



MASS MEDIA IN SUSTAINABLE OF NATIONAL DEVELOPMENT IN NIGERIA

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Abstract

Development is a other part of the concept that always developed countries attracts attention in all have or she is not countries of the world. meeting the standard A nation that does not at which the other develop is considered nations of the world to be among the third world nation or developing nation. A nation is referred to as third world nation because of the fact that she does not meet certain criteria which progresses. Development in any nation makes such country to be attracted

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INTRODUCTION

Mass media is very unique and significant in determining certain things in different areas of life owing to its attributes and the roles it is performing in our societies and also in Nigeria at large. Mass media can never be neglected or ignored when talking about sustainable national development in Nigeria. However, since the impact of the mass media can never be under-estimated, when looking at the recorded significant achievement it had performed in Nigeria, then their ability to ensure continuity is threatened by a number of issues. It has been observed that the broadcast media of both radio and television have a fundamental role to play for development to be attained and sustained in the third

to investors to every nation to sustainability of establish their product embrace not only for development in or services into the development sake but Nigeria. However, due country. Also, it had for a legacy which to the special position made many citizens all others should also occupied by the mass over the world to make emulate since it is a media in Nigeria and a developed area a continuous process. the attributes which center of abode and This explains why at the mass media settlement of a green seminars, conferences possess, it is however, pastures since they locally or international for us also to mention enjoy their living in inclined development the role of mass media such an area occupies a central in sustainable national comparing to position. This paper development owing to developing areas or examines the concept the duty which it third world nations. In of development, the performs in our this view, problems facing society and in Nigeria development is very development in at large. unique and it is Nigeria, the theoretical therefore a must for framework and

World countries particularly Nigeria. In Chiakaan (2013:125) acknowledging Ojebode (2003:87) states: Radio is now everywhere. The taxi driver in Lagos, the itinerant fisherman in Kolo creeks, the farmer in Tiv land and the roving nomad behind his cattle join others across the planet to pursue their daily endeavors with one faithful comrade-radio. Importantly, however, this expansion has not made radio any less sensitive to its social and development roles. Within a few years in existence, radio metamorphosed from being an object of private concern to a political and development instrument in the hand of governments and NGO's. According to this statement it has shown that the mass media is an essential tools in sustainable national development owing to the fact that it covers everywhere in the country and it can propagate its messages to a large heterogeneous audience, mobilizing them into what is expected of

them in the development of their community as well as sustainable of such development in both local and national.

DEVELOPMENT

The concept of development has no universal acceptable definition. However, there is a reality that the definitions on development have a critical observation of some of the available meaning that conveys a sense of harmony among them. The point is that there are areas of concordance among the various definitions of the concept.

For example, it is natural for every human being to develop and inability for someone to develop means worthless living or existence for such person and this is unnatural. A child that is born today grows up into adulthood, goes to school to require knowledge, also becomes a father or mother tomorrow and the process continues. But when this is not the case, it becomes unnatural. This kind of development refers to as humanistic development.

Also, there is economic development. Some people see development from an economic point of view. Their point was that development was largely inclined to speedily growth of Gross National Product per capital income and structural transformation in the economic with emphasis on nation's increased rate of savings and capital formation particularly material capital.

In observing the above statement, it is true that the economic advantage is one of the factors that separates the developed from the under-developed ones. But this position can be criticized because development is concept that is meaningless to any country who wishes to remain poor. This means that without human development, there cannot be any economic development. So, if people living in a particular country do not wish or take a process of development, there won't be any economic development.

In Nwuneli (1985: 184) acknowledging a British economist, Dudley Sears, says **Development involves the creation of opportunities for the realization of human potentials. According to this point, it means that human being must first realize their potentials before they could be able to see the opportunity for development.** In Dudley Sears statement, he assumes that

certain basic requirements must be satisfied in other for them to function properly. Among

these basic requirements are good foods (i.e. Nutrition), something worthwhile to do (i.e. Employment) and elimination of some kind of inequality which always lead to poverty.

The above statements justify the fact that economic development cannot exist without human development. So, in Sears's statement, development requires that there should be enough food, provision of employment opportunity and equity in distribution of wealth. These factors among others will contribute to a positive reasoning that could help in the development of any country aspiring for development. So, inability to embrace these factors can never lead to any development.

In his own views, Kidds in Nyerere (1978: 2) view development from humanistic perspective. He notes that:

Development is in the power of the people to solve their own problem with their own wisdom, experiences and resources with a view to eliminate poverty, pristilence and starvation. This definition talks about culture since culture differs from one region to another and development in one country cannot be compared with another country. For instance, we cannot seek the knowledge or wisdom of foreigners for our own development since we don't have the same culture. Therefore, development is independent that is, it is non-interference. So, as a country, Nigeria is expected to use what she has in her disposal for the development of her nation. Nigerians should apply their own wisdom, experience and resources more reasonably to manage and tackle the problems threatening the existence and progress of their country. This is development.

Also, viewing development in other perspectives, Inayatuallah (1967) in Chiakaan and Tsegyu (2008:16) development is considered as:

Change toward a patterns of society that allow better realization of human values, that allow a society greater control over its own political destiny and that enables its individuals to gain increased control over themselves.

Development occurs when there are changes in a society which is positively inclined for betterment of the people living in such an environment. Also, in a similar perspective, Uche (1999) in Cibor (2005:295) declares:

Development is a type of social change in which new ideas are introduced in a social system for higher per capita income, living standards by modern methods and improved social organization. It is the continuous process of harnessing resources in a manner compatible with culture for equality, liberty, freedom, justice, happiness and progress, it is a spontaneous nonlinear, irreversible process inherent in all societies, it implies structural differentiation and factual specialization which can be stimulated by external factors and measures.

This definition, according to Chiakaan (2013:127) unravels the fact that development is something that is continuous, it does not start here end there. It does not take place today only to stop tomorrow. It is a process and something that goes on and on. This is the sustainable nature of development.

THE PROBLEMS FACING DEVELOPMENT IN NIGERIA

Regional Crises

In every society or community, occasionally people are bound to agree and disagree on issues of common interest. Also, there should always be a conflict between man to man due to the unpredictable nature of man. So, since conflict in the society is eminent, it is rather for us to show our concern in this area because this is a part of the problem we do face in terms of development.

The experience of the Niger-Delta area of Nigeria today is a case in point. The passive attitude and neglect of the Niger-Delta people by the Federal Government together with multi-national organizations in the region led to the terror in the Niger-Delta region today. So, in their attitude, they considered it that the best way to solve the problems threatening them was to kidnap, hijack and hostage taking of expatriate in the region which we could see among the suspected youth. Therefore, as long as our leaders fail to understand that the absence of the rule of law is for the preservation of human dignity, then conflict and crises may remain indispensable features in the country and this cannot help in the development of such country. However, it could be recalled that before the attainment of Nigerian political independence in 1960, there were some laws made by the colonialists that were not in the interest of Nigerian. But when our

founding fathers fought against those obnoxious laws using various pages of newspapers and the consequences of each of their victory was the outcome of the different phases of constitution developments we had prior to 1960. The imperialists were kind enough to bend backward each time we cried to them to readjust the provision of the constitution in order to accommodate our new demands. So, what is sacrosanct about 1999 constitution that it cannot be urgently amended to accommodate the interest of all Nigerians particularly to redress the socio-economic deprivation imposed upon the Niger-Delta people? So, the full implementation of tenet of true federalism as being practiced by other civilized nations of the world can be the solution which could lead to the development of the nation.

Farmers/Herdsman Crises

One of the primary sources of development is agriculture. Agriculture is the greatest source of wealth in most West African countries most especially in Nigeria. Agriculture has made a lot of positive impact in the development of this country. It has provided a teeming population of this country by feeding them with food and providing them a lot of raw materials for the development of the country. We could remember from our definition that without good nutrients, there should be no way by which we can develop humanity and since development of humanity is actually what determines the development in any country, therefore, agriculture plays a dominant role in the work of development of any nations. But the crisis between the herdsman and farmers is another problem facing the development of the country. A lot of farmers in Nigeria have lost their farms produce to herdsman and this has affected their economic strength which could have also help the economy system of the country as well.

This issue of farmers and herdsman should be looked into if development in the country must be taken place. The federal government must be able to work out a modality by which the problem could be solved. They should look into the grievances of both the farmers and the herdsman and come out with a possible solution which could be the interest of both parties. The idea of RUGA being suggested in 2018 may not be the best solution because

it may look like sentiment or tribal issue in some certain point. But they should look for better option which other developed nations of the world are using for the development of their countries. They should look for the best way to satisfy both parties so as to enhance the development in the country.

Terrorism

There are diverse problems which have collectively conspired to destroy the image of Nigeria and the citizens of Nigeria just as it had mentioned earlier. But the major ones have umbrella under which they operate and this is not another means rather than terrorism. This issue of terrorism is so important when we talk of development in Nigeria and this is of great concern about the problem we faced in this country. These issues called for an urgent attention because of the fact that Nigeria is losing her citizens everyday to terrorist attack while many people died as chickens as if they are lifeless. The fact is that because of this attack, Nigeria has lost thousands of people who could have contributed to development in the country.

Historically, the term “**Terrorism**” was originally used to describe the actions of the **Jacobin Club** during the **Reign of Terror** in the **French Revolution**. As a concept, terror according to Jacobin leader, **Macimmilien Robespierre** is nothing more than Justice, prompt, severe and inflexible. During this revolution, eight bystander were killed and one hundred and forty-two (142) people were injured in 1958 in January when Halian Patriot, Felice Osini threw bombs with the aim of assassinating the French Emperor Napoleon III. This incident helped in inspiring for the development of early Russian terrorist group with the Russian, Sergey Necheyer of the people’s retribution declaring himself a terrorist in 1868. This was an early example of the term “**Terrorism**” being adopted in its modern meaning.

Basically, in our situation, we cannot deny the presence of terrorism in Nigeria where various form of terrorism exists. But the questions to ask are what is the motive behind this terrorism? What are they agitating for? Is their terrorism based on religious, politics or education? Are they being sponsored and who are sponsoring them? Until we answer these questions

and are able to provide a possible solution to it, we are going nowhere in terms of development in Nigeria.

Political Crises

Nigeria has used up to eight military regimes between 1966 and 1999. Therefore, it is important to mention that military regimes in Nigerian politics were aberrations consequent the failure of civilian governments to deliver on the electoral promises they made to the electorate together with the inability of the elected representatives to resolve their political differences in accordance with laid down procedures. However, no sooner had the country obtained its political independence from the British Government than the prejudice of the north and south dichotomy swiftly emerged in the nation's politics and destroyed any sense of national unity among Nigerian leaders in the common aspiration of leaders to sustain the growth and development of the country. This issue of north and south dichotomy in Nigeria politics underlines the persistent division and disagreement between the northern and southern Nigeria and this reflects the efforts made by leaders from both areas to ensure the Federal Government accommodates the interests of all ethnic nationalities in the country when making important national decisions.

It was against this background that the appointment of candidates into public service by the Federal Government ceased to be on merit but on tribal considerations based upon the politics played by the operators who are in the affairs of government. So, the Nigerian nationalists became conscious in representing the interest of their ethnic nationalities even at the detriment of national interests. This turn of events in the nation's politics was so dramatic that one could hardly imagine that the same politicians who fought collectively for the independence of the country from the control of the British Government can be acting like this after the independence. This scenario can definitely tell us the motives of the politicians in Nigeria and what had aspired them to go into politics. Also, in their motives and aspiration to go into politics shows that their primary aims was not in the interest of the citizens but for their own selfish desires. No wonder why they could not fulfill the promises made during their campaign to their electorate. Since the motives of the politicians were not

basically towards the development of the country then there should be no way the development in the country could exist. So, looking at these political crises in the country as far as Nigeria had become an independent state till today we are still in the same position. Nigerian should therefore wake up from this political crises and work toward the unity and development of the country. Also, something good must be done in terms of electoral irregularities because this is basis of these political crises.

Religious Crises

Religious crises have been a major problems confronting Nigerian development. Although, Nigeria is a secular state and every incumbent government usually have respect and honor to all the religious activities in the country most especially whenever they want to celebrate their religion during the festive period. But sometimes, some unscrupulous elements among the leaders use the state apparatus in funding and sustaining religious wars. They use the influence and the position of power to establish their ulterior motives to destabilize the country. They use a subtle ways in deceiving their groups to engage in wars against another religion. This is not just happen but they have an agenda which seems not to open to the member of their groups. Their groups who seem not to understand their primary motives also join them to engage in the wars without any inquiry. But the fact that it was their groups that were fighting, there were no reason or cause for them to ask any questions. For instance, the issue of Boko-Haram. It was generally believed that these groups were opposing the western education but it was later discover that these groups have an agenda and they have been sponsored by some leaders whom seem to turn the country to what have desired in their agenda.

We have experienced a lot of religious violence in this Nigeria which had claimed many lives and properties among whom could have developed and moved this country forward to a better position. From 1980 to 2009. Nigeria had witnessed the following religious crises which were reported by Felix and Aleem (2009:37) in Tell Magazine.

In December 1980, the first religious disturbance took place in Kano. This religious group was masterminded by Maitatsine, a Cameroonian from the Kotok tribe who had his famous kingdom in the heart of Kano.

Another religious riot occurred place in 1982. This happened at Bulumkutu on the outskirts of Maiduguri, Bornu State and Kaduna. This was masterminded by Maitatsine's lieutenants after his death. About 400 lives were lost and property worth more than N3million destroyed.

In 1984, the religious fanatics had now grown up in number. They inflicted horror on Jimeta in the old Gongola State, now Adamawa State. 763 casualties were recorded and about 5,913 people were displaced. Also, another major religious riot broke up in Kafanchan in Kaduna State. This was ignited by the ministrations of one pastor Bako, a Muslim who converted to Christianity. In the wake of the crisis, several students of the Federal College of Education in the town were killed and property worth millions of naira were destroyed as well.

Nigerian government had been for long years battling with religious crises most especially the Boko Haram insurgence. Boko Haram as earlier being said means Western Education is a sin. This Islamic sect was established by late Mohammed Yusuf, a Cameroonian that settled in Maiduguri, Bornu State. The aim of sect is to Islamize Nigeria. But the basic questions are: Is Nigeria a Religious country? Are Nigerians really religious as they claim? When are we going to understand that religious crises can never allow us to move Nigeria forward? When are going to sit down and think about resources being wasted everyday upon this religious crises? The answers to all these questions depend upon the perception of every individual toward the term **Development**.

THEORITICAL FRAMEWORK

The intellectual construct that gives credibility to the usefulness of this study is the **Value Change Theory**. This theory is propounded by **Ronald Inglehart** in 1995. This theory is of the view that one should not overestimate the worth of a value system until one is able to determine the comparative advantage that one's value system has over other related value. This means that a shift in an attitude and behavior can be achieved when an individual match their own value with those of other people consider more acceptable. The theory employs the technique of comparable feedback to induce attitude and behavioral change.

According to this theory rather than simply inform people about the harmful or beneficial effects of certain kind of behavior, the theory

challenge people to test their own values against others which are presumed to be socially more acceptable. To achieve this, individuals should clearly understand the type of value they possess and rank them appropriately. For example, is it liberal, conservative or patriotic? The realization that the one is probably less liberal, less patriotic than one had assumed to lead to self-dissatisfaction and may trigger a value change in the individual.

The knowledge of this theory is very important in our analysis of the components of development. As a matter of fact, development is a relative term with multiple meanings as earlier said depending on the context and the perspectives at which one accesses it. Therefore, in order to facilitate the process of our national development, the government must take conscious steps to enact a process that would bring about positive change in the attitude and behavior of the citizens. According to Folarin (2002:83) "Since values underlie behavior, it is assumed that a change in value will lead to corresponding changes in attitudes and behavior. But first, the individual must have clear information on the ranking of its present value. One of the basic problems in Nigeria today about the development of the country is the wrong sense of values possessed by the citizens. In fact, we have come to a point in our national history where honesty and integrity are no longer count as one of the criteria for assessing the true worth of a person. In Oboh (2008: 7)," we live in a society that places an exaggerated value on material and financial acquisition. If you lack either of them in favour of integrity, you are likely to be on your own. Covertly, most people are anxious to make gain on every of their marginal effort even at the expense of our national growth and development. Indeed, this is the basis of corruption that has become a common experience in our national life. This attitude cannot sustain development because it is premised on a wrong sense of value." Robbins (1991:345-348) affirms that " the changes in Eastern Europe are clearly the most profound value shifts that have occurred in the World community in our life times;....anytime you have difficulty making an important decision, you can be sure that it is the result of being unclear about your values." So, the reason why some people pay less concern about corruption in the country is of the fact about their wrong sense of value because their belief is that the worth of someone's life is as a function of how much one is able to achieve and acquire from life. This is error and not true because the sustainable development is the development that meets the needs and aspiration of the present generation without compromising the ability of the future generations to meet their

needs. So, it is high time we should understand that corruption is part of the problems we faced in terms of development in Nigeria because of the misplaced of priority occasioned by a wrong sense of value on material and financial acquisition. If only we can change our value system from materialism and position-mindedness to the need to contribute to societal development then there will certainly be a positive transformation for both citizens as well as the environment in which we are today.

The true of the matter is that the growth we experienced in the developed country is as a result of their right sense in value. They could understand why they need to be developed, what could be their benefits to both their nations and of the other countries of the world .But for the third world nations like Nigeria, it shall be so difficult to experience development without a change of attitude by both the government and the citizens. Therefore, it the responsibility of every citizens to compare their level of satisfaction and fulfillment with that of their counterparts in other civilized nations of the world so that we can be able to achieve a better position in the development of the country.

THE ROLE OF MASS MEDIA IN SUSTANABLE DEVELOPMENT IN NIGERIA

Having understood the theoretical framework suitably for this study, then there is need also for us to know the importance and the role of the mass media in sustainable development in Nigeria.

Firstly, we need to know as earlier mentioned that mass media are so powerful in this sense that every individual depend solely on them in many different areas of life. However, this dependency theory on mass media makes it so important in determining so many decisions taken most especially the sustainable development. While discussing about the development factors the mass media must not be underestimated looking at the various functions they performed in our society.

In information functions, it is the responsibility of the mass media to give adequate and responsive information which could summon the citizens to rise up to their responsibility towards the development in the country. The mass media can exercise their duties by making reports that could lead and sensitize people on development of their country instead of some reports on entertainment. Today, we could see from many of our broadcasting stations that even in news everything has turned to entertainment to the extent that the citizen that supposed to be thinking of development has been diverted to entertainment in which they could no longer think or have an idea whether the country is developed or not. Therefore, the Nigerian press should challenge the people particularly the elites to rise up

to what next in the development instead of all this gyration occupying our broadcasting stations. The media should persuade people to shun ethnicity, religious pettiness and the Nigerian version of election by nomination, if truly and sincerely we are determined to develop.

Another function of the mass media is that they are voice for the voiceless. They speak on behalf and articulate the views and positions of the downtrodden people who are not in the mainstream of the affairs in society. It is however the duties of the mass media to exercise their position to awakening the citizens through their various medium for the publicity of development and instances of sufferings and oppression in society so that remedy could be provided towards the development of the country. They should come up through their various programmers in enlightening the citizens of their civil right that could enhance the development in the country. If the citizens could know their civil responsibility and the liberty at which they have, then it will enable them to fight and agitate from the government what is their right in terms of development.

Also, in social function, mass media are always indispensable talking about sustenance and evolution of democracy. They mobilize the public and form a foundation and necessity for the building of democratic order and society. By this they promote business and the welfare of the society and civilization which always lead to the development of the country. If therefore the press could embark on this social function then the development will no longer far away from us. In this manner the media is expected to educate and re-educate the public of the need to consciously evolve and sustain a people-oriented democracy that is nurtured in the principles of rule of law.

CONCLUSION

The mass media and sustainable development are inseparable entity in the process of national growth and development in Nigeria. Therefore, there is need for Nigerian Journalist not to abuse their privilege position they have but they should rise up to their respected responsibility so as to ensure their achievement in sustainable development in the country. The Nigeria mass media should ensure that the Federal Government policies and programmes are in line with public needs and aspirations by providing the guidelines in their daily reports that would assist the government in the process of policy and formulation and implementation. As educators, the media should enlighten and educate the public on some of the basic attitudinal requirements necessary for a positive change. There should also be a need in educating the youth about political, religious, ethnicity and

terrorism crises. The mass media should endeavor to sensitize the youth about what they need to know concerning those crises ensuring them what could be the consequences and proffer necessary solutions which could enhance development instead of those crises.

Also, the mass media should try to encourage the youth about the discovery of their possessive talents which represents their skilled manpower resources because this is what is available and maintained in the Western World. The youth should be encouraged about industrialization through functional and qualitative education for every citizen. The Media owners should lay more emphasis on their reports need for Federal Government to invest in education since it remains the easiest ways of changing minds of a people to embrace development. However, it must be understood that at this point the conflict and disagreements among a people cannot be completely eliminated from the society but it can be minimized to a level where they will not have any significant negative effect on the socio-economic and political structures that could propel and sustain our national growth and development in Nigeria.

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