

MOBILAZATION ROLE OF JOURNALISM

Concept of mobilization role

- According to Ucheanya (2003), mobilization increases people's participation in any social change issue. It has also been described as an effort aimed at mustering a national support for a successful program (Nyiranda, 1995, cited in Ucheanya, 2003).
- Mobilizing people here refers to efforts made (through the mass media) to encourage or facilitate participation of the masses for developing their community. The mass media are essential to the achievement of such task.
- In the same vein, Urnechukwu (2004) defines mobilization as "all efforts and means legitimately employed to encourage, ginger and get the people ready to take actions aimed at achieving the goals and aspirations of society .

Approaches of media in the mobilization of society

The approach of the mass media in this aspect could be deduced from their general functions in the society

- **As information agents.** The mass media should keep the people informed about development projects, programmes or issues that are either on-going or that need attention in their communities.
- **Development communication objective of the press.** People should be informed about development programmes, whether initiated by government or other change agents, that affect their community and the society at large. Adequate information will make people aware of how to contribute their own quota to development In any area health, politics, environment, social sphere, among others.

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- **Information.** People can make meaningful decisions required for development if they are adequately informed about the activities of government and the events that occur, issues arising from such events, government actions and inaction and even public opinion on issues and events (Keghku , 2003).
- **Education.** The mass media, through good (broadcast) programmes and featurized development news reports, could educate people on how certain developmental activities would be of benefit to them if executed in their locality. For instance, the polio eradication campaign, which was initially rejected in Kano State, could aptly be referred to as a health development project. The media, especially the broadcast media, used the language of the people of the state (Hausa) to educate the public on the essence of the campaign and the safety of the vaccine.

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- The mass media **create awareness**, interpret issues and awaken the interest of people towards developing their communities. Active, constructive and participatory planning processes involved in originating and executing developmental ideas, when emphasized by the media, spur actions on the part of people in a community