Title of Article: Communication and the Media in Nigeria

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Abstract: This chapter of a book examines the mass media of communication as a social institution and draws attention to some relevant sociological concepts, issues, themes and problems. It interrogates the interplay between sociology; which is involved with the social relationship among people in society, and mass communication; which is regarded as the fourth estate of the realm and the watchdog of society. It tries to show that for there to be effective communication, the diverse cultures across groups in the society must be considered and appreciated. It concludes by examining sociologically, the problems faced by the mass media most especially from the government at all levels and how best this can be ameliorated bearing in mind the importance of the media in all aspects of our lives from politics to economy, religion, culture, everyday interaction and information dissemination. In a broader outlook, it focuses on the role and relationship between the mass media of communication and major social institutions of the society.