

ARE NIGERIA'S MEDIA POSITIONED FOR SUSTAINABLE DEVELOPMENT?

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ABSTRACT

This paper poses a vital question: “Are Nigeria’s media Industry positioned for sustainable development?” While admitting that media in themselves may not generate development perse, it is also germane to suggest that sustainable development may not occur without the media passing across such issues to different segments of the society that need the information and also encourage them to buy into it. In developing this theme, the author depended largely on secondary sources obtained through library research. From all indications, media, by their very nature, deal with information unearthing and dissemination. To that extent they are purveyors of new developments but are not necessarily the sources or origins of those developments. Therefore, the development media theory provides theoretical anchor for this study. The notes suggests that Nigerian governments have not made much effort along the lines of achieving sustainable development in the country as a result of political ineptitude and lack of continuity of policies from one government to another. A high level of lack of political commitment to the people has made many governments in Nigeria clearly ineffectual and of no impact on the people. To achieve a fair level of sustainable development in Nigeria, government must take the lead in providing good governance and ensure that programmes of previous governments are not abandoned on the altar of political egoism.