



Preventing and Countering Violent Extremism (PCVE): Partnering with Media and Government in Nigeria for Greater Impact.

*A paper presentation by Abu I. Michael
(Head, Strategic Communication,
Office of the National Security Adviser
ONSA) at the PCVE Communication
and advocacy workshop 14th and 15th
April 2025*

Venue: Dennis Hotel, Abuja

INTRODUCTION

A paper presentation by Abu I. Michael

*(Head, Strategic Communication, Office of
the National Security Adviser ONSA)*

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Violent extremism is a violent type of mobilization that aims to elevate the status of one group while excluding or dominating its 'others' based on markers such as gender, religion, culture, and ethnicity. In doing so, violent extremist organizations destroy existing political and cultural institutions and supplant them with alternative governance structures that work according to the principles of a totalitarian and intolerant ideology

Venue: Dennis Hotel, Abuja

STRATEGY

A paper presentation by Abu I. Michael

*(Head, Strategic Communication, Office of
the National Security Adviser ONSA)*

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Boko Haram and the Islamic State West Africa
Province (ISWAP)

1. "whole-of-government" and
2. "whole-of-society"

Venue: Dennis Hotel, Abuja

Causes of Violent Extremism

Kazakhstan

- 1.Criminal youth subculture
- 2.Grievances
- 3.Salafi-jihadist ideology
- 4.Propaganda on the Internet

A paper presentation by Abu I. Michael

*(Head, Strategic Communication, Office of
the National Security Adviser ONSA)*

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Venue: Dennis Hotel, Abuja

Causes of Violent Extremism

USA

1. Severe economic inequity
2. Structural and ideological racism
3. Criminal justice system that favors the powerful and influential
4. Under-addressed mental health needs
5. Deep political and ideological polarization

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

PCVE Communication and advocacy workshop 14th and 15th April 2025

Venue: Dennis Hotel, Abuja

The Role of Media in PCVE-1

Mainstream Media

1. Narrative Shaping. Media has the power to promote peace or fuel conflict.
2. Fact-Checking and Debunking. Counter misinformation and extremist narratives.
3. Raising Awareness. Reporting on early signs of radicalization.

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Venue: Dennis Hotel, Abuja

The Role of Media in PCVE-2

A paper presentation by Abu I. Michael

*(Head, Strategic Communication, Office of
the National Security Adviser ONSA)*

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Mainstream Media

4. Challenging extremist ideologies by providing balanced reporting
5. Sensationalist reporting can inadvertently fuel extremist sentiments; thus, media outlets must adhere to ethical standards and collaborate with government agencies to ensure accurate and constructive coverage.

Venue: Dennis Hotel, Abuja

The Role of Media in PCVE-3

Social Media

Social media platforms have become primary tools for the dissemination of extremist content. In response, the Nigerian government, through the Office of the National Security Adviser (ONSA), has initiated programs to monitor and counteract online radicalization. Collaborations with tech companies aim to identify and remove harmful content, while campaigns promote digital literacy and resilience against extremist narratives (NAN, 17 April 2021)

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Venue: Dennis Hotel, Abuja

Government Initiatives and Strategic Frameworks in PCVE

- Policy and Strategy. Develop national action plans, laws, and frameworks.
- Law Enforcement. Monitor threats and enforce laws.
- Education and Community Engagement. Programmes to build resilience in vulnerable communities.
- Capacity Building. Training officials and local actors in PCVE approaches.

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

PCVE Communication and advocacy workshop 14th and 15th April 2025

Venue: Dennis Hotel, Abuja

Partnership

A paper presentation by Abu I. Michael

*(Head, Strategic Communication, Office of
the National Security Adviser ONSA)*

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Partnering, the media and government can influence narratives, inform the public, and counter extremist propaganda effectively.

Venue: Dennis Hotel, Abuja

Partnership

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

PCVE Communication and advocacy workshop 14th and 15th April 2025

Focus Area Role	Media	Government	Expected Impact
Coordinated Messaging and Narrative Control	Promotes counter-narratives to extremist ideology and propaganda and shapes public perception	Provides accurate, timely information to avoid misinformation and panic, and ensures strategic communication in times of crisis	Together, they can discredit extremist messages, reduce radicalization, and promote unity and national resilience
Early Warning and Crisis Response	Media can serve as a watchdog and early warning mechanism, flagging potential extremist activities or shifts in community sentiment	Government agencies can use these signals to mobilize security and intelligence responses before violence erupts	This partnership enhances community-based surveillance and rapid response, reducing casualties and long-term damage

Venue: Dennis Hotel, Abuja

Partnership

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

PCVE Communication and advocacy workshop 14th and 15th April 2025

Public Awareness and Education	The media can disseminate awareness campaigns, especially in rural or high-risk areas where extremist groups recruit	Government agencies (like the National Orientation Agency or security bodies) can ensure the message is aligned with national security goals	Together, they can promote civic education, peacebuilding values, and deradicalization programs
Building Trust in Institutions	Media coverage of government efforts in a transparent way can restore public trust, especially in areas affected by neglect or state violence	When citizens trust that both the media and government are working for their safety, they're more likely to report suspicious activities and resist radicalization	This trust is key for community engagement, a core part of any sustainable P/CVE strategy

Venue: Dennis Hotel, Abuja

Partnership

A paper presentation by Abu I. Michael

*(Head, Strategic Communication, Office of
the National Security Adviser ONSA)*

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Countering Online Radicalization	Nigeria is seeing increasing use of social media for extremist recruitment	A joint effort can monitor and counter online narratives, remove harmful content, and promote digital literacy, especially among youth	The government can work with media tech platforms and local influencers to flood the online space with positive, local content
Support Victims for and Reintegration	Media storytelling can humanize victims and reintegrated former extremists, reducing stigma	The government can support these narratives with policy frameworks and rehabilitation programs	This contributes to healing, reconciliation, and sustainable peace

Venue: Dennis Hotel, Abuja

Challenges in Collaboration

1. Mistrust: Media is often skeptical of government motives.
2. Censorship and Freedom of Press. Fine line in narrative control.
3. Disinformation. Weaponized against both actors.
4. Limited Resources. Especially in developing countries.
5. Create real-time response mechanisms to extremist events and propaganda.

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Venue: Dennis Hotel, Abuja

Case Studies: Global Perspectives

1. Denmark
2. United Kingdom
3. Kenya
4. Indonesia – BNPT & YouTubers Collaboration

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Venue: Dennis Hotel, Abuja

Conclusion

The partnership between media and government is crucial in Nigeria's efforts to prevent and counter violent extremism. By fostering collaboration, promoting responsible journalism, and engaging communities, Nigeria can strengthen its resilience against extremist ideologies and build a more peaceful and cohesive society.

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

Venue: Dennis Hotel, Abuja

Recommendations

A paper presentation by Abu I. Michael

*(Head, Strategic Communication, Office of
the National Security Adviser ONSA)*

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

1. Enhance Collaboration Between Media and Government
2. Promote Media Literacy
3. Support Independent Journalism
4. Engage Youth in Media Initiatives
5. Monitor and Regulate Online Platforms

Venue: Dennis Hotel, Abuja

References

For further information on Nigeria's PCVE initiatives, please refer to the official website of the National Counter Terrorism Centre:
<https://nctc.gov.ng>

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

PCVE Communication and advocacy workshop 14th and 15th April 2025

Venue: Dennis Hotel, Abuja

References

Adeola, T. (18 November 2021). FG adopts a policy framework, a national action plan on PCVE. Blueprint online news publication.

Ernest, O. (2016). Causes and Consequences of Violent Extremism in Northeast Nigeria. Households in Conflict Network. The Institute of Development Studies - at the University of Sussex - Falmer - Brighton - BN1 9RE

Grace, O. (September 28, 2022). Humanitarian ministry trains staff on preventing and countering violent extremism. <https://fmino.gov.ng>

Matthew J. M., John H., Todd I. H., and David O. (October 2024). Violent extremism in the U.S.: Causes and consequences for youth, families, schools, and communities. Journal of School Psychology. Volume 106, 101345. <https://www.sciencedirect.com/journal/journal-of-school-psychology>

Mathias B., Kristoffer N. T., and Christina S. (August 2019). Defining the Concept of 'Violent Extremism' Delineating the attributes and phenomenon of violent extremism Geneva Paper 24/19 Retrieved from <https://www.gcsp.ch/sites/default/files/2024-12/2y10xuCSaBlvYTDbinjPokvyDO2XLpn5jG4va93JVUzppqj08EDHwnC.pdf>

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

PCVE Communication and advocacy workshop 14th and 15th April 2025

Venue: Dennis Hotel, Abuja

References

NAN (17 April 2021). Role of state government in preventing and countering violent extremism. The Guardian newspaper.

Ronald, M. (19 March 2020). FG to activate community-based platforms for preventing violent extremism. Daily Trust publication.

Sharipova, D., & Beissembayev, S. (2021). Causes of Violent Extremism in Central Asia: The Case of Kazakhstan. *Studies in Conflict & Terrorism*, 46(9), 1702–1724. <https://doi.org/10.1080/1057610X.2021.1872163>

A paper presentation by Abu I. Michael

(Head, Strategic Communication, Office of the National Security Adviser ONSA)

at the

PCVE Communication and advocacy workshop 14th and 15th April 2025

Venue: Dennis Hotel, Abuja



A paper presentation by Abu I. Michael

*(Head, Strategic Communication, Office of
the National Security Adviser ONSA)*

at the

*PCVE Communication and advocacy
workshop 14th and 15th April 2025*

THANK YOU

Venue: Dennis Hotel, Abuja