

THE ROLE OF MASS MEDIA IN PROMOTING GIRL – CHILD EDUCATION IN NIGERIA

Santas Tsegyu

Department of Mass Communication, Ibrahim Badamasi Babangida University, P.M.B 11, Lapai Niger State – Nigeria

ABSTRACT

Education of the girl child in any society is crucial to the development of the entire nation. This is because women constitute more than half of the population of the world, and their input to the overall development of a country cannot be overemphasized. It is evident that gender inequality exists between sexes with regards to education in Nigeria and these have negative consequences on the development of the country. However, for this disparity to be addressed, the role of the mass media is critical in educating the populace on the need for the girl child to be educated. The article argues that the mass media play a significant role in the education process. This is owing to the fact that the media is a powerful agent of transformation in the society. The paper noted that despite government efforts to address gender gaps in the education sector in Nigeria, disparity continue to persist especially in the Northern part of the country where the enrolment rate of girls have continue to dwindle over time. Since the mass media have the capacity to draw the attention of the public to important issues in the society, it can serve as a veritable platform for advocacy to raise the issue of girl child education to the front burner. The article concludes by recommending the integration of the conventional mass media with the traditional media of communication in the promotion of girl child education in Nigeria.

Key words: Education, Girl- Child, Mass Media, Nigeria.