

Reassessing Journalism and Media Dynamics for Sustainable Development of Nigeria: Views of Asaba Residents

Jammy Seigha Guanah¹, Loveth Okowa-Nwaebi², Kingsley Chukwudubem Ezekwelu³,
Muhammad Ridwan⁴

¹Department of Mass Communication, University of Africa, Toru-Orua, Bayelsa State, Nigeria

²Department of Mass Communication, Delta State Polytechnic, Ogwashi-Uku, Delta State, Nigeria

³Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria

⁴Universitas Islam Negeri Sumatera Utara, Indonesia

jammyguanah@yahoo.com, jammy.guanah@uat.edu.ng, wonderloveth@gmail.com, kingsoce@gmail.com, bukharyahmedal@gmail.com

Abstract

In the global development agenda context, particularly the United Nations' Sustainable Development Goals (SDGs), the media are positioned as key actors capable of shaping public discourse, influencing policy, and raising awareness on critical issues. Hence, to examine the role of journalism and media in promoting sustainable development in Nigeria, this paper aimed to assess whether journalism and media have effectively contributed to sustainable development across Nigeria; investigate the extent to which media in Nigeria have supported national sustainable development initiatives, and identify the challenges they face in this endeavour. The study was guided by the Media Development Theory, which emphasises the role of the press in advancing national development priorities. The findings were that journalism and media have partially contributed to sustainable development across Nigeria, and, that, the media in Nigeria, to some extent, have not been adequately supporting national sustainable development initiatives in Nigeria. The study also revealed that the media face different types of challenges in the cause of performing their duties as agents of sustainable development, particularly in developing nations like Nigeria. The study recommended that there should be an enabling environment that allows the media to function effectively as catalysts for sustainable development. Besides, the study recommended that there should be a collaborative effort between media organisations, governments, and civil society so as to overcome the structural and institutional barriers that limit media's contribution to development. Lastly, journalism and media must be empowered to operate freely, independently, and with the resources necessary to engage with complex development issues so as to fulfill their role in promoting sustainable development, particularly in Nigeria.

Keywords

development; dynamics;
journalism; media; sustainable;
reassessing



I. Introduction

In recent years, sustainable development has become a central issue in global policy, governance, and academic discourse. As far back as 1987, the United Nations defined sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It seeks to harmonise economic growth, social inclusion, and environmental protection (Vitalis et al., 2023). In Africa, a continent grappling with poverty, inequality, climate change, and governance challenges, the role of the media and journalism in promoting sustainable development cannot be overemphasised, particularly Nigeria, where it is increasingly

critical. There is need for effective communication for promoting awareness and action towards sustainability goals.

There is a relationship between media and the United Nations' Sustainable Development Goals (SDGs), however, to achieve Agenda 2030, the role of independent media in achieving the SDGs is sacrosanct. Media Development Investment Fund (2022) notes that the independent media are specifically included in SDG 16 (public access to information is included in Target 16.10), but they also support the attainment of other SDGs, acting as a precondition for progress and a multiplier that amplifies the change.

Yar'Adua et al., (2023) observed that journalism and media serve as essential pillars of democracy by providing the public with information, holding power to account, and fostering public debate. When it comes to sustainable development, these roles become even more critical. Media can drive public awareness on key sustainability issues, such as climate change, education, healthcare, and governance, thus influencing policy and individual behaviour.

They also help in holding leaders accountable for implementing sustainable development goals (SDGs). Guanah (2022) insists that the media, "apart from their primary functions of informing, entertaining and educating the citizenry, are expected to be the mouthpieces and eyes of the public, especially in a democratic setting like we have in Nigeria at present" (p. 91). However, despite the media's potential, the extent to which journalism and media in Africa, and specifically Nigeria, have contributed to sustainable development remains underexplored.

This paper reassessed the role of journalism and media in promoting sustainable development in Nigeria. It sought to uncover the challenges and opportunities facing media practitioners in this regard. The study drew attention to the gaps in media coverage, lack of capacity, and potential biases that may impede the effective promotion of sustainable development in Nigeria. It explored how journalism and media can serve as catalysts for sustainable development by disseminating information, shaping public discourse, and influencing policy decisions.

1.1 Statement of the Problem

Despite the recognised importance of journalism and media in advancing societal goals, their role in supporting sustainable development in Nigeria, has not been fully realised. Nigeria, the most populous country in Africa, is plagued with numerous challenges such as poverty, corruption, environmental degradation, and inequality- issues that the media should actively engage with to foster development (Owens-Ibie & Aondover, 2024). While journalism can act as a change agent, there are concerns that the media landscape in Nigeria has been constrained by political influences, commercial interests, and lack of professional capacity to address sustainable development comprehensively.

There is also limited empirical evidence to ascertain whether journalism and media in Nigeria are effectively promoting sustainable development goals (SDGs). This raises concerns about whether the media are fulfilling their watchdog role in addressing critical development issues like climate change, good governance, education, health, and economic growth (Msughter et al., 2023). The problem is further compounded by the challenges of inadequate resources, press freedom violations, and misinformation that can distort the media's ability to contribute positively to national development.

Thus, this research sought to critically investigate the extent to which journalism and media in Nigeria have contributed to sustainable development. It also aimed to identify the problems and challenges that hinder media's ability to promote development, while

exploring strategies for enhancing the effectiveness of journalism and media in fostering sustainable growth in Nigeria.

1.2 Objectives of the Study

The objectives were to:

1. Assess whether journalism and media have effectively contributed to sustainable development across Nigeria;
2. Investigate the extent to which media in Nigeria have supported national sustainable development initiatives, and
3. Identify the challenges media face in supporting national sustainable development initiatives

II. Review of Literatures

One of the two ideas that emerged to bridge the gap left by the four traditional theories of the press with regard to emerging nations is Development Media Theory. According to Okunna (1999, as cited in Ojobor, 2002), the theory:

Emerged in the 1980s to fill the void which became increasingly noticeable as the gap between the developed and developing countries, widened. As the gap widened, it became apparent that none of the classical theories of the press was strictly applicable to the developing countries, even though the mass media in these countries were operating according to some of the principles of the classical theories (p.11).

According to the theory, the mass media are essentially tools for development. A nation can incorporate its developmental goals into its mass communication experience by directing the media's operations according to specific principles. According to Asemah, Nwanmuo and Nkwam-Uwaoma (2017), development media theory is relevant to research on media and national development since it promotes constructive media use for the country's social and economic well-being.

The art and science of human communication applied to the rapid transition of a nation from economic suffering to a dynamic condition of growth that permits better economic and social equality and a higher realisation of human potential is, therefore, referred to as development theory (Onyejelem & Aondover, 2024a).

The theory advocates that the media ought to support societal development objectives; it emphasises that the mass media should prioritise societal development requirements and promote development communication. It also argues for direct state control of the media by implying that the government can step in or limit media operations for the sake of development. According to Folarin (as cited in Anaeto, Onabajo, Osifeso, 2012) the major assumptions of the theory are that:

- a. Without compromising their traditional roles in informing, educating, and entertaining the public, the media should embrace and perform positive development responsibilities in accordance with national policy (or national ideology).
- b. The media should embrace and support the unique development tasks of promoting literacy, cultural creativity, socioeconomic modernization, and national integration.
- c. In terms of substance, national media should prioritise the national macroculture to the extent that it can be separated from the national milieu, followed by regional and local cultures in decreasing order of importance. While local media prioritise local culture and language, regional media are obliged to respect regional cultures and languages.

- d. In order to connect with other nations that share comparable sociocultural orientations and/or political and economic goals, the media should carefully select and give their foreign news the attention it deserves.
- e. Journalists and other media professionals should always diligently carry out their duties and tenaciously protect their rights while performing their information-gathering and dissemination duties in order to preserve the principles of press freedom.

According to the theory, national development goals, particularly in poor countries, should be given priority in the media. It highlights how important the press is to advancing social, political, and economic advancement. Therefore, the development media theory acknowledges the media's pivotal role in addressing developmental issues in a developing nation like Nigeria (Onyejelem & Aondover, 2024b). The theory is relevant to this study since it examines how media can support national interests and address developmental difficulties in order to promote sustainable development. In order to comprehend the issues with advancing sustainable development in Nigeria, it also takes into account the limitations that the media must contend with, such as restricted independence, governmental control, or resource shortages.

2.1 Journalism and Media as Catalysts for Sustainable Development in Nigeria

Journalism and media can serve as powerful catalysts for sustainable development in Nigeria by fostering awareness, promoting public engagement, and advocating for policy changes. Their role is vital in addressing the unique challenges Nigeria faces, including poverty, environmental degradation, and social inequalities (Yar'Adua et al., 2023a).

One of the primary functions of journalism is to inform and educate the public about critical issues, which is, raising awareness and educating the public. In the context of sustainable development, media can disseminate information on environmental challenges, health crises, and socio-economic disparities (Yar'Adua et al., 2023b). By providing accurate and comprehensive coverage of these topics, the media can enhance public understanding of sustainability issues and their implications for everyday life. This educational role is crucial as it empowers citizens to make informed decisions and take action towards sustainable practices in their communities (Anatsui & Adekanye, 2015; Jain & Tomar, 2017).

a. Framing Issues and Agenda-Setting

Media outlets have significant influence over public discourse through framing and agenda-setting. By prioritising certain sustainability topics, such as climate change, renewable energy, or social justice—the media can shape public perceptions and highlight the urgency of these issues. This ability to set the agenda means that journalists can direct attention to underreported areas that require immediate action, thereby mobilising public support for sustainable development initiatives (Kehinde & Yinusa, 2015; Tsegnyu, 2015; Yar'Adua et al., 2021).

b. Advocacy and Activism

Journalism can also serve as a platform for advocacy by amplifying the voices of marginalised communities and organisations working towards sustainability. Investigative journalism can expose environmental injustices or corruption that hinder development efforts. By highlighting success stories and best practices in sustainability, media can inspire collective action among citizens and encourage them to participate in local initiatives (Usman et al., 2022; Hamza, 2023). This advocacy role is essential in fostering a culture of accountability among policymakers and stakeholders.

c. Utilising Digital Media

The rise of digital media presents new opportunities for promoting sustainable development values. Social media platforms allow for rapid dissemination of information and engagement with a broader audience. Campaigns that utilise digital storytelling can raise awareness about sustainability issues in innovative ways, making them more relatable and compelling to younger audiences. This digital engagement can foster a sense of community around sustainability efforts, encouraging collective action at both local and national levels (Dhiman, 2023).

2.2 Challenges Media Face in Supporting National Sustainable Development Initiatives

The media play essential roles in supporting national sustainable development initiatives, but despite their potential, the media in Nigeria face numerous challenges that can limit its effectiveness in promoting sustainable development. Issues such as political, economic, social dynamics, corruption, inadequate infrastructure, and low literacy rates hinder journalists' ability to report effectively on sustainability topics (Msughter et al., 2023c). Addressing these challenges is crucial for enhancing the media's role in supporting national development goals (Jain & Tomar, 2017).

a. Political Challenges

Msughter et al., (2023d) one of the primary challenges is political instability and corruption, which can severely restrict media freedom and independence. In many countries, government control over media outlets limits their ability to report freely on issues related to sustainable development. This control can result in biased reporting, or the suppression of critical information necessary for public awareness and engagement in sustainability initiatives. For instance, independent media are essential for achieving SDG 16, which emphasises public access to information and fundamental freedoms; without a free press, these goals are difficult to attain (MDIF, 2022). Still, the lack of supportive policies for media development can hinder the capacity of journalists to cover sustainable development issues comprehensively (Jain & Tomar, 2017).

b. Economic Constraints

Economic limitations also pose a significant barrier. Many media organisations operate under tight budgets, and face competition from digital platforms that may prioritise sensationalism over substantive reporting. This financial pressure can lead to a reduction in investigative journalism, which is vital for uncovering corruption and promoting accountability in sustainability efforts (Kenechukwu, Theophilus, & Peace, 2023; Taiwo et al., 2024). The reliance on advertising revenue can further skew coverage towards topics that attract more viewers rather than those that are critical for sustainable development (Dhiman, 2023). Also, in developing countries, many media outlets depend on foreign content and technology, which can limit their ability to address local sustainability issues effectively.

c. Social and Cultural Factors

Aliyu et al., (2023) observed that social factors such as low literacy rates and inadequate public understanding of sustainability concepts can also hinder media efforts. If the audience lacks the knowledge to engage with sustainability issues critically, even well-researched journalism may fail to resonate or motivate action. Media must not only inform but also educate the public about complex environmental and social challenges (Jain &

Tomar, 2017). Moreover, cultural attitudes towards environmental conservation and social equity can influence how sustainability messages are received. Media organisations must navigate these cultural landscapes carefully to promote sustainable practices effectively.

d. Technological Challenges

The rapid evolution of technology presents both opportunities and challenges for the media's role in sustainable development. While digital platforms offer new avenues for outreach and engagement, they also come with risks such as misinformation and greenwashing—where companies falsely promote their products as environmentally friendly. This can undermine genuine efforts towards sustainability by confusing consumers and diluting the impact of authentic messaging (Kenechukwu et al, 2023; Dhiman, 2023). It must also be noted that not all communities have equal access to digital technologies, which can exacerbate existing inequalities in information dissemination.

2.3 Media Collaboration with Communities in Addressing Pressing Developmental Challenges in Nigeria

Media can play a transformative role in collaborating with communities to address pressing developmental challenges in Nigeria (Aondover et al., 2023a). By leveraging their platforms and resources, media organisations can foster community engagement, promote local narratives, and facilitate dialogue between stakeholders.

a. Community-Centric Content Creation

Aondover et al., (2022a) noted that media can collaborate with communities by co-creating content that reflects local issues and perspectives. Initiatives like the “Federation Media Teams” in urban slums utilise storytelling to counter negative representations and advocate for community needs. These teams engage residents in producing narratives that highlight their realities, thus empowering them to reclaim their stories and influence development agendas. Such collaborative storytelling not only enhances community identity but also informs broader audiences about local challenges and solutions, fostering a sense of ownership among community members (JEI, 2020).

b. Capacity Building and Training

Building the capacity of local media practitioners is essential for effective collaboration. Programmes like Breakthrough ACTION-Nigeria have trained over 500 media and government partners in content production tailored to community health and development issues (Aondover et al., 2023b). By equipping local journalists with skills in media production and social behaviour change communication, these initiatives ensure that the media can effectively address specific community needs, such as health awareness or environmental sustainability (USAID, 2024). This capacity building fosters a more informed media landscape that can advocate for community interests (Mojaye & Aondover, 2022).

c. Facilitating Dialogue and Advocacy

Media can serve as a platform for dialogue between communities and decision-makers. Collaborative platforms like the “Collaborative Media Advocacy Platform” (CMAP) bring together various stakeholders, including community organizers, urban planners, and residents, to discuss pressing urban issues in places like Port Harcourt. This inclusive approach allows marginalized voices to be heard in planning processes, ensuring that development initiatives align with community needs (CMAP, 2016). By facilitating

these dialogues, media can help bridge the gap between citizens and policymakers, promoting transparency and accountability (Aondover et al., 2022b).

d. Utilising Digital Media for Engagement

The rise of digital media offers new opportunities for community engagement. Social media platforms can amplify local voices and mobilise support for development initiatives. For instance, campaigns that utilise mobile technology to disseminate information or gather feedback from community members can enhance participation in decision-making processes (Idris & Aondover, 2022). Interactive platforms allow communities to share their experiences and challenges directly with a broader audience, fostering greater awareness and advocacy for their causes (USAID, 2024; JEI, 2020).

e. Monitoring and Accountability

Media can also play a significant role in monitoring development projects and holding stakeholders accountable. Investigative journalism can uncover mismanagement or corruption in development initiatives, ensuring that resources are used effectively (Kurfi et al., 2021). By reporting on the progress of projects and the impact on communities, media can encourage transparency and foster public trust in development processes (Kehinde & Yinusa, 2015). This watchdog function is vital for ensuring that development efforts genuinely benefit the communities they are intended to serve.

III. Research Methods

The researchers adopted survey research design, while questionnaire was used as the instrument data collection. The rationale for using the survey method is that as noted by Asemah, Gujbawu, Ekhareafo & Okpanachi (2012), it helps researchers to describe, explain and predict the phenomena being studied. The population of the study comprises residents of the Asaba metropolis, Delta State, Nigeria. According to World Population Review (2024), based on the Nigeria's census of 1991 and 2006, the projected population of Asaba (Delta State capital) is 73,374 (Maikaba & Msughter, 2019; Asaba Travel Guide, 2024).

The sample size for the study is 383. This was arrived at, using the Australian Bureau of Statistics Sample Size Calculator (2023). The researchers used purposive and simple random sampling techniques. Purposive sampling was used to select three areas in Asaba- the areas include Ogbilo, Ugbolu road and Okpanam road. The purposive sampling technique was used because the researchers believed that they were the areas to get reliable information on the subject matter while simple random sampling technique was used to select 127 respondents from Ogbilo, and 128 respondents from Ugbolu road and Okpanam road because they have larger population. The simple random sampling technique gives everyone in a population equal opportunity of being selected, hence, it was used. Only 360 (93.09%) copies of the questionnaire administered on the respondents were returned and found usable.

IV. Results and Discussion

4.1 Data Presentation and Analysis

Table 1. Journalism and media have effectively contributed to sustainable development across Nigeria

Responses	Frequency	%
Strongly Agree	88	24.44
Agree	88	24.44
Undecided	8	2.24
Disagree	88	24.44
Strongly Disagree	88	24.44
Total	360	100

Source: Field Survey, 2024

Likert - type five points rating scale and dichotomous was used: 5= Strongly Agree (SA), 4=Agree (A), 3= Can't Tell (CT), 2= Strongly Disagree (SD), and 1= Disagree (D) responses as well as open-ended questions.

Data from Table 1 indicate that it cannot be said categorically that Journalism and media have effectively contributed to sustainable development across Nigeria; they can only be said to have done so partially.

Table 2. Extent to which media in Nigeria have supported national sustainable development initiatives

Responses	Frequency	%
To a great extent	88	24.44
To a minimal extent	100	27.78
Difficult to say	6	1.67
To a little extent	86	23.89
To a very little extent	80	22.22
Total	360	100

Source: Field Survey, 2024

KEYS: To a great extent- 90% - 100%; To a minimal extent- 89% - 70%; Difficult to say- 50% - 69%; To a little extent- 40% - 49%; To a very little extent- 1% - 39%.

The data in Table 2 can be interpreted to mean that the media in Nigeria, to some extent, have not been adequately supporting national sustainable development initiatives in Nigeria.

Table 3. Challenges media face in supporting national sustainable development initiatives

Responses	Frequency	%
Limited access to information	61	16.94
Political interference	53	14.73
Inadequate training for journalists	36	10
Ineffective communication	55	15.28
Safety and Security of Journalists	43	11.94
Digital Media Disruption	44	12.22
All the above	68	18.89
Total	360	100

Source: Field Survey, 2024

Table 3 shows that the challenges media face in supporting national sustainable development initiatives are numerous.

4.2 Discussion of Findings

This study found that journalism and media have partially contributed to sustainable development across Nigeria. This finding is in line with the finding of Hamza (2023) which revealed that coverage of SDGs was significantly low compared to other topics. His study analyses the coverage of Sustainable Development Goals (SDGs) by two major Nigerian newspapers, Daily Trust and The Guardian. It highlights how the media can reinforce social change and contribute to development. The research emphasises the media's potential as a valuable instrument in addressing societal challenges such as poverty and education in Nigeria.

On the other hand, Nishimura (2020), who highlights how media coverage in developing nations, including Nigeria, opined that the media has been crucial in raising awareness about the Sustainable Development Goals (SDGs) and other pressing global issues. Uche, Ikonne and Udochu (2020) also outline the importance of media in disseminating information that fosters educational growth and societal well-being. They explore how mass media contribute to the sustainable development of education in Nigeria, and discuss various media forms, including radio and television that support educational initiatives and promote awareness about sustainable practices.

Also, it was found that the media in Nigeria, to some extent, have not been adequately supporting national sustainable development initiatives in Nigeria. The reasons for this may be due to the challenges the media face in their efforts to perform their duties. While exploring the relationship between mass media and sustainable development, Tseguy and Ogoshi (2015). argue that while media have significant potential to mobilise public support for development initiatives, various challenges such as corruption and inadequate infrastructure hinder their effectiveness. They call for addressing these challenges to enhance the media's contribution to sustainable development.

Nwiphuru (2022) likewise discussed the challenges faced by Nigerian media in adequately supporting sustainable national development. He pointed out that while the media have the potential to drive change, they often fall short due to a lack of focus on development-driven content. Nwiphuru (2022) emphasised that the media must prioritise educational and developmental stories to effectively contribute to national progress.

This study also revealed that the media face different types of challenges in the cause of performing their duties as agents of sustainable development, particularly in developing nations like Nigeria. This fact is attested to by Kenechukwu, Theophilus and Peace (2017) who identified significant challenges, such as dependency on foreign media content and technology, which hinder local media's effectiveness in promoting sustainable development goals. They argue that without prioritising development-related news, the media cannot fulfill their potentials as catalysts for meaningful change.

Another challenge is that of financial constraints and poor remuneration which has made many journalists to now be at the mercy of their employers and money bags. Many media houses operate under severe financial pressure, which limits their ability to invest in investigative journalism. This practice undermines the credibility of the media and its ability to hold leaders accountable for sustainable development goals. Some journalists tend to have sacrificed their integrity, replacing it with "brown envelopes" of different shades and types. According to Akpan and Idiong (2012), journalists have turned into "boot-licking lapdogs of the political elite," practicing "begging-bowl journalism" (p. 17). The duo opine that news writers are forced to concoct ludicrous superlatives to impress

their puppeteers and provide a rosy view of the situation because of this mendicant style of journalism.

V. Conclusion

This study assessed whether journalism and media have effectively contributed to sustainable development across Nigeria; investigated the extent to which media in Nigeria have supported national sustainable development initiatives, and identified the challenges media face in supporting national sustainable development initiatives. This study effectively examined key issues such as limited access to information, political interference, media ownership, financial constraints, and the influence of digital media. Below is a structured approach to the discussion. It concluded that addressing these issues requires concerted efforts from both government and civil society to ensure a free, fair, and accountable media environment that can effectively advocate for and report on sustainable development initiatives.

Recommendations

1. There should be an enabling environment that allows the media to function effectively as catalysts for sustainable development.
2. There should be a collaborative effort between media organisations, governments, and civil society so as to overcome the structural and institutional barriers that limit media's contribution to development.
3. Journalism and media must be empowered to operate freely, independently, and with the resources necessary to engage with complex development issues so as to fulfill their role in promoting sustainable development, particularly in Nigeria.

References

- Akpan, I. U. & Idiong, N. S. (2012). News reporting and endemic bias: towards a deconstruction of the ideological presumption, *Journal of Mass Communication*, 3:10-19.
- Aliyu, M. A., Msughter, A. E., & Nneka, A. Q. (2023). Comparative Study of National Development Plans in Nigeria and India: Media Dimension. *SIASAT*, 8(4), 202-212.
- Anaeto, S., Onabajo, O., & Osifeso, J. (2012). *Models and Theories of communication*. Nsukka: African Renaissance.
- Anatsui, T. C. & Adekanye, E.A. (2015). Environmental Sustainability for National Development In Nigeria: The Role Of Mass Media. *European Journal of Educational and Development Psychology (EJEDP)*. 3(1), 31-43.
- Aondover, E. M., Hile, M. M. & Yar'Adua, S. M. (2023a). Ethical Issues and Insecurity in Africa: The Media Dimension. *Konfrontasi Journal: Culture, Economy and Social Changes*, 10 (2), 58-68 DOI: <https://doi.org/10.33258/konfrontasi2.v10i2.272>.
- Aondover, E. M., Maradun, L. U., & Yar'Adua, S. M. (2022a). Mediatization of the net and internetization of the print media in Northern Nigeria. *Unisia*, 40(2), 335-356.
- Aondover, E. M., Oyeleye, S. A., & Aliyu, M. A. (2023b). New World Information and Communication Order and its changing role in Nigerian Television Authority (NTA) Kano. *Unisia*, 41(1), 17-38. <https://doi.org/10.20885/unisia.vol41.iss1.art2>
- Aondover, P. O., Aondover, E. M., & Babele, A. M. (2022b). Two nations, same technology, different outcomes: Analysis of technology application in Africa and America. *Journal of Educational Research and Review*, 1(1), 001-008.

- Asaba Travel Guide (2024). Asaba Tourism. Retrieved from <https://www.kayak.com/Asaba.35403.guide> Guides.
- Asemah, E. S., Gujbawu, M., Ekharefo, D. O. & Okpanachi, R. A. (2012) *Research methods and procedures in mass communication*. Jos: Great Future Press.
- Asemah, E. S., Nwanmuo, A. N. & Nkwam-Uwaoma, A. O. A. (2017). *Theories and Models of Mass Communication*. Jos: Matkol Press.
- Australian Bureau of Statistics Sample Size Calculator (2023). Sample Size Determination. Retrieved from <https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Sample+Size+Calculator>.
- Dhiman, B. (2023). Media Role in Promoting Values & Meditation for Sustainable Development: An Overview .Retrieved from SSRN: <https://ssrn.com/abstract=4478221>. DOI: **10.36227/techrxiv.23514570.v1**
- Guanah, J. S. (2022). Re-Evaluating the Roles of the Media and the Political Class in Nigeria`s Democratic Setting. *Media and Communication Currents (MCC)*, 6(1), 89-110.
- Hamza, K. B. (2023). Sustainable Development Goals and Media Coverage in Nigeria: Analysis of Daily Trust and the Guardian Newspapers. *International Journal of Advances in Engineering and Management (IJAEM)* 5(3):1812-1826.
- Idris, M. K., & Msughter, A. E. (2022). Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. *ASEAN Journal of Community Engagement*, 6(1), 22-47.
- Jain, S. & Tomar, P. (2017). Role of Media and Management towards Sustainability. *MR International Journal of Engineering and Technology*, 9(1): 13-17.
- JEI, (2020). Nigeria & Benin Federation Media4change. Retrieved from <https://www.justempower.org/media4change>
- Kehinde, K. K. & Yinusa A. M. (2015). Mass Media for Sustainable Democracy and Development In Nigeria. *Journal of Sustainable Development in Africa*, 17(2): 52-64.
- Kenechukwu, S., Theophilus, S. & Peace, N.V. (2017). Media for Sustainable Development in the Third World: The Prospects and Challenges. *Global Journal of Applied, Management and Social Sciences (GOJAMSS)*, 14, 274 – 281.
- Kurfi, M. Y, Aondover, E. M. & Mohammed. I. (2021). Digital Images on Social Media and Proliferation of Fake News on Covid-19 in Kano, Nigeria. *Galactica Media: Journal of Media Studies*, 1(1), 103-124. Doi: <https://doi.org/10.46539/gmd.v3i1.111>.
- Maikaba, B., & Msughter, A. E. (2019). Digital Media and Cultural Globalisation: The Fate of African Value System. *Humanities and Social Sciences*, 12(1), 214-220.
- Media Development Investment Fund- MDIF (2022). The role of media: Driving change towards the SDGs. Retrieved from <https://www.mdif.org/news/role-of-media-driving-change-sdgs/>.
- Mojaye, E. M. & Aondover, E. M. (2022). Theoretical perspectives in world information systems: A propositional appraisal of new media-communication imperatives. *Journal of Communication and Media Research*, 14(1), 100-106.
- Msughter, A. E., & Aondover, P. O. (2023a). Nollywood Offering and Nigeria People and Culture: Reflections and Projection. *Unisia*, 41(1).
- Msughter, A. E., & Idris, M. K. (2023c). Focus Group Discussions with Rural Women in Yobe State on Information Services for Community Engagement on Development Issues in Nigeria. *Journal of African Conflicts and Peace Studies*, 5(2), 9.

- Msughter, A. E., Kuchi, M. G., & Abba, A. A. (2023d). Critical Discourse Analysis of Traditional Medicine Outdoor Advertising and Public Health Issues in Northern Nigeria. *Indigenous Language for Social Change Communication in the Global South*, 39.
- Msughter, A. E., Perpetua, A. O., & Itiafa, A. L. (2023b). Artificial Intelligence and the Media: Revisiting Digital Dichotomy Theory. In *Information Systems Management*. IntechOpen.
- Nishimura, Y. (2020). How the media can be a meaningful stakeholder in the quest to meet the SDGs. Retrieved from <https://www.weforum.org/stories/2020/01/sdgs-sustainable-development-news-media-coverage/>.
- Nwiphuru, C. O. (2022). Media, Innovation and Sustainable National Development. *International Journal of Novel Research and Development*, 7(9), 480-489
- Ojobor, I. J. (2002). Mass communication theories. In C. S. Okunna (Ed.). *Teaching mass communication: A multi dimensional approach* (pp.3 – 26). Enugu: New Generation Books.
- Onyejelem, T. E., & Aondover, E. M. (2024a). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation in the Era of Artificial Intelligence. *Adv Mach Lear Art Inte*, 5(2), 01-09.
- Onyejelem, T. E., & Aondover, E. M. (2024b). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation. *Journalism*, 14(3), 189-204.
- Owens-Ibie, N., & Aondover, E. M. (2024). Hate postings on social media and peace imperatives in Nigeria. *Legal challenges and political strategies in the post-truth era*, Labcom Comunicacao & Artes, 121.
- Taiwo, M., Jaiyesimi, B. J., & Aondover, E. M. (2024). Product placement in Namaste Wahala in the global film industry and brand recall in Nigeria.
- The Collaborative Media Advocacy Platform- CMAP (2016) Human City Project. Retrieved from <https://www.citiesalliance.org/resources/publications/global-knowledge/collaborative-media-advocacy-platform-cmap-human-city>.
- Tsegyu, S. & Ogoshi, J. (2015). Mass Media and Challenges of Sustainable Development in Nigeria. *Journal of Research in National Development*, 13(1), 51-61.
- Uche, U., Ikonne, U. & Udochu, N. (2020). The Role of the Mass Media in Sustainable Development of Education in Nigeria. *Research Journal of Mass Communication and Information Technology*, 6(9), 59-66.
- United States Agency for International Development - USAID (2024). Nigeria Mass Media and Digital Interventions. Retrieved from <https://breakthroughactionandresearch.org/resource-library/nigeria-mass-media-and-digital-interventions/>
- Usman, B., Msughter, E. A., & Olaitan Ridwanullah, A. (2022). Social media literacy: fake news consumption and perception of COVID-19 in Nigeria. *Cogent Arts & Humanities*, 9(1), 2138011.
- Vitalis, P. O., Onyejelem, T. E., & Okuneye, A. P. (2023). Understanding advertising in the era of social media. *Information System and Smart City*, 3(1), 502-502.
- World Population Review (2024). Population of Cities in Nigeria. Retrieved from <https://worldpopulationreview.com/countries/cities/nigeria>.
- Yar'Adua, S. M., Aondover, E. M., & Aliyu, M. A. (2023a). Modernization, Marxist, Dependency and Alternative Theories of Development Communication: A Critical Review. *International Social Science and Humanities Studies*, 3(2), 1-20.
- Yar'Adua, S. M., Msughter, A. E., & Aliyu, M. A. (2023). Sports Journalism Reporting in the Era of Digital Media in Nigeria. *Konfrontasi: Jurnal Kultural, Ekonomi dan Perubahan Sosial*, 10(3), 124-134.

- Yar'Adua, S. M., Msughter, A. E., & Garba, S. (2023b). Media and National Development in Democratic Societies. *Polit Journal Scientific Journal of Politics*, 3(3), 105-115.
- Yar'Adua, S. M., Namadi, H. M., Msughter, A. E. (2021). An Appraisal of Political Economy of New Media in Nigerian Context. *Inter. J. Eng. Lit. Cult*, 9(4), 109-117.