

Development Journalism in Nigeria: Unveiling Potentials and Confronting Challenges

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ABSTRACT

This article delineates the opinion gap between what we see as pan-globe journalism worldwide with regards to the birth of New International Information Order. It discusses development journalism as a misunderstood concept and how Nigerians perceive this form of journalism. Create an interactive experiential exhibit that simulates various aspects of local history, such as citizen involvement, cultural traditions, ethnic diversity, or natural features. Emphasizing media's significant position in development of the society, the work brings to focus the necessity of a change from politics and business orientation to an inclusive reporting which addresses the gaps and the livelihood issues affecting the differing strata of the society. Cultural development of the media press is the basis of the article. Hence, first of all, national culture is preferably reflected in content and language. Also, as one of the main themes, it gives principles of peace journalism which is intended to be a responsible reporting tool that can bridge up Nigerians and bring unity and development within the country. On the other hand, the author discusses obstacles obstructing the adequate deployment of the African development journalism in Nigeria including digital impact, ownership of the media houses and profit-oriented news outlets. **Keywords:** Press, Development, Media, Order, Journalism and Nigerian Press.

INTRODUCTION

The debate surrounding the establishment of a New International Information Order has polarized journalists worldwide into two camps: The idea of Western-style journo's suggesting the elite way of information gathering as well as dispatching, at the same time when Second and Third World journalists advocate for diversified and various ways of government involvement in news reporting [1]. The culmination of this debate is the idea of development journalism, a term that often get used by the stakeholders to dread and dislike. Among other things, there is no much clarity on the meaning and application of development journalism, fostering inflammatory rhetoric, as evidenced by accusations that it amounts to "government say-so-journalism" by the western media persons and representing the controversy by the second and third world nations who allege that it an aspect of safeguarding of Western capitalist interests.

Though development journalism remains one of the most neglected forms of media, it would appear that the potential of this medium has only just started to be unearthed in Nigeria. The article discusses the pivotal role of media with respect to a globalized world which emphasizes the impact of technology and media on the sphere of education and knowledge sharing, entertainment, politics and economics. In the situation of modern Nigerian media, the country is looking at politics and business coverage neglecting the reporting of development affairs, thus undermining the critical interface between the government and the people, which ultimately burdens the democratic process. The article intends to two things: First, it tries to explain why development journalism is relevant in Nigeria. Secondly, it tries to show how development journalism in Nigeria is being confronted with challenges.

The Media's Role in the Process of Development

Media is the opinion leader of the growing world that should be highly appreciated as the primary force behind the country's remarkable development. As reported by [2], development means a process of women's participation perceived as an intended to the social and economic improvement of the majority of people's lives. Development journalism, in this instance, will analyze news reportage so that media can be used effectively for national development, through the formulation of policies that directly touch on citizens' welfare. That is to project rural poverty and housing problems, sanitation, and education, as well as disparities associated to the so called urban migrant population, slum dwellers, street children, and households with HIV or other STDs. The mass communication revolution that led to the development of the media industry is not only shaping

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individual perspectives, but also - is in no way less important - influencing the sort of issues that receive coverage, as well as their presentation. The urban-rural polarization is displayed in the artery rooms as the power structures and market aspects are mostly kept in mind. The real issues of poor people from the mainland are usually not considered hence they are left behind. To attain a society which is democratic, just, engenders national integration, imposes social discipline and spur economic celebration, there has to be a conscious effort to put their weight on local action and movements that progress through press work.

Theoretical Framework

This creative work borrows from the press development theory in an obvious manner, particularly when considering Nigeria as well as other developing countries. Among key factors characterizing developing countries may be considered a cultural products resource scarcity, a non-media literate audience, and the dependence of these countries on developed ones for technology, skills, and cultural products. Some scholars such as McQuail second the development theory, thus they provide that the media in developing nations should be enabled to carry out the developmental missions ordered by national policies www.He-Says-She-Says.com. This theory highly emphasizes us local content in the media and getting rid of the leftovers of colonial languages.

Peace Journalism

Peace journalism therefore arises as a good practice among media personnel, who should ensure that they collect and present facts about events or issues that promote these ethical journalistic values. It is all about the collection, analysis and distribution information so as to the creation of the peace instead of igniting clashes and violence. [4] although there is no standard definition of peace journalism, the approach is based on picking the most suitable decisions in reporting in order to provide alternative methods of addressing disputes. But peaceful coexistence is what is being emphasized which is the most paramount to small town's life as well as to nations at large. Development journalism be could one of the vital tools, which can be used well during the crises to attract the attention of humanity to unity, love, and understanding among all ethnic groups and to promote peaceful settlement of conflicts and development.

Challenges of Development Journalism

The application of development journalism as a device for the eradication of poverty in Nigeria comes with challenges that limit its merits in the country. Key challenges include:

Digital Age and Professional Role: The rise of the digital age breaks up the boundary between professional journalists and citizen journalists, resulting in a new era for journalism, the decline of the journalism. Fear is knocking at the door of journalists as news online is becoming fashionable.

Ownership Pattern: As the existing media business monopoly is in the hands of the business tycoons following the trend toward globalisms, it becomes a barrier for releasing the development journalism. Members of the editorials and reporters frequently support or are involved with the publisher by their posts to attain their posts.

Lack of Modern Equipment: Certain equipment barriers limit the efforts of reaching the media consumers who do not have the necessary means to subscribe to mass media channels. Ownership on means of production is linking to media control as shown that ideologist of Marxist can argue.

Mediated Global Challenges: Powerful entities aim at covering universally important topics, for example, climate change, rather than local developmental issues, which influence a media agenda.

Deadline Pressures: Competing for front-page bylines and meeting deadlines that journalists may be dealing with, they might oversight development issues and pursue stories that the elites discover pleasant and that keep the status quo.

Commercialization of News: And commercial undertakings frequently justify over-estimated tales to undermine other topics such as social development. This also leads to similarity of media content which was produced by people with different backgrounds.

Dependence on Press Releases: In particular, press releases one-sidedly cheer for the political leadership, or are written by them, and therefore derail media transformation than serve as development journalism.

Apathy for Reading and Research: Journalists, not being inclined enough or not sufficiently motivated to read and study these problems, play a streak of wild card at achieving in-depth and qualitative stories [6].

Development journalism, owing to its immense capability, definitely will bring about the occurrence of more social-economic and political development in Nigeria [7]. Nonetheless, these impediments have to be properly addressed before the future possibilities of this innovative element can be completely realized. Embracing the more inclusive and equal approach to the media reporting process, additionally granting priority from the grassroots level and stimulating peace journalism are key factors. The digital age and the media ownership patterns scenarios that are complex and become challenging of the Nigeria, the commitment to the development can assist overcome these intricacies and to achieve the progress, unity and revival of the marginalized communities.

CONCLUSION

This article highlights the inborn capability of the development journalism in helping to attain progress in socio-economic, political and other spheres in Nigeria. It addresses the issue of digitization, individual ownership and commercialization of news which is the reason why the issue's resolution requires a form of concerted efforts. The reporting of news should be more egalitarian and balanced towards background stories while giving mass participation top priority and also peace journalism must be enhanced to make our development projects sustainable. Through the pathway of digital age and the replacement of emulating principles of development journalism, Nigeria can shape national advancement, reconciliation and the emancipation of the underprivileged people.

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