

Mass Media Functionalities and the Sustenance of Nigeria Development

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After several trials, development was elusive in developing countries since modernization programs that were to trigger off economic growth could not lead to the emergence of dependency paradigm, which claimed that underdevelopment of a group of countries is the result of the development and growth of others. The systematic utilization of appropriate communication channels and techniques to increase peoples participation in sustainable development and to inform, motivate and train rural population mainly at the grassroots level investment in quality education skill and knowledge from the core of this paper. The paper discusses issues which prevent the realization of sustainable development in rural nigerian. The focal point of discussion is the fact that a comprehensive national development agenda can only be established when there is a functional mass media system that are ready to carry development message to and from the remote grassroots areas. However, rural poverty, corruption and the neglect of the rural areas. Over the past decades it have been identified as major constraints to sustainable development in nigeria. The paper reveals that bad political influence and poor media landscape all together make sustainable development in nigeria 'a one step forward and two steps backward'. Although the paper recommended indigenization of telecommunication companies and channels of communication with a review that they alone have inherent capacities induces to sustainable development to occurs in nigeria.