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MASS MEDIA, DEMOCRACY AND THE IMPERATIVES OF GOOD GOVERNANCE IN NIGERIA: AN APPRAISAL

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ABSTRACT

As Nigeria continuously strives to attain true democracy, good governance and sustainable development, attempts have been made by intellectuals to examine the contributions of mass media in this great effort. While it has been extensively acknowledged that a complementary relationship exists between the communication and political process, this paper x-rays the role of the media in strengthening and enhancing democratic values, good governance and development in the society. Bearing in mind the import of the democratic-participant media theory, the paper reviews relevant/related literature and existing realities to examine the successes and failures recorded so far by the Nigerian media in the quest for sustainable democracy and good governance. It was however found that since the era of colonial rule, the use of mass media has been at the forefront in the struggle for enthronement of democratic values and good governance. Moreover, this struggle has been challenged by factors which impede on the effective performance of the nation's media. In a bid to proffer measures for improved performance, the paper recommends among others, that to remain relevant in carrying out their constitutional and social obligations, the media should adhere strictly to professional standards and remain dutiful in promoting positive values that will enhance the active participation of citizens in governance, thereby making good governance and development realistic in the society.

Keywords: *Accountability, democracy, development, good governance, mass media, transparency.*