Development Support Communication: A strategy for conflict resolution and national development.

Article · November 2020

1 author:

Chibuzor Nwoga
Federal University Ndufu Alike Ikwo
4 PUBLICATIONS **0** CITATIONS

SEE PROFILE

Development Support Communication: A Strategy For Conflict Resolution And National Development

Nwoga, Chibuzor C. *Ph.D,*
Tel: 08060363989,
E-mail: chibunwoga@gmail.com or nwoga.chibuzor@funai.edu.ng;
&
Ibe, Kingsley,
Tel: 08036755397,
E-mail: kamalog@yahoo.co.uk
&
Nwankwo, Osita,
Tel: 08061232009,
E-mail: ugonwankwo02@gmail.com.
Department of Mass Communication,
Alex Ekwueme Federal University,
Ndufu-Alike Ikwo, Ebonyi State, Nigeria

Abstract
This Paper examined the role Development Support Communication play in conflict resolution and national development. Suffice it to say that an unresolved conflict may escalate and when this happens, bring insecurity, which constitutes serious threat to lives and property. Insecurity hinders business activities and discourages local and foreign investors. This stifles and retards the nation's socio-economic development. Development Communication, using the Development Support Communication strategy comes handy, not because it transmits information about how things can be done better by using available facilities, but because of its exchange of problem-solving information in issues arising from specific development programme or project. The Participation theory was adopted for this paper. The Desk research method was used. The Paper highlighted the need for effective communication, especially with the deployment of Development Support Communication, in having a peaceful and developed society. It was noted that when there is peace, security of lives and property is guaranteed, developments not only occur but are sustained. There would be enabling environment for investors to invest, leading to growth in the Gross Domestic Product (GDP) and national development. It is recommended among others the enthronement of community participation and establishment of Community mass media especially the Community radio as it provides a communication environment for all stakeholders in national development.

Keywords: Development Communication, Development Support Communication, Conflict, Conflict Resolution, Gross Domestic Product (GDP), Sustainable National Development.

Introduction

A society without conflict is a docile one and can hardly progress. Every society has its own share of conflicts and must grapple with the challenges of managing or resolving them, not necessarily eliminating them. It is pertinent to note that just as peace and cooperation is desirable, conflict too could be progressive when not allowed to escalate and become destructive. Conflict can be a catalyst for development. However, when conflict gets out of hand, it is necessary to broker a long term resolution based on understanding of its underlying causes. This will ensure that resurgence does not arise. When conflict escalates, it affects the people and the environment, thereby bringing underdevelopment. Communication here plays a role. It is vital for human development. According to UNDP (2011), "Communication processes are central to broader empowerment practices through which people are able to arrive at their own understanding of issues, to consider and discuss ideas, to negotiate, and to engage in public debates at community and national levels."

It is the role Development Support Communication play in empowerment processes that helps distinguish it from other forms of communication. The empowerment-related role of Development Support Communication makes it a vital element in programming efforts aimed at achieving the Millennium Development Goals and other development priorities in an equitable and sustainable manner (UNDP, 2011). Now that the timeline for the implementation of the Millennium Development Goals (MDGs) has ended, and the Sustainable Development Goals (SDGs) launched as a new development agenda, it is believed that Development Support Communication would also be vital in achieving the 17 Goals of Sustainable Development. When development priorities are done in an equitable and sustainable manner, there would be national development and peace.

In this paper therefore, we look at Development Support

Communication (DSC) as a strategy for Conflict resolution and Sustainable national development.

Theoretical Framework

This paper is anchored on the Participatory theory.This theory views the development process as a function of the participation of all the stakeholders in the pertinent community (Folarin, 2006). Folarin further assert that the participation view of development required that the widest possible cross-section of citizens be involved in **deciding, implementing, evaluating and benefiting from** the activities of deliberate social change. Thus: (i) The capacity to define and direct the development experience was restored to the beneficiaries of development; (ii) There was now a focus on the processes of local popular participation at the community level. The Participatory theory incorporates the concepts in the framework of multiplicity. Freire (2010) refers to this as "the right of all people to individually and collectively speak their word". This is not the privilege of some few men, but the right of every man. In order to share information, knowledge, trust, commitment and a right attitude in development projects, participation is very important in any decision-making process for development.

Brief Insight into Development Communication Concept

The Development Communication (DevCom) or Communication for Development (CD) is the systematic utilization of appropriate communication channels and techniques to increase people's participation in development and to inform, motivate, and train rural populations, mainly at the grassroots level (Servaes, 2008). This concept is one of the central issues in United Nation's Food and Agriculture's (UNFAO) approach to Communication for Development. It emphasizes a multi-media approach, especially the integration of traditional and popular media, and campaign strategies. Development communication according to World Bank (2006) involves creating mechanisms to broaden public access to information on reforms; strengthening clients' ability to listen to their constituencies and negotiate with stakeholders; empowering grassroots organizations to achieve a more participatory process; and undertaking communication activities that are grounded in research. The essence of Development communication is the sharing of knowledge aimed at reaching a consensus

for action that takes into account the interests, needs and capacities of all concerned. It is therefore a social process. According to UNDP (2011), *Communication for development stresses the need to support two-way communication systems that enable dialogue and allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development.* The Rome Consensus from the World Congress on Communication for Development as cited by the UNDP (2011), defined Communication for Development as:

> *"…a social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels, including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change. It is not public relations or corporate communications."*

It is observed that Development communication is a purposeful communication effort geared towards realization of human potentials and transformation from a bad situation to a good one. This is in line with S. Balit's definition, which sees Development communication as a social process aimed at producing a common understanding or a consensus among the participants in a development initiative and leading to a joint action (Oyero, 2012). Some definitions specifically emphasizes on social change. Okunna (2012)sees Development communication as the entire process of communication with a specific group of people who require development (target audience), with the purpose of achieving the social change that should change their lives in a positive way, thus giving them better living conditions. Development communication creates an enhancing atmosphere for exchange of ideas that produces a happy balance in social and economic advancement between physical output and human relationships. Development communication is not merely a matter of transmitting information about how things can be done better by using available facilities. It is much more than the exchange of problem-solving information. It also involves the generation of psychic mobility or empathy, rising of aspirations, teaching of new skills and encouragement of local participation in development activities. Development communication assumes the broader function of helping people to restructure their mental framework in interpreting specific events and phenomena, and to relate to the broader world beyond their immediate environments. To be effective in doing this, communication activities in development must be interwoven

with other socio-economic and political processes. Development activities require rural people as well as urban people in the government and in business and other urban sectors to establish new social relations with each other. Communication processes facilitate the growth and development of such human relationships. Both the mass media and interpersonal communication systems are necessary to establish and maintain these relationships.

Understanding Development Support Communication

Development Support Communication (DSC) came to be when it was realized, after analysis that most of the world's development plans failed. Projects were wasted and the problems of the people living in the rural and urban areas remain unsolved. The underlying factors behind the failure of these projects they adduced were lack of understanding about social and cultural environmental problems, and lack of interpersonal communication of project developers. **Shahzadand Bokhari (**2014)**had** argued that development planners were unable to create a strategy to make successful plans when they asserted:

> "They couldn't involve farmers, poor, semi illiterate people to participate in decision making process for their own benefit. Then it was realized that one country's development strategy cannot be applied over another country, it's better to plan projects in the light of the needs of that area, climate, thinking, concepts, culture, tradition, and the aptitude of the local people".

This led Erskine Childers – a Professional Information Officer in early 1960s to conceive the idea of DSC to enforce and motivate the people towards successful development and change. He suggested that this job can be well managed only by the people who know the art of communication. According to **Childers,** DSC is defined as a discipline in development planning and implementation in which more adequate account is taken of human behavioural factors in the design of development projects and their objectives (Wikipedia.org). In other words it is a specifically designed communication strategies which support a particular development program. The new idea has became an approach to Development communication which would render communication as a "support" rather than a deterrent to development and it quickly gained prevalence in United Nations and other multilateral development agencies (**Shahzad&**

67

Bokhari, 2014).

Development Support Communication (DSC) is an integral part of Development communication. DSC is using all forms of communication for the development of a particular area or community. It is widely used in rural areas as they need diverse explanations. For an instance, a person can discuss in detail about a government scheme but for making the villagers to understand, the speaker should also show them some videos. Development Support Communication discovers solutions to their development problems and issues (kevinclarkefocus.com). Information and Communication Technology (ICT) and Multimedia can be considered for Development Support Communication. Development Support Communication stands for linking all agencies involved in the planned development works such as political executives, political planners, development administrators, subject specialists, field workers, opinion leaders, media representatives, researchers and the beneficiaries who continue the final delivery points and the consumers of the information. The route of communication envisaged is not only vertical as flowing from upper level to bottom or bottom (masscommunicationtalk.com, 2016). When communication activities undertake exchange of messages at more participatory level to achieve specific goals of exchange and development, we have a Development Support Communication.

The practice of Development Support Communication is a multi-sectoral process of information sharing about development agendas and planned actions. It links planners, beneficiaries and implementers of development action, including the donor community. It obligates planners and implementers to provide clear, explicit and intelligible data and information about their goals and roles in development, and explicitly provides opportunities for beneficiaries to participate in shaping development outcomes. It ensures that the donor community is kept constantly aware of the achievements and constraints of development efforts in the field (FAO, 2002). Development Support Communication makes use of all available structures and means of information sharing. Therefore it is not limited to mass media alone. It also uses both formal group and non-formal channels of communication, such as women's and youth associations, as well as places where people gather.... markets, churches, festivals, and meetings. But its contribution is in using these in a systemic, continuous, co-ordinated and planned manner, to perform linkage and enabling functions. It requires analysis of the communication environment, of the available and needed communication competencies and resources (hardware, software, financial and human), and clearly

indicates expected results from specific resource inputs, so as to maintain accountability (www.fao.org).

Insight into Conflict and Conflict Resolution

Where there are people, conflict is imminent. This may be due to differences in backgrounds, interests or perspectives. Differences in opinion arising from foregoing could sometimes degenerate into aggression and violence. Tony-Cooper (2003) assert that Conflict occurs when the interest of one party come by accident or design into engagement with those of another or others. He further asserts that conflict develops when something is propelled into space already occupied by something else that cannot readily accommodate this new presence. Conflict may first be noticed at the individual level, but may eventually spread to the larger society. It is important to note, as earlier stated, that just as peace and cooperation is desirable, conflict too could be progressive when not allowed to become destructive (Ogaba, 2006). When it does get out of hand, it is necessary to broker a lasting resolution based on the understanding of its underlying causes. This will ensure that resurgence does not arise. Different scholars have defined conflict in many ways. It is the existence of non-compatibility or disagreements between two actors (individuals, groups, organizations or nations) in their interaction over the issues of interests, values, beliefs, emotions, goals, space, positions, scarce resources, etc. (Okeke, 2006). Collins English Dictionary defined conflict as *Struggle...battle...tension.*.Fink (1968) in Okeke (2006) defines conflict as any "situation or process in which two or more social entities are linked by at least one form of antagonistic psychological relation or at least one form of antagonistic interaction". For conflict situation to be possible, two or more parties will have to be interested in one thing which is the cause of conflict.

To end or resolve a long-term conflict, a relatively stable solution that identifies and deals with the underlying sources of the conflict must be found. This is a more difficult task than simple dispute settlement, because resolution means going beyond negotiating interests to meet all sides' basic needs, while simultaneously finding a way to respect their underlying values and identities. According to Ogaba (2006), true conflict resolution requires a more analytical, problem-solving approach than dispute settlement. The main difference is that resolution requires identifying the causal factors behind the conflict, and finding ways to deal with them. On the other hand, settlement is simply aimed at ending a dispute as quickly and amicably as possible. This means that it is possible to settle a dispute

69

that exists within the context of a larger conflict, without resolving the overall conflict. This occurs when a dispute is settled, but the underlying causes of the conflict are not addressed.

There are many reasons why underlying causes of conflict may not be addressed. Often, the underlying causes of conflict are embedded in the institutional structure of society. Achieving complete resolution of a conflict can require making significant socioeconomic or political changes that restructure society in a more just or inclusive way. Changing societal structures, such as the distribution of wealth in society, is a difficult thing to do and can take decades to accomplish. Thus, fully resolving conflict can be a long, laborious process.

A number of strategies exist for the purposes of conflict resolution. According to him, they include Conciliation which is a process whereby the parties to a dispute agree to utilize the services of a conciliator, who then meets with the parties separately in an attempt to resolve their differences; Mediation - a process in which a neutral third party, the mediator, assists two or more parties in order to help them negotiate an agreement on a matter of common interest; Arbitration which is a form of legal alternative to litigation whereby the parties to a dispute agree to submit their respective positions (through agreement or hearing) to a neutral third party (the arbitrator(s) or arbiter(s)) for resolution; and Litigation which is a lawsuit or a civil action brought before a court in which the party commencing the action, the plaintiff, seeks a legal remedy, usually for an offence (Hauss, 2001;Runesson and Guy, 2007).

The Concept of National Development
The McBride Report (1980) in Oso, Soola and Pate (2012) defines national development as "all aspects of development linked to improvement of the quality of life; facilitating and increasing participation by the people in the decision making process, and adoption of labour, intensive and appropriate technologies, the equitable distribution of national income." Ogai (2003) shares the opinion that national development is the gradual manifestation of positive changes in the economic, social, cultural, industrial, administrative and political life of a country."

From this definition it could be seen that national development is deeper in meaning and large in scope than urban and or rural development. It is a development that embraces and encompasses the length and breadth of a nation. This means that developing the urban cities in isolation of the rural areas and vice versa can hardly pass for national development. National development therefore is more of a whole system with rural and

urban development serving as the functional parts of the whole system. By implication, a nation is said to be on course for national development when both the rural and urban areas of the nation are undergoing continuous, and sustained quantitative and qualitative positive human, material and environmental transformation.

The emphasis here is on incorporating the urban areas and rural residents into the national development action plan. This is why Nwodu and Fab-Ukozor (2003) argue that:

> "a conscious effort to positively transform few urban areas within a nation without transformation of numerous rural communities cannot be equated to national development. A true national development should as a matter of necessity involve the positive transformation of the overall nation's human capital, physical domain and material well-being."

It has been noted that urban development is not synonymous with national development and that national development should go beyond urban development and extend to rural areas which Nwodu (2013) argues holds the key to national development. Thus national development is an integrated and accelerated development of the entire nation – the urban and the rural. It is on this strength that Nwodu and Fab-Ukozor (2003) articulate the features of national development as:

1. A widely participatory process that involves greater number of people regardless of whether they live in a rural or an urban setting.
2. Substantial economic, technological, political, cultural and ecological transformation of a nation. Transformation here implies gradual but sustained healthy movement from a poor to enhanced state of living.

According to the Department for International Development (DFID, 2013), "with per capita income falling significantly to about $300 between 1980 and 2000 (well below Sub-Saharan average of $450), approximately 90million Nigerian's 133million people are living in absolute poverty, on less than one dollar a day." Nnamani (2004) also added that:

> "The income of a community, which is subdivision among families and kindred, is less than 40 percent of the norm (living on one US dollar a day…and such, which manifest more in poor infrastructure, poor nutrition, poor self- esteem, low hygienic standard,

71

> low intellectual development and lack of capacity to
> articulate social, economic and political environment
> and low per capita income."

The above expressions clearly indicate that Nigeria has a number of development challenges. These challenges touch virtually on all aspects of the country's live. Nwodu's broad categorization of development challenges and realities in Nigeria include: **Economic/political, socio-cultural/ health, infrastructure/physical challenges.**

Development Support Communication Campaign

Development Support Communication campaign according to **Shahzad&Bokhari** (2014) is an integrated manner that utilizes different educational and communication methods, aimed at focusing attention on a particular problem and its solution over a period of time.

Appropriate planning is the primary step for achieving the goals. There are four stages of any DSC Campaign plan.

Stage 1: Identification of objectives (**examining campaign goals and aims for getting long term results; sound judgement by gathering information).**

Stage 2: Analysis (study and investigation of a problem, identifying target audience, situation and sponsor);

Stage 3: Formulation of the plan (selection of the suitable method, timing the campaign, using slogans and symbols, pretesting the messages, providing channels for information seeking and involving people).

Stage 4: Evaluation (Carrying out small scale field evaluations at strategic points during campaign to suggest where "in-course" changes may be warranted, and also conducting full scale post-campaign impact evaluation survey and use as feed-forward for future campaigns).

Involving people means community participation. At this point, community media can play a vital role in reducing and eradicating the problems and issues that may arise in DSC. Ali (2014) quoting Berrigan (1981), asserts that for community participation to be successful, the focus should be on the following points: Identification of needs by means of direct contacts with the groups; Concretization, that is, examination and selection of the priority problem identified by the groups in the light of local conditions; Selection of priority problems by the groups; Formulation of a

durable methodology for seeking solutions; Identification of the amount of information required and easy ways to access to this information; Action which is the execution by the groups, the projects they have designed; Expansion toward the outside to make known the points of view of the groups to other groups or to the authorities; and liaison with the communication system to make known their action.

Development Support Communication in Action
Development Support Communication is not just an action of transmitting information on how things can be done better by using available resources, it is much more than the exchange of problem- solving information, rather it also involves the generation of psychic mobility or empathy, raising of aspirations, teaching of new skills and encouragement of local participation in development activities (Moemeka, 1991).

Development Support Communication in Conflict Resolution
With their huge ability to set social agenda and legitimize what they carry and convey, DSC has a key role to promote dialogue and build peace. Ignorance, prejudice and stereotypes are obstacles to mutual understandingand peaceful dialogue. UNESCO (2015) has recognized that "Dialogue, founded on mutual respect and understanding, constitutesthe best way to overcome ignorance and promote peace, tolerance, andthe dialogue among civilizations, cultures, people and religions". Mutualunderstanding can only be achieved through a continuous exchangeof information and knowledge – through the free flow of ideas by wordand image (UNESCO, 2015). The two flow ofinformation is a sine qua non for eradicating misconceptions about the"other" - one of the root causes of conflict and wars (UNESCO, 2007). As such, the potentialof DSC as a platform for human dialogue is irrefutable, and conflict sensitivecommunication can play a huge role in this regard (Howard, 2009).

DSC assumes the broader function of helping people to restructure their mental framework in interpreting specific events and phenomena, and to relate to the broader world beyond their immediate environments. Development support communication help reduce conflicts between the government and the governed. It equally removes confusion among the people targeted for a particular developmental project. When the people are not carried along on the developmental projects, there is usually distrust emanating from their lack of knowledge or awareness on the activities of the government. Scholars are claiming that development support communication (DSC) is the missing link guaranteed to achieve popular

participation in Third World development (Sonderling, 2007). Moemeka (1991) assert that many development specialists now believe that the chief factor of production in modem times, in both developed and developing countries, is information - seen as knowledge, education or human capital. He warned that to neglect information in the planning, execution and evaluation of development activities is inadvertently calling for confusion in the interface of the technical and social aspects of development, and, consequently, non-realization of the full and positive benefits of development. This is so because when the targeted people for a developmental project do not buy into it, there are bound to be resistance and conflict. So the Development support communication brings the synergy between the government and the governed.

Dealing with conflict situations require effective problem solving skills and management of information. Effective management of information dissemination or communication on developmental issues ensures hitch free or conflict free societies. Information on government activities and policies should be carefully packaged and disseminated to the members of the society, for them to be up to speed with the intentions of the government.But for Development Support Communication to be effective in conflict resolution, it has to be controlled. Controlled communication is primarily a social psychological device for altering the attitudes and perceptions of those involved in **the** conflict, so that on the basis of reduced hostility and tension they may be able to come together for serious and productive engagements (Adeniyi, 2009). Controlled communication is designed not solely to resolve **conflict** between warring parties but to provide a basis for conflict resolution by persuading parties to re-perceive their conflict in a manner that will contribute to peaceful settlement.

Development Support Communication in National Development
The overall objective of development is the improvement of man in the society. Odunlami (2005) writes that communication is a crucial index of any development process and implies the act of sharing information; news and views; ideas and feelings; sentiments and anxieties between two or more individuals or groups of people. This may be interpreted to mean that unless there is a sharing of ideas to create a commonality of meaning, development is not in view. The essence of communication in development is that those who are vested with political authority must get or give information to those they are governing. The governed must also give or get information from them. Adeseye and lbagere (1999) say that this two-way flow of information is necessary for formulating policies by those in powers

as well as for the people to understand the nature of these policies to accept or reject them.

Analysis of development efforts has led development agencies, non-government organizations and states towards structuring development around local participation. There is acceptance that without the empowerment and understanding of locals, even the best-supported plans to uplift communities tend to produce negligible or unsustainable results (UNESCO (2015). DSC deal with social, economic, political and cultural aspects and desire to create positive change. The primary role of DSC is problem solving, beginning with systematic understandings of the local condition of development issues. The ability of Development Support Communication to achieve community participation using participatory approach is a major element necessary for the inducing economic development. The belief that Development Support Communication offers a new and an all-inclusive solution to development is increasingly gaining ground **(Mumtaz, 2019)**. DSC has to be continuous and consistent in aiming at raising aspirations of the people so as to help them develop. Basically, DSC has to raise the level of social consciousness among people that can help them towards transformation.

DSC can be effective in population control and family welfare programmes in Nigeria. It is a fact that the population and family welfare programmes are integral parts of the overall development programmes of the Nigeria. Communication has been at the forefront, playing vital role in the various developmental phases of the programme by extensively using different communication media and methods. However, despite efforts at educating and motivating people to change their life styles, expected results have not been encouraging. The expected results would be better if DSC is adopted.

DSC can be effective in health related issues like the "roll back malaria" and "maternal-child mortality". Development implies progressive improvement in the living conditions and quality of life of individuals, community and society. Unless people have healthy living, they cannot enjoy the other benefits of life. Due to the complexity of health behaviour in Nigeria which is tainted with deep-rooted socio-cultural and religious values, DSC has to be adopted to help people keep themselves healthy. The process of getting people to participate is done through the mass media and interpersonal communication, based on Development Support Communication strategy.

DSC can be also play a role in education especially as it affects agricultural extension services. DSC makes use of extension or organized face-to-face communication to reach farmers. Extension provides a form of DSC, which might be more effective than the mass media. Extension education has proved very effective in Agriculture, and has since then widely been practiced all over the world, especially in the third world countries.

DSC can equally be effective in environmental issues such air pollution, land degradation, inadequate sanitation, and unavailability of potable water. The DSC increases access to information regarding environmental issues. Governments use DSC to encourage the involvement of local population in tackling environmental issues. Through the DSC strategy information on environmental issues are supplied to the local communities at the early stage in identifying a project; local environmental problems are discussed with the affected communities; public comments are welcomed on the DSC inputs; and public comments and discussion on the proposed environmental solutions are encouraged.

Conclusion and Recommendation

Conflict is an inevitable feature of the human condition. Therefore, it is not the mere presence of conflict that bothers peace practitioners and development actors, but the tendency for it to impact negatively on development. The social losses attributable to violent conflict, especially in developing nations, call for development theorists and practitioners to focus on understanding the mutual interface of peace and development. This awareness has come with an acknowledgement of the need for promoting conflict-sensitive development. The idea is for development planners and implementers to be proactively engaged with conflict that arise or would arise in the context of development. Unfortunately, many people still do not quite comprehend the essential link among Development Support Communication, conflict and development. Yet, only when we begin to appreciate the mutual and often direct impact of conflict and development vis-à-vis communication, shall we understand the potentials of their interactions to prevent violence or disrupt the social and physical environments.

DSC is seen as a legitimate function of development planning and implementation and therefore needs to be examined as a valuable technology for using the social communication process to foster and strengthen sustainable development at local and national levels. It should be taken more seriously in programs of social change, and should be reflected

explicitly in development policy and strategy. One way of doing so is through the enunciation of a national information and communication policy, which can be explicitly integrated into national development thinking and practice (FAO, 2002).

We recommend that Media practitioners should draw constant attention to the development challenges, analysing and interpreting programme and actions put up to solve the problems and mobilizing support for pragmatic effort aimed at solving the problems posed by those actions.

We recommend also the establishment of Community mass media especially the Community radio. They enhance communication processes that facilitate dialogue for peace and conflict resolution and enable subsequent economic progress. Through it, information on government activities and policies should be carefully packaged and disseminated to the members of the society.

This paper argues that citizens' participation brings peace and development. Citizens' participation requires the presence of professional communicators to facilitate interaction between benefactors and beneficiaries. It is suggested that involving Development Support Communication experts in project planning and implementation could help facilitate popular participation.

References

Adeniyi, A. N. (2009). *Language and Information Management in Peace and Conflict Resolution*. Lagos: NOUN.

Adeseye, F. and lbagere, E. (1999).*Communication and Man: A Theoretical Base for the Students*. Akure: Ola Olu,.

Ali, A. A. (2014). *Development Support Communication Campaign*. **Accessed on July 15 2019 from** https://www.academia.edu/35123757/.

DFID.(2013). *Country Assistance for Nigeria.* Abuja: DFID Publications.

FAO (2002).**"Development Support Communication". In** The Design and Implementation of National Information and Communication Policies for Sustainable Development in Africa: Issues and Approaches. **A Bilingual Regional Workshop on Methodologies for Designing and Implementing Multimedia Communication Strategies and National Communication Policies. Niamey, Niger 1-5 April 2002. Accessed on July 15, 2019 from** www.fao.org**.**

Folarin, B. (2006). *Advanced theories in Mass Communication.* **Lagos: NOUN.**

Freire, P. (2010). *Pedagogy of the Oppressed.*Accessed on August 10, 2020 from www.researchgate.net/publication/. DOI: 10.2307/30023905.

Hauss, C. (2001*). International Conflict Resolution: International Relations for the 21st Century*. New York: Continuum Publishing.

Howard, R. (2009). *Conflict-Sensitive Reporting: State of the Art. A Course for Journalists and Journalism Educators.* Paris: UNESCO.

Moemeka, A. (1991).*"Perspectives on Development Communication".Development Communication 1.*Edited by S.T. Kwame Boafo.Nairobi: The African Council for Communication Education. Pg. 15.

Mumtaz, S. (2019).**Development Support Communication and it's different aspect. M.Sc. work,** *Department of Media and Communication Studies,* **Karakoroam International University.Accessed from https:www.academia.edu on July 15, 2019.**

Nigeria Millennium Development Goals Report, 2005.

Nnamanni, C.O. (2004). *Poverty in Nigeria: We are all in it together*. Ikeja: Lions Club Annual Lecture Series.

Nwodu, L. C. (2013). *Mass Communication and National Development.*Lagos: NOUN.

Nwodu, L. C. and Fab–Ukozor, N. T. (2003).*Communication Imperative for Development.*Enugu: John Jacobs Classic Publishing Company Limited.

Odunlami, D. (2005). "Communication, Environment and Sustainable Development: Beyond the Paradigm".*Journal of Communication and Society*, 1, no 1.Pg. 85.

Ogaba, O. (2006).*Introduction to Conflict Resolution Processes 1.* Lagos: NOUN.

Ogai, J. O. (2003). "An Analysis of the Concepts of Development and Underdevelopment".In *Communication and National Development*. Uwakwe, O. ed. Onitsha: Afrika Link Books. Pg. 35.

Okeke, G.S.M. (2006).*Introduction to Conflict Resolution Processes 11.* Lagos: NOUN.

Okunna, C. S. (2012). "A Quick Look at Development Communication". In *Teaching Mass Communication: A Multi-Dimensional Approach* .Enugu: New Generation. Pg. 293–302.

Oso, L., Soola, O., & Pate, U. (2012)."McBride Report". In *Media, Governance and Development in Nigeria: Issues and Trends*. ed. Saarbrucken: LAP LAMBERT Academic Publishing GmbH & Co. KG. Pg 155-156.

Oyero (2012).*Development Communication and Broadcasting.*Lagos: NOUN.

Runesson, E. M. and Guy, M. (2007).*Mediating Corporate Governance Conflicts and Disputes.*Global Corporate Governance Forum Focus 4.*Washington, DC: The International Finance Corporation.*

Schramm, W. (2012).*Mass Media and National Development*. In *Media, Governance and Development in Nigeria: Issues and Trends*, Oso, Lai, Oludayo, Soola and Umaru, Pate. eds. Saarbrucken: LAP LAMBERT Academic Publishing GmbH & Co. KG. Pg 2.

Servaes, J. (2008).*Communication for development and social change*. New Delhi**: SAGE Publications India Pvt Ltd**.

Shahzad, A. **and Bokhari S. A**. (2014). "Development Support Communication: Problems and Suggestions". *Journal of Mass Communication and Journalism*, Vol. 4, No. 5, DOI: 10.4172/2165-7912.1000191

Sonderling, S.(2007).Development support communication (DSC): a change-agent in support of popular participation or a double-agent of deception?,Communication,23:2, Pg. 34-42,DOI: 10.1080/02500169708537834.

Article I. Tony Cooper, H.H.A. (2003). "What Is Conflict? How Are Conflicts Resolved?" The University of Texas at Dallas, Richardson, TX, USA.*Journal of Police Crisis Negotiations* .Vol. 3, Issue 1, Pg 85.

UNESCO (2007)."Spirit of Bali" Declaration, Government of Indonesia, Bali. UNESCO.

UNESCO (2015).*Media in support of sustainable development and a culture of peace.*Jakarta: UNESCO.

United Nations Development Programme. (2011). *Communication for Development: Strengthening the effectiveness of the United Nations.* New York: Bureau for Development Policy, Democratic Governance Group.

Uwakwe, O. (2003)."Rationale for Development Communication". In *Communication and National Development*, Uwakwe, O. ed. Onitsha: Afrika Link Books, pg. 58.

World Bank.(2006). http://sittesources.worldbank.org.

www.kevinclarkefocus.com. "Development Support Communication".Accessed on July 15, 2019.

www.masscommunicationtalk.com (2016). "Differentiate it from the terms Development Communication and Development Journalism" Accessed on July 15, 2019.

Ethics And Journalism Practice In Nigeria: An Appraisal

Ibituru I. Pepple, Ph.D,
Department of Mass Communication and Digital Media,
University of Calabar,
Calabar, Nigeria.

Abstract
This paper appraised ethics and Journalism practice in Nigeria. So many factors were discovered to have impeded Journalism practice in Nigeria; some of such factors include: the brown envelope, free lunch, confidential information, and photo-manipulation. Sophistication in science and technology has changed the course of events as pictures and other Journalistic materials are manipulated to suit the situation or needs of media owners, thus, throwing ethics to the background. The reporter who is under the control of his master, dances to the drum beaten by him, rather than put ethics into consideration. Udoakah's postulation that every society has what its members regard as valuable, as well as, its own culture and tradition as a symbol of identity becomes apt for the study. The Historical Research method was adopted for this study, thus, some documents were used and interviews conducted in the course of the study. It was concluded that ethical considerations in the performance of Journalistic duties will bring about better and most acceptable way of performing the functions, irrespective of the fallibility of the journalist.

Introduction
Every society strives to maintain an acceptable standard and behavioural pattern that will suit its way of life. According to Udoakah (2003) the press irrespective of ownership serves a purpose in society. Shepard (1981, p.13) posits that functionalism also assumes that most members of a society agree on what is describe to have and achieve- in order words, there is a consensus on values and interest. Udoakah (2000, p.75) argues also that, every society has what its member regard as valuable; has its own culture and traditions as symbols of identity. These symbols of identity can be referred to as its ethical codes. These codes guide their behaviours and associations. Udoakah (2000, p.77) adds further, that this presentation on communication and society rests on the notion that all institutions in society, beliefs and morals are interrelated, and their co-existence with each other, provides the bond that keeps society together. Milibaund (1967, p.198) adds that the press may be taken as the first and most obvious

82