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TOWARDS AN INTEGRATED AND FUNCTIONAL NIGERIAN COMMUNICATION ARCHITECTURE

*Kabir Alabi GARBA
&
Husseini Hassan SHAIBU*

ABSTRACT

This paper examines Nigeria's National Communication Policy and strategy from the period of its conception to date. It compares the National Communication Architecture and that of Ghana and Canada, and advocates the need to have a consolidated National Communication Policy especially in view of Nigeria's quest for a stable democracy and vibrant economy. Using the historical research method but more specifically, the secondary analysis approach and anchoring the paper on the Democratic-Participant theory as well as Daniel C. Hallin and Paolo Mancini three models of Polarized Pluralist, Liberal and Democratic Corporatist, the paper reviewed some position papers and some of the major policy documents that have been proposed from 1990 till date. The paper identified some structural deficiencies in the policy and canvassed a well-structured, viable and coherent communication policy that would empower the media to play a veritable role in the establishment and furtherance of a new national communication order albeit within the framework of existing international normative standards and as reflected in Nigeria's constitution and other statutory provisions. The paper also recommends a comprehensive overhaul of the policy so that it can be locally relevant, culturally and socially nuanced while also serving national interest.

Keywords: *Communication, Policy, Strategy, Architecture*