to mockumentary, especially when it is meant to trail people who are engaged in both biotic and abiotic interactions.

The mockumentary genre has achieved great popularity not only on mainstream media of radio and television but also on the new and social media, especially by its use of multimedia format. Equally, it employs such features such as feeds, profiles, and groups on social platforms with a view to providing a universal link to content networking and sharing organizations that can propagate users' outreach (Campbell, 2007; Hight, 2014). All these go a long way to underscoring the fact that social media is sufficient in its capacity to systematically amplify voices, spontaneously distribute information, and increasingly promote collaboration among peoples and ethnicities.

Social media mockumentary is often used as a tool for political communication through which information from and around the corridors of power is creatively packaged with humor and judiciously spread to influence government's informed actions, policies and directives. In this sense, mockumentary creates awareness with the aid of humorous tone and imagery carefully plotted to guard against irregularities, especially in government.

Ayitogo (2021) itemizes some of the basic socio-political failures of the national government of President Mohammed Buhari, which might have been portrayed in social media mockumentaries to inform crisis of confidence in Nigeria to include, first, the war against Boko Hara, which kicked off right from the president's assumption of in 2015, Mr Buhari with the relocation of the military command from Abuja to Maiduguri, which is believed to the major base of Boko Haram. Although, he equipped the military to shoulder the onerous task by giving his nod for the procurement of arms for the security forces and agencies, the menace has grown worse than met it. The second failure manifests in the area of military funding, which had scaled astronomically even before the president's assumption of office. In President Goodluck Jonathan's government that preceded that of Mr. Buhari, over N934 billion was earmarked for security. Nasir Ayitogo goes further to inform that the budget for 2011 was N920 billion, 2012 was N924 billion, while in 2013 and 2014 collectively, N923 billion was appropriated for the sector. There has been widespread suspicion on how the whooping amounts were spent, especially in the background of lack-luster performance reports against the security agencies during the period. The situation has even assumed a nose-diving trend with the poor performance of the military in sharp contrast to the increased budgetary allocations to the defense department of government which stood at N878.4 billion and N840.56 billion in 2020 and 2021 respectively.

This brings into focus the issue of corruption, which Ayitodo (2021) cites a recent survey as indicting officers of the military, some political personnel and other public officers for diverting public funds that would have otherwise been spent in safeguarding lives and property of Nigerians. According to the findings of the survey, he maintains, there were gross duplications of expenditures as perpetrated by staff of the defense ministry and other military institutions, absence of transparency and accountability in the procurement process and the acquisition of obsolete military artilleries.

Again, in spite of the various checkpoints purportedly manned by first grade security officials along the nation's highways, violent crimes, killings and kidnappings have remained the other of the day with the resultant loss of lives and property of the Nigerian citizenry. In fact, this has led to the approval by the Buhari government for state governors to device community policing strategies to fight escalating incidence of insecurity in their states. President Buhari as well gave considerations for the installation of CCTV cameras as a part of reactive measures to forestall insecurity on the highways. The president has equally been reprimanded by the majority of Nigerians, including state governors, for initiating the RUGA program. As a solution to the farmer/herders crisis, which has caused wholesale quantities of lives and properties in the country, valued at billions of naira, he had in 2019 announced the RUGA program as an initiative that entreats desiring states to contribute land that would be used for the construction of animal husbandry settlements. Thus, in the estimation of rightful thinking Nigerians, RUGA is a construct to revive the system of unrestricted pastoralism.

The presidential order that empowered International Organization for Migration (IOM) to carry out the installation of e-border facilities in 10 Nigerian border posts with the objective of achieving a better management of Nigeria's borders have also been faulted. Cameroun and Chad borders have particularly been criticized for poor policing with the dangerous outcome of increased border-associated terrorist activities in those border areas. Clear cases of infiltration of terror elements and syndicates, often aided by rugged terrain, sparse population and impenetrable forest reserves, where the bandits inhabit to perpetrate their dastardly acts, have underscored the defenselessness of the borders. All these have compelled the president to expend rather some futile energy on the crusade against lawlessness and insecurity as well as in intelligence gathering and capacity building.

The point that stakes is not even the fact that these socio-political tragedies have played out to reinforce enduring national questions, which actually is the fact that the diverse groups that were supposed to exist as separate entities were amalgamated, instead of being allowed to originate their own program and process of nationality. Instead, the point that stakes is that irrespective of the fact that all these grievances have been conveyed by many and varied other media of mass communication to the their various audiences, the content of social media, in the direction has been widely jaundiced. This indicates that social media content, including mockumentary, has been embroiled in legitimacy crisis. Laura (2014) informs that

the major grouse against social media is the imbroglio that surrounds the proprietorship of contents of social media platforms, despite the fact that such platforms and sites have underlying operational terms and conditions. Certainly, this has posed a major challenge not only among personal users, but also for business organizations that use the social media for communications. Another coordinate of the problematique that informs the social media legitimacy crisis is privacy. All the social media platforms have been accused of invading people's privacy. Social media's invasion of privacy has prompted the social problem of hate speech, which the United Nations explains as offensive discourse that aims at disparaging the race, religion, gender and other characteristics of either an individual or a group in a manner that assaults the society's collective social stability. Although there is no specific definition of hate speech, particularly in respect of freedom of opinion and expression, the social media has been widely condemned for purveying hate speech.

For this, among other reasons, the federal government formally banned Twitter from operating within the Nigerian federation with effect from June 5, 2021 and later lifted the ban on 13 January 2022. According to the president, his action was not only premised on his personal issues with Twitter but also on the innumerable complications, including misinformation and fake news with their attendant real world violent consequences capable of undermining Nigeria's corporate existence, including the implications of crisis of confidence, all of which are directly associated with the social media platforms in Nigeria.

Methodology
Survey research method was adopted, while questionnaire was used as an instrument of data collection. The sample size of the study was 204 (n = 204). This was determined judgmentally in consonance with the phenomenon (respondents were purposively chosen in line with their social media literacy) under study. Multi-stage sampling was used as the sampling technique because it enabled the researcher to arrive at the required sample size by choosing the samples in stages. Furthermore, the researcher stratified the respondents into two parts (adults and youths), and once more judgmentally selected 82 adults and 122 youths. The copies of the questionnaire were personally administered to the respondents. The data from the questionnaire were analyzed in frequency tables and simple percentages, while the null and alternative hypotheses were statistically tested to facilitate extrapolations.

Data Presentation
The researcher produced and distributed two hundred and four (204) copies of the questionnaire to the respondents. One hundred and eighty-four (184) copies of the questionnaire were eventually retrieved and used as the basis of the presentation and analysis of the data.

Table 1: Knowledge of social media mockumentary.

Variables	Frequency	Percentage
Yes	178	97
No	6	3
Total	184	100

From the table, it is clear that the majority of the respondents (97%) were aware of social media mockumentary.

Table 2: Respondents Opinion on whether social media mockumentary conveys information that that exposes the failures of government.

Variables		Frequency	Percentage
Yes		170	92
No		14	8
Total		184	100

Despite the fact that the mainstream media also produce and disseminate information that depict the failures of government, the majority of the respondents, representing170 (92%), were of the opinion that social media mockumentary conveys messages that provoke separatist movements among the users.

Table 3: Respondents Belief in social media mockumentary that exposes the failures of government.

Variables	Frequency	Percentage
Strongly Agree	88	48
Agree	52	28
Undecided	Nil	Nil
Disagree	15	8
Strongly disagree	25	16
Total	184	100

From the information provided on the table, there is strong belief, among the respondents, in social media mockumentary, especially the one which depicts messages against government's failures. On the positive side of the divide, 88(48%) and 52(28%) strongly agreed and agreed respectively, and this implies that more than three-quarter of the respondents believe the messages of the social media mockumentary on government's failures.

Table 4: Responses on whether social media mockumentary has influenced separatist movements in Nigeria.

Variables	Frequency	Percentage
Very great extent	44	24
Great extent	22	12
Not at all	Nil	Nil
low extent	55	30
Very low extent	63	34
Total	184	100

The table gives strong indication that although the respondents believe the mockumentary messages in the direction, as illustrated on the immediately preceding table, the majority of them still disagree that the social media genre has influenced crisis of confidence in Nigeria. It could be because of the legitimacy crisis in which social media content has, as underscored in corpus literature, been enveloped.

Discussion of Findings
As learnt from the review of corpus literature, the study was both theoretically informed and empirically driven, especially in terms of bridging the gap between social media mockumentary and its influence on the persistent loss of confidence in government among Nigerian citizenry. Findings revealed that the respondents have adequate knowledge of social media mockumentary that conveys messages on government failures. This is accentuated by the great number of the respondents who affirmed that they have knowledge of social media mockumentary that highlights government failures. This

implies that even when other mass media channels reflect the failures of Nigeria government in their contents, the respondents are well at ease with social media content in the direction, perhaps because they are part of content generation and distribution, and this is in consonance with Deuze (2014) observation that social media is a bottom-up consumer driven process. Social media platforms have been used both horizontally and vertically to advance public interests. It has the capacity to generate short-term, intermediate-term and long-term effects on audiences (Asemah, 2015). Thus, social media is an educational tool for socio-political enlightenment.

Also, findings point to the fact that social media mockumentary disseminates information on failures government. This point draws essence on the data from the respondents as presented on table two. As shown on the table, 76% of the respondents confirmed that social media mockumentary has conveniently conveyed information about government failures that were capable of provoking separatist movements among the Nigerian citizens. This again is in tandem with the position of Zakaria and Birkorang (2018), who are of the view that social media has been so effective in information dissemination that even the mainstream media of radio and television use it in both local and network productions. In corroborating the idea, Ezekiel Asemah, earlier cited, informs that there is no better way of educating citizens, particularly teenagers than using social media platforms to mount coordinated awareness campaigns.

Findings further have it that social media mockumentary has not exclusively sparked off separatist movements among Nigerian citizens as evident in the data presented on table four as 63 (34%) out of the total number of the respondents were of the view that social media mockumentary to a very low extent promoted the crisis of confidence that is prevalent in Nigeria, while 55(30%) said the social media technique has done so to a low extent. Thus, on the opposing side of the conversation, there are the majority of the respondents as opposed to 44(24%) and 22(12%) of the respondents who answered 'very great extent' and 'great extent' respectively. This revelation confirms the assertion of Asemeah (2015) that reliance on a single mass medium for campaign purposes is not advisable as "single-component communication activities, has been shown to be insufficient to achieve program goals" (p. 31). According to him, the view was emphasized by Charles Salmon, cited in Ahmad (2009) who observes that the bane of a supposedly organized media campaigns is the choice of a single medium in neglect of a multichannel and multimedia approach that tends to appeal to the heterogeneity of the audience structure and texture.

However, the proposed null and alternative hypotheses which state that social media mockumentary does not influence separatist movements in Nigeria and social media mockumentary influences separatist movements in Nigeria respectively were tested with the aid of chi square test of goodness of fit since it is a cause-effect phenomenon (Onwe, 2015). The test was conducted at 4 degrees of freedom, and at a significant level of 0.05 (($\alpha = 0.05$) which gives a table (critical) value of 9.488. Thus, X_2 calculated = 71.6, while X^2 tab = 9.488. In line with the decision rule, the null hypothesis, (H_0), was rejected since the calculated chi-square value (71.6) is greater than the critical (table) chi-square value (9.488), while the alternative hypothesis H_1, which states that social media mockumentary influences separatist movements in Nigeria was supported. The implication, therefore, is that the difference between the observed and expected distributions is statistically significant ($p < \alpha$); recall that X^2 value is greater than the critical value.

Conclusion

The study concludes that mockumentary as a genre of theater arts, an omnibus discipline, has the capability of addressing social problems, especially when beamed to the audience on social media platforms, where the government has not been able to limit their outreach, in terms of production and consumption, for the selfish purposive of rationalizing its maladministration. Edde Iji, earlier cited, believes that theater practitioners are special people who undertake humanistic mission, including the development of human personality, human values, emotions, communications and relations, equity and justice, fair play and other humanistic ethics and ethos. Mockumentary, just like drama in its entirety, is characterized by conflicts and resolutions, which if meticulously applied can help in addressing such social problems as the misgivings of government and its agencies. Equally, the study concludes that the social media, as a channel of citizen journalism, has given enough attention to the issue of good governance and liberal democracy in Nigeria but the response among governmental officials is low. The paper, among, others, therefore, recommends that the social media should adopt a more systematic approach, like behavioral change communication, to their mockumentary portrayals for good governance and effective representation

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