

MEDIA AND SUSTAINABLE DEVELOPMENT IN AFRICA

by

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Abstract

This paper discusses the influence of media on integrating sustainable development in Africa. Many empirical studies have come up with evidence that suggests that the media plays a very important role in building sustainable development in Africa as it aims to address the social, economic and environmental factors that are faced by countries in the region. The importance of sustainable development makes the media an integral aspect of development that may be of invaluable relevance as it disseminates information and promote transparency and accountability between government, non- governmental organizations, private individuals and local communities.

With a poverty level of about 65%, there are alteration of the precepts of socio-cultural values in Africa that has negatively affected development in the region. This has raised concerns about issues relating to recession, food insecurity, forced displacement, terrorism and pandemics which has produced a ripple negative effect on sustaining human, industrial and infrastructural development. The population of Africa grows geometrically against a backdrop of an arithmetically growing resources showing that the continent is miles away from achieving its sustainable goals. It is believed that with the integrated development of the media at all geographic locations, there would be reduced social exclusion and increased access to sustainable development information.

This paper therefore explores the vital role of the media in advancing the achievement of sustainable development in Africa. It discusses the opportunities that arise from effectively utilizing the media platforms towards sustainability in the African context. Additionally, it addresses the challenges faced by the media industry and identifies some of the viable steps necessary for the media to take a hold of the opportunities that can lead to effectively promoting sustainable development in Africa. Appropriate recommendations are made for policy makers and development practitioners to enhance sustainable development in Africa via the media industry.

Keywords: Media, Information, Sustainable development.