

# Quality Education and Sustainable Development in Nigeria: The Role of Mass Media

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## Abstract

This paper focuses on the role of the mass media in improving the standard of education, so that the students or their audience can receive sustainable level of education and thereby enhance their learning experience for sustainable development. In this age of economic and sustainable growth, the place of mass media in the accumulation standard or quality education is necessary in Nigeria. Education of tomorrow will be able to play its role more effectively by making the individuals creative, active and efficient. It further to say that the success of education cannot be achieved merely by substituting mechanical methods for human beings, but by developing new patterns using both human beings and technological advancements in order to teach more people better and more rapidly. There are a good number of media for mass communication such as Radio, Television, Newspapers, Films, etc. Media of communication is the medium by which a piece of information or knowledge is communicated to the heterogeneous audience. The paper concludes that, as the role of the various agencies of education like home, society, community etc. has consequently increased, so the role of mass media like television, radio, cinema, and newspaper is equally increased. Therefore, the Mass media should be organized as integral part of the educational programmes, and should not be separated from other curricular activities, in Nigerian educational system.

**Keywords:** Mass Media, Education, Quality Education, Learning Modalities

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## INTRODUCTION

The mass media has a lot to do in the quality education given out to its audience, basically there are different types of education, and it can be formal or informal. Formal education seeks to remand students in the classroom setting, of which the mass media can be brought to the classroom learning while the informal education helps the students learn from things happening around within them. Education cannot be complete or effective if it does not affect the body, soul and spirit. Therefore, as one of the major roles of mass media is to educate, they must be able to fulfill the role so that the students or their audience can receive sustainable level of education and thereby enhance their learning experience.

In this age of economic and sustainable growth, the place of mass media in the accumulation standard or quality education is necessary. Education in its general sense is a form of learning in which the knowledge, skills, values, beliefs and habits of a group of people are transferred from one generation to the next through storytelling, discussion, teaching, training and research. Education does not necessarily mean the formal classroom learning, it could also be in the informal transmission of information from one human being to the other.

Ololude [2000], Opines that the present day world is facing two general problems- “information explosions” and the “population explosion”. Information explosion means an explosion of knowledge. Today, throughout the world, social and technological changes are taking place rapidly due to expanding world of information. So there is explosion of knowledge. New frontiers of knowledge are opening day by day and the horizon of human knowledge and understanding is expanding very fast.

On the other hand, with the explosion of knowledge there is also population explosion. The student population is immensely increasing year by year due to the growth of population and democratization of education with varying levels of motivation and aspiration. The problem of “population explosion” is more serious in the developing countries than the developed one. Nigeria is facing serious difficulties both from population as well as information explosion.

So the two general factors – “information explosion” and “Population explosion” have posed critical problems for education- more things to be learnt and more people to be taught. Today there is a cry for “more education to more people in less time”. For solving these problems successfully, educational technology consisting of various media of mass communication are essentially required. Both qualitative improvement and quantitative expansion of education can be facilitated and accelerated with the help of this mass media under educational technology. So the mass-media has come to our rescue to tackle this problem, [Ochonogor [2009].

Conclusively, the mass media is still lagging behind in its duty, which invariably means it might not be able

to help in achieving education. Social media is beginning to overpower the mass media and it should not be so. Therefore, the mass media has to bring about programmes that are not just educative but entertaining as well, so that the audience can learn and also relax at the same time which is the true definition of education. The role of media and technology in education is quite obvious in today's education settings. Schools are loaded with computers and laptops to help them with academic studies.

Namrate Raute [2004], however, that Media comes in many different forms, such as; internet, TV, radio, and books, all of these media have affected the way students learn. Around the world students are being globally connected with one another via internet. These mass media tool have made the world a smaller place in a way, also called (globalization). Media is such a massive part of our lives and it is everywhere we turn. Educators of students and students themselves become what are called "media literate "through the use and influence of the media.

This is the ability to decipher the hidden messages in mass media. Teacher education needs media literacy as an essential tool and topic in the new millennium. The media has changed the world. Media such as internet, is constantly growing and changing, thus, educator must stay abreast with this change and keep up by using these tools for their students. Education is much more than going to schools and colleges, its purpose is to create awareness among people. Mass media is providing this kind of knowledge outside of the schoolroom. Thus it is playing a vital role in creating mass awareness both in rural and urban areas in our country.

### Concepts Analysis, Definitions and Explanations

#### What is Education?

*Oxford Advanced Learner's Dictionary [2001], defines education as continuous and creative process of teaching, training and learning, especially in schools or colleges, to improve knowledge and develop skills. Education is a process of continuous all-round development of the individual for life. It can also be said to be the process of imparting or acquiring knowledge or habits through instruction or study.*

The aim of education is to develop the capacity latent in human nature and to coordinate their expression for the enrichment and progress of individual, society, nation, by equipping with spiritual, moral and material knowledge. The importance of education cannot be neglected by any Nation. And, in today's world the role of education has become even more vital and it is an absolute necessity to economic and social development of any nation.

*Article 26 of the Universal Declaration of Human Rights [1984] recognizes education along with other necessities such as food, shelter, and water as a fundamental human right. Education is essential for economic development and eradicating poverty. It allows people to be more productive, to play a greater role in economic life and to earn a better living. It is the foundation for acquiring knowledge and skills necessary to participate in and benefit from globalization and technological change. It allows people to be more productive, to play a greater role in economic life, and to earn a better living. It is the foundation for acquiring knowledge and skills necessary to participate in and benefit from globalization and technological change.*

Education enhances the ability of households to manage health problems, improve nutrition and childcare and plan for the future. Children of mothers who have been to school are healthier, better nourished and more likely to attend and succeed in school than children of mothers who have never gone to school. And it provides people with the tools and knowledge they need to understand and participate in today's world. It helps to sustain the human values that contribute to individual and collective well-being. It inspires confidence and provides the skills needed to participate in public debate. It makes people more self-reliant and aware of opportunities and rights. [<http://www.albalagh.net/edicatorpm/education2.shtrrx>]. Education also makes it possible for people to be responsible and informed citizens, and to have a voice in politics and society, which is essential for sustaining democracy. It also provides people with the knowledge and awareness needed to promote tolerance and understanding among people. [<http://www.albalagh.net/edicatorpm/education2.shtm>].

#### Three Types of Education are:

- **Formal education:** Formal education is a hierarchically structured, chronologically graded educational system running from primary school through the university and including a variety of specialized programs and institutions for full-time technical and professional training.
- **Informal education:** This is a lifelong process whereby the individual acquires attitudes, values, skills and knowledge from daily experiences and the educative influences and resources in his or her environment.
- **Non-formal education:** This is any organized educational activity outside the established n: formal system whether operating separately or as an important feature of some broader activity that aims to serve identifiable learning objectives.

## What is Quality Education?

Quality education enables people to develop all their attributes and skills to achieve their potentials as human's beings and members of society. In the words of the Delors Commission (UNESCO, 1996): "Education is at the heart of both personal and community development; its mission is to enable each of us, without exception, to develop all our talents to the full and to realize our creative potential, including responsibility for our own lives and achievement of our personal aims.

- Quality education is a human right and a public good.
- Governments and other public authorities should ensure that a quality education service is available freely to all citizens from early childhood into adulthood.
- Quality education provides the foundation for equity in society.
- Quality education is one of the most basic public services. It not only enlightens but also empowers citizens and enables them to contribute to the maximum extent possible to the social and economic development of their communities

## Aims of Education

Education is a purposeful activity, by education we intend to bring desirable changes in the students. Education is a conscious effort and as such, it has definite aims and objectives. In the light of these aims the curriculum is determined and the academic achievements of the student are measured. Education without aim is like a boat without its rudder. Aims give direction to activity. Absence of an aim in education makes it a blind alley. Every stage of human development has some aim of life. The aims of life determine aims of education. The aims of education have changed from age to age and thus it is dynamic because the aims of life are dynamic.

**The Vocational Aim:** The vocational aim is also known as "the utilitarian aim or the bread and butter aim." The above stated ideals of education are useless these aims enable us to procure the primary needs of our life-food, shelter and clothing. Education must help the child to earn his livelihood. Education, therefore, must prepare the child for some future profession or vacation or trade. The vocational aim is a narrow aim of education. Therefore, the vocational aim is not a complete aim by itself.

**The Knowledge or Information Aim:** Educationists who hold the knowledge or information aim of education justify their stand with powerful arguments. They argue that knowledge is indispensable for all right action and it is the source of all power. "It is knowledge which makes a realist a visionary successful in any profession.

**The Culture Aim:** The cultural aim of education has been suggested to supplement the narrow view of knowledge aim. The cultural aim of education is no doubt a nice aim as it produces men of culture. But it is ambiguous and has too many meanings. It cannot serve as the major aim of education.

**The Character Formation Aim or the Moral Aim:** Character is the cream of life and, as such, it should be the aim of education. Vivekananda and Gandhi both emphasized character building in education. Character formation or moral education is concerned with the whole conduct of man. The Secondary Education Commission (1951-2) has rightly remarked: "character education has to be visualized not in a social vacuum but with reference to contemporary socio-economic and political situation." Therefore, we can conclude that only character building cannot be the aim of education.

**The Spiritual Aim:** The idealist thinkers have opined that the spiritual development of an individual should be the supreme aim of education. Mahatma Gandhi has attached great importance to spiritual values in education.

**The Adjustment Aim:** Adjustment is the primary rule of human life. Without adjustment to environment none can survive. Life is a struggle for adjustment. In the words of Horney: "Education should be man's adjustment to his nature, to his fellows and to the ultimate nature of the cosmos.

**The Leisure Aim:** Free and unoccupied time" of an individual is generally known as leisure. It is time when we can use it in a creative way. During leisure we can pursue an activity for own sake and not for earning a living, which is dull and monotonous. During leisure we can also regain our lost energy and enthusiasm. Leisure can make our life dynamic and charming.

**The Citizenship Training Aim:** A citizen has to perform multifarious civic duties and responsibilities. Children should be so trained by education that they can successfully discharge their various civic duties and responsibilities. The Secondary Education Commission in India (1951-1952) has greatly emphasized citizenship training in schools. Such training includes the development of certain qualities to character such as clear thinking, clearness in speech and writing, art of community living, co-operation, toleration, and sense of patriotism and sense of world citizenship.

**The Complete Living Aim:** Some educationists have insisted upon the need of an all-comprehensive aim of education. This viewpoint has led to the development of two aims-"the complete living aim" and the "harmonious development aim." According to Horney "there is no one final aim, subordinating all lesser aims to itself. There is something in all these aims but not everything in any one of them."

**The Harmonious Development Aim:** Educationists are of the opinion that all the powers and capacities inherited by child should be developed harmoniously and simultaneously. Gandhi is a strong advocate of the harmonious

development:

**The Social Aim:** From the above discussion it is clearly evident that no individual can live and grow without social context. Individual life became unbearable to man and that is why he formed society. Individual security and welfare depend on the society. Individual improvement is conditioned by social progress. Education should make each individual socially efficient. A socially efficient individual is able to earn his livelihood

### Learning Modalities

Anam [2014] contends that there has been much interest in learning modalities and styles over the last two decades. The most commonly employed learning modalities are;

- Visual: Learning based on observation and seeing what is being learned.
- Auditory: Learning in listening to instructions or information.
- Kinaesthetic: Learning based on movement, e.g. hands on work and engaging in activities.

Some theories propose that all individuals benefit from a variety of learning modalities, while others suggest that individuals may have preferred learning styles, learning more easily through visual or kinaesthetic experiences. A consequence of the latter theory is that effective teaching methods which cover all three learning modalities so that different students have equal opportunities to learn in a way that is effective for them. However, recent research has argued that there is no adequate evidence base to justify incorporating learning styles assessments into general educational practice.

### Ways of Improve Quality Education

Umoru [2015] opines that Education is the “pillar of development and determinant of technological, political and socio-economic growth and development of any nation, therefore, he suggested the followings:

- The ministries of education must provide adequate infrastructure such as electricity, pipe borne water, as well as schools’ laboratories, workshops and vocational centres should be adequately equipped with the necessary modern facilities. Current and relevant textbooks and internet facilities should be provided in the schools to allow for easy teaching and learning. As this cannot be achieved by the government all alone, there is need for all stakeholders as well as corporate bodies to support in executing such projects.
- Return the schools, especially secondary schools, to the missionaries. Since the foundation of a child’s education is built from the primary and secondary schools.
- Need to check the quality of teachers/lecturers in Nigerians’ schools, the government as well as education stakeholders in the private institutions must embark on the conduct of periodic test and screenings for teachers to ascertain the quality of education they impart to the students.
- Teachers and lecturers should be encouraged to improve on their teaching skills and academic qualifications in order to meet current global teaching standards. Training and retraining exercises should also be organized for them to acquaint them with the use of computers and relevant teaching tools.
- Need for regular review of schools’ curricula to accommodate new topics. Topics bordering on entrepreneurial and computer skills should be included. Subjects that teach creativity and innovativeness should be introduced across the board in educational institutions.
- Enhancement of welfare package of teachers. Money and good working environment are two major motivating factors for workers. Therefore, good teaching environment should be provided for them and their salaries paid as and when due. There should be a system in place to reward hardworking teachers/lecturers and punish the lazy ones. It should also be noted that regular review of teachers/lecturers salaries will help put an end to incessant strikes in Nigerian schools

### What is Mass Media?

The mass media are diversified media technologies that are intended to reach a large audience by mass communication. The technology through which this communication takes place varies. Broadcast media such as radio, recorded music, film and television transmit their information electronically. Print media use a physical object such as a newspaper, book, pamphlet or comics, to distribute their information. Outdoor media are a form of mass media that comprises billboards, signs, or placards placed inside and outside of commercial buildings, sports stadiums, shops, and buses.

Other outdoor media include flying billboards (signs in tow of airplanes), blimps, skywriting, and AR Advertising. Public speaking and event organizing can also considered forms of mass media. The digital media comprises both internet and mobile mass communication. Internet media provide many mass media services, such as mail, websites, blogs, and internet- based radio and television. Many other mass media outlets have a presence on the web, by such things as having TV ads that link to a website, or distributing a QR code in print or outdoor media to direct a mobile user to a website. In this way, they can utilize the easy accessibility that the internet affords, as information can easily be broadcast to many different regions of the world simultaneously and cost-

efficiently.

#### **(a) Radio as a Medium**

Radio acts as the medium of mass-communication. It is used mainly to broadcast events to far and wide places of the world. It is also a very important source of entertainment. Every day, we listen various talks, discussions and debates from radio. These are extremely important and useful for the students. Especially for the purpose of teaching, many programmes are broadcast over the radio. So radio acts as great recreational and education force. It broadcasts scientific and cultural facts. It enlightens public opinion. It stimulates curiosity and interests. The radio has improved a valuable supplement to class teaching and learning Educational- broadcasting is comparatively a new experiment and is catching on well.

Through school broadcasts, expert teaching in such diverse fields of science, social studies, art, music, languages, politics, current affairs and other areas, can provide information and enrichment for pupils and for the teachers. The educational programmes are broadcasting by the expert teachers with effective methods which demonstrate new ideas and approaches to classroom procedures. Programmes are especially designed in collaboration with the experts for different age groups in the schools.

#### **Advantages of using Radio as Mass Media in Education:**

Educational radio broadcasts provide “listening participation” in current history: in radio the emphasis is on sound, rather than on picture. So many programmes especially for the purpose of teaching are broadcast over the radio and special events and (occurrences in the world are brought from the source immediately into the classroom. As a part of classroom teaching, an educational programme may be preceded by an introduction by the class teacher and followed by long discussion among students on the subject- matter under the broadcast discussion. A talented teacher may teach through radio for the benefit of the students. So important happenings, elections, inventions, political developments in other countries and other current topics may be heard and discussed in the classroom.

Educational radio broadcast are effective means of presenting music, drama, and appreciation: Radio is also a very important source of entertainment. Various talks, debates & discussions’ held over the radio are extremely informative and useful. For the school children. Different items of the school subjects can be presented in the form of dramatized programmes. Educational radio has excellence through dramatization, dialogue, musical features and other creative programmes which are not possible in day-to day classroom teaching. Besides these, school concerts, folk and classical music, drama and discussion programmes of school, local and other states are sometimes broadcast for listening in by other schools in India.

Educational radio broadcast are team- teaching demonstrations: The radio also provide opportunity for student participation in various programmes such as quiz competitions, travel talks, plays, stories, development of lessons, projects and work programmes in the form of team teaching demonstrations. This is being arranged by the combined efforts of the best resources in consultation with the specialists and some other subject experts. Subject content, curriculum validity, suitability for age groups and teaching methods are all kept in mind while accomplishing the programme.

Educational radio broadcast helps in the long run, to make learning an open system: Educational radio can offer corrective programmes for self- learning by the individuals. It can reach the participants while at work, at play at drawing room, at recreational centers breaking all boundaries and constraints of formal education. Being an expensive medium, it has reached villages and is now available in very concern of the society. Since learning directly from the teacher is minimal and there is increasing stress on a system of open learning to overcome the rigidities of formal education, and there is more emphasis on learning through various mass media. Educational radio broadcasts are expected to play an important role towards a system of open learning. The non- formal approaches of educational radio can supplement the movement for de- schooling society. All the programmes lead towards a learning society where everybody can learnt at any time at any place.

Radio is, at present not only one of the popular mass media, but also potential instructional tool in the formal, informal and non- informal education. It is now giving more emphasis on the planning and production of science programmes in both the formal and no-formal spheres of educational broadcasts. There are also special programmes for teachers and teacher-education in most stations. These are intended to familiarize methods of teaching. These services has been more necessitated in recent years on account of large changes in school curriculum and methodology particularly in subjects like science, mathematics, social studies and English.

Secondary School Broadcasts aim at helping students and teachers by giving up-to-date content knowledge, providing new approaches and methods of teaching. A few non-syllabus programmes are however, broadcast in order to break away from the stereotyped formal education, for doing away with monotony in the curricular topics and also to stimulate awareness and curiosity about the modern world dealing with them ranging from popular science to current affairs. Besides secondary schools broadcasts, primary school programmes have recently assumed greater importance. This has been done in order to reduce wastage and stagnation at the primary school stage by making the school situation more attractive and interesting.

The radio with its vast resources can organize a series of programmes in order to bring universalization of



primary education and promote adult literacy. The programmes are being related to their education, health, hygiene, nutrition etc. with a thrust on bringing the audience into the mainstream of national life. So, radio is an effective medium. It has occupied a significant place in communication. It is also playing an important role in education. It not only informs, but also inspires. It not only inculcates values and virtues, but also creates attitude, interest and appreciation.

### **Television as a Medium**

Television: Today, television has become an extremely popular source of entertainment among youngsters. We listen and see the instruction of the speaker from the television. So the whole personality of the child is engaged in the task. Hence, it has become the most important and powerful agency of mass communication. In television, news items are not only read out but the events are shown. As a result of which not only problems are discussed but practical remedies and solutions are also suggested. So, educational television is the most recent audio-vision media for class instruction. There are programmes on the television especially for the school children. These programmes are aimed at educating the school children and they exhibit good moral values. Television can give a very good idea of the history of the country through dances, short-films on historical places, museums etc. Thus television plays a vital role as a means of mass media in educating the masses.

### **Advantages of Educational Television:**

The advantages of educational television are many. The young people watching the television can get a very good idea of how it really happened. For example the nuclear explosions of the launching of rockets are programmes of extreme educational value. The students can see for themselves how science has advanced:

- Educational television is capable of making available many needed and so far inaccessible learning experiences.
- Educational television brings about continuing co-operative planning by teachers, supervisors, learning materials experts and skillful production teams.
- Good and effective educational television broadcast result from the outgrowth of curriculum planning, of content analysis and of the selection of this most appropriate instructional media.
- It can use a variety of audio- visual aids, motion picture, film-strips, slides, recordings, drawings, maps and other projected and non- projected aids can be demonstrated through Television. Video- tapes and recording on television brings us the launching of space rockets, of political and social events.
- Educational television brings us a new kind of teaching team into existence.
- It can acquaint the children with past culture, history and social life.
- It can motivate both children and adults, because not only it is educative but also entertaining.
- The televised-lectures are more thrilling as they bring to the listeners not only verbal information and the instruction of the speaker but also the whole of his personality engaged in the task.
- National problems like those of population and poverty and illiteracy are often highlighted and discussed over the television.
- It plays an important role in educating the children on the history and culture of our country. It gives a very good idea of the history of the country by telecasting various programmes through dances, short films on historical places, museums etc.
- Thus television plays a very vital part, as means of mass media in educating the masses. It is dynamic and powerful medium which influence education. Its effective use is based upon the fundamental psychological principles of learning which apply to all successful processes of learning.

### **The Press**

The Press covers the entire printed matter. These printed matters are books, magazines, journals or newspapers. Reading matter has vast potentials. It exerts good influence on the individuals. It acts on the intelligence and emotions of the individuals in shaping our attitudes and philosophies of life.

An educated individual one who has an open mind, a general awareness and knowledge of the world around him. His field of knowledge is vast and varied. Newspapers contribute very largely in education for the above end. Press not only gathers events, they also present their own views on issues. So the reader gets an opportunity to consider an issue from many angles. Press also contributes to the study of History, Geography, Science, Literature etc. The knowledge is supplemented to these subjects by the newspapers.

It is possible to link certain topics with everyday life by means of the press through newspapers and other journals. The child must be aware of what is happening in the world around him. So the press is an important service that can render to education by imparting knowledge of current affairs to children. News regarding earthquakes, cyclones, new planets and political changes may be brought to the notice of the pupils by the press. It also gives a great deal of historical information. The pupil's limited knowledge of history may be elaborated and

enhanced by this press. So the press is to serve as one of the important medium of education and instruction.

### **The Motion Pictures**

The pictures exercise a great influence on human mind very skillfully. They help to create lasting values in the pupils. There is wider use of films in education. Educational films are coming into the field to meet the challenge of commercial pictures, to supplement them and to explore new avenues of educating children and adults. These films can give more reality, influence attitudes, show cause and effect relation and motivate the students. Thus these motion pictures have great instructional force which can be used intelligently in the class-room. There are many areas of learning which can be properly dealt with the help of films. For example, in teaching of geography or science, we can use these motion-pictures. Rivers of India, climate of India etc. can also be taught effectively with the help of the motion pictures.

### **Advantages of Motion Pictures:**

- The educational films make the concept more clear, durable and realistic.
- Motion pictures arouse interest in children and satisfy their emotions.
- They can present abstract and abstruse problems of life and nature in concrete reality, illuminate the hidden meanings of events and mysteries of nature, reconstruct history in a short mirror of life.
- Motion pictures bring the past, the distant to the classroom. It can bring the whole world to the classroom.
- Events which occur over-day can be made to appear in seconds. So motion pictures can also be replayed many number of times when and where required.
- Motion pictures can be best be used for demonstration of skills and experiments.
- Motion pictures can serve the purpose better, if they are made for specific age and ability groups, if they can be fitted into the school syllabus, if the commentary is simple and straight forward.
- Motion pictures can be of great service in teaching the backward children, because they do act on the imagination of children.

Chris [2014] opines that today, education plays a vital role. It has to meet the demands of a dynamic world. The role of various agencies of education has consequently increased. Thus the role of mass media as passive agencies of education cannot be under-estimated because it has tremendous influence on the attitude and behavior of the people.

### **Principles of Mass Media:**

The teacher should make all arrangements for using the mass media very effectively. He should select the mass media according to the age level of the students. He must know some general principles of using the mass media.

- **Organization:** Mass media should be organized as integral part of the educational programmes. They should not be separated from other curricular activities.
- **Selection:** Mass media should be properly selected and coordinated by the teacher. An experienced and trained teacher can select the mass media according to the needs of the students.
- **Planning:** Mass media should be available according to the need of the instructional programme. The teachers should possess skill in the use of mass media. They should have special training in their preparation. So they should be properly planned.
- **Experience:** Mass media should be related to pupil's experience.
- **Preparation:** There should be adequate preparation on the part of pupils. The teacher should prepare himself before using it. He should know what the mass media teach and where they fit into his plan of teaching. Adequate preparation should be followed by proper presentation and an adequate follow-up.
- **Evaluation:** Mass media should be evaluated at regular intervals in regards to their use. Effect on learning and their functions.

### **Vital Role of Media in Improving Quality Education**

It has always been that the mass media and education have enjoyed a hot and cold relationship over the years. On one hand television and newspapers particularly, have provided extensive and extremely useful education content. With the major role of the media being the watchdog of the society, it is undeniably vital for the mass media to keep an eye on the way in which governments manage and develop education, especially, this difficulty time of battle for survival within the mass media industry, the watchdog role of the media does tend to turn out to be rather infected at times.

Thus, the only way in which the mass media can continue to perform its role as an education watchdog, is to become involved in helping build an efficient education system through improved communication. This is because good communication itself is the back bone behind every good thing, and we can see that lack of communication could be a major bottleneck in our society. One can see that communication is very vital, but it is not enough.

Conversation is what is going to ensure increased collaboration by all players in education and the beauty of the social media conversation is its widespread role as watchdog. Not a one-sided watchdog but one that has sufficient information at hand to ensure an even-handed approach.

It would be a grave mistake for anyone in the education sector to assume that things like Facebook, Twitter, and Instagram etc. were strictly for children or young adults. They are extremely efficient creators of conversations among all parties, providing not only information and advice but most importantly able to address misconceptions and wrong perceptions almost immediately. Due to the increase of technology in Nigeria, one can see that education has broadened as school classrooms, pupils, teachers, parents along with education authorities can communicate instantly and this increases the efficiency of education.

With education being the third major role of the media we can see its influence in increasing its standard in Nigeria, they include:

- **Awareness:** the media improves or can influence the standard of education by creating adverts to the nation's publics about the importance of education, or making the government aware of the parts of the society that lack education and the country in turn can benefit from it.
- **Motivating individuals:** after awareness is created to individuals' about the importance of education, it makes individuals asks themselves question such as: What is my dream, my aim in life? Do I want to become rich? Do I want to be an extremely successful person who is respected by people? Well, the key to all this is education. However in most cases, your degree is what helps you realize all your dreams.
- **Economic benefit:** In underdeveloped and developing nations like Nigeria, where literacy rate is not as high, a number of people are still living below the poverty line. Education is vital for the economic prosperity of a nation an educated person has more chances of landing up a good high paying job. On other hand, everybody wants a good life but only education and rare cases talent helps bring good life. It may be called as the "root of all evil" but most people will agree that money is important for survival in today's world. The more educated you are, the better career options you have.
- **Equality:** If we want to see the world as a just and fair place where everyone is given equal opportunities, education is what we require. Education is a must if we want to do away with the existing differences between different social classes and genders. It opens a whole world of opportunities for the poor so that they may have an equal shot at well- paying jobs. Education also plays a major in women empowerment.

**In conclusion,** the Mass Media influences education in two ways, namely: formal and informal. In formal education, it directly imparts syllables based education through various formats like audio-visual programmes, printed articles, involuntary actions etc. Apart from this, in informal education, it provides lot of information to the people on various subjects. In the process, Mass Media contributes largely towards empowerment of education in the society.

The Mass Media play pivotal role in promoting education in Nigeria. It is clear and confirmed that our day to day life is influenced by the Mass Media. Newspapers, Radio, Television, Cinema, Internet, social media etc., have outgrown themselves from mass communicator to influence our day activities and are leaving deep imprint on our attitude, conduct and ideologies. Mass Media is a prime resource in achieving the goal in socio-economic and cultural sectors and also for the development of education. Thus, Mass Media is providing formal and informal education. Education of tomorrow will be able to play its role more effectively by making the individuals creative, active and efficient. Success of education cannot be achieved merely by substituting mechanical methods for human beings, but by developing new patterns using both human beings and technological advancements in order to teach more people better and more rapidly.

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