

AN EXPLORATION OF THE ROLE OF MASS MEDIA ON RURAL-URBAN MIGRATION IN NIGERIA

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ABSTRACT

This study has the broad objectives to know the role media plays in rural-urban migration in Nigeria. The study made use of the survey research method with the questionnaire serving as the instrument of data collection. The population of the study stood at 776, 218, and a sample of 400. Findings from the study had it that the media has played some important roles in reporting the hazards of rural-urban migration and some of these roles according to a response from respondents includes; enlightening the rural populace about the hazards of migration, assisting in the development of rural communities and informing the government about the needs of the rural populace. The study concluded that the roles the media has played in migration will go a long way in solving some of the few problems of rural-urban migration in the country. The study recommended among other things that Government at all levels should endeavor to always take recommendations made by the media on rural-urban migration seriously by implementing them especially for the betterment of the rural populace which will, in turn, reduce rural-urban migration.

Keywords: Migration, Mass Media, Rural Society, Urban Areas, Rural Development.

Introduction

The ability of the mass media which is seen as the fourth estate of the realm after the executive, judiciary, and legislature to talk about issues in the society and draw the Government's attention to the issues can never be overemphasized. One of the issues which the media over the years have tried to pay rapt attention to and also use its platform to spread information about, is the issue of migration. Migration is been regarded as one of the issues bothering not just Nigeria as a nation but several countries in the world which have also drawn the attention

of the media. The issue of migration is not restricted to the negative aspect, although the media has made it seem to be linked to vices like crime, terrorism, and so on. This trend according to Triandafyllidou, (2017), coupled with the interests of media stakeholders (such as the Government and Owners of broadcast organizations), lessens the creativity of journalists and also makes way for new media to excel.

Folorunsho et al (2020), in his explanation, had it that in most recent times, undocumented urban-rural migration (which some refer to as irregular migration in some countries) is a typical African survival instinct, due to the state of leadership inter alia within the continent. However, ancient and medieval history has a differing perspective – that rural-urban migration is not limited to scouting for greener pastures and more importantly; it is not secluded to only Africans. The relationship between immigration and crime is conspicuously aired and promoted, while the media deciphers positive news with regards to immigration.

In explaining the role of media, Chapke and Bhagat (2009), had it that media's role from the earlier days of history has been very important, especially for its pertinent function in the aspect of social, political, and economic development. Given the emergence of the information age and changing nature of information dissemination, new media has appeared as though its components are replacements to traditional media due to the ease that accompanies its very existence, which may include portability and easy user interfaces. However, the mass media remains a major source of information dissemination especially on rural-urban migration matters because of its wide reach, accessibility, and affordability. The media is mostly a conventional means of public communication that travels through ancient and modern history and is situated in diverse global societies (Aikat, 2009).

Ramanathan and Shrinivasan (1988), in their opinion had it that "traditional media is seen, as the most efficient means of disseminating information to diverse people in the society. In addition to this, Ogidi and Anthony (2016) looks at the real importance or relevance of media to be its ability to reach a large audience at the same time. Traditional media like; radio, television and newspapers, remained a key means of advertorial services and dissemination of information on rural- urban migration and its advantages and disadvantages, even with the coming of the more technologically friendly new media platforms like social media. The spread of new media platforms with the use of several sophisticated ICT devices that can be able to reach a vast majority of the audience in the shortest time has further enhanced the output and target of the mass media. This is because most of them have now depended on increasing internet access and ICT tools as a means to publicize and show their products to a diverse audience or people of interest (Bell and Garret, 1998; Ogidi and Anthony, 2016).

With the increasing influx of people from less developed areas to more developed areas, the media remains the most important source, though not the only source and channel of information about rural-urban migrant activities, through migration ,journalism has received its largest share of citizen's patronage. This explains the importance of media houses and also media stakeholders as the shaper of citizens' perception on any social phenomenon or activity. To do this, the media, especially the broadcast media like the radio and television, etc. are greatly sought out. It doesn't matter what the media put out there concerning the effect of rural-urban migration, bulk of the responsibility still lies with the people and also the authorities responsible for border control in the country or borders between rural and urban

areas. Those migrating from the rural to the urban areas needs information from the local media about where they are migrating to since this will help them understand the place well before deciding whether to settle there or not. It is important to note that the media shapes the expectations, ambitions and vision of rural urban migrants through their activities.

Statement of the Problem

Rural urban migration is one of the serious challenges in the 21st century that does not only have effect on the interactions, but also on the development of countries all over the world. Gelsdorf, (2010) in his explanation had it that many countries attention is not on the consequences of migration, most especially the third world nations due to their attention on creating the basic amenities within the nation. According to Folorunsho et al (2020), “The implications of migration can be viewed in binary terms; it has both positive as well as negative effects”.

The mass media has the ability of enlightening the public about the diverse effect of rural urban migration and providing them with important information that can help those migrating from the rural to urban areas, they can also inform the Government on the various reasons why people embark on migration which is largely due to developmental reasons. The important question that has not been given due attention or consideration is ;what role has the media played in rural-urban migration especially in reporting hazards of migration in Nigeria? This is an important question that is supposed to be given the due answer by the researchers which they have not, that is why the researcher is trying to find relevant answers to these questions, and also there seems to be a reasonable dearth of literature on the above topic which shows that it has not been given due consideration by researchers too which also warrants this study.

Objectives of the Study

The broad objective of this study is to know the role media has played in rural-urban migration in Nigeria. Specific objectives are;

- i. To evaluate the role media play in reporting hazards of rural-urban migration.
- ii. To find out the impact of media on rural-urban migration.

Literature Review

Migration: What does it mean?

Migration is the motion of humans from one area to stay in another. Migration may be understood from factors of view: Emigration and Immigration: Emigration is the motion of human beings out in their very own (Emigrants), even as immigration is the motion of human beings into a rustic that isn't always their very own (immigrants). Migration may be resulting from numerous elements which encompasses; environmental, social, financial and political (Skeldone, 2017).

Other elements are the decision-making procedure of people that form their operations and belief of cappotential locations to transport to, and social-financial networks that have an effect on migration dynamics (Ikwuyantum, 2012).

Migration isn't always a brand new phenomenon. It is, however, extra than ever before a worldwide phenomenon. This is carefully associated with numerous different globalization

techniques and each has its reasons and outcomes (Held et al, 1999). There is nearly no part of the arena that isn't always uploading or exporting labor.

The interaction of the push and pull elements are critical substances for migration to occur. Push elements are the one motives that makes a person (emigrant) determine to go away out of his very own house for another.

Generally, such push elements are bad matters and might encompass unemployment, war, famine, flooding, negative harvest, droughts, negative academic possibilities, absence of amenities and negative offerings. On the alternative hand, pull elements are the expectations (or potentials) that entice or trap human beings to the brand new area. Unlike bad push elements, pull elements are usually advantageous matters that could encompass: higher process possibilities together with better wages, better preferred living, and simplicity of doing enterprise, higher education, and higher healthcare.

Migrants are labeled primarily based totally on whether or not a 3rd celebration became concerned of their leaving their very own house to another. Thus, a few migrants go away from their house voluntarily. This kind of migration is known as voluntary migration. These migrants go away from their international locations both because of higher climate situations which include why Europeans migrate to the international locations in which there may be extra warm temperature or sun.

Some go away to less expensive climes to experience their retirements or simply basically to study different cultures. Some financial migrants are voluntary which include why a migrant leaves his house for a higher operating situations overseas despite the fact that he/she has a good-paying process back at home.

Some migrants go away from their international locations with the aid of using force, no longer out in their very own will. Such is known as involuntary migration. Factors that brings about involuntary migration encompasses a virus of war, herbal screw ups which include Tsunami, Flooding or wildfires, drought and a virus of a communicable disease. Most involuntary emigrants are also known as refugees.

Mass Media

Mass media consistent with Head T, Whistle K, Johnson (1998, p.8) are digital devices of radio and TV stations used to disseminate statistics to the target target market individuals. This medium is used to ship out sounds and photos using waves and alerts through area for reception with the aid office using the overall public. Broadcast media also are visible as digital media which permits the transmission of audio-visible messages to the target target market individuals.

Media messages thru persuasive means are regularly offered to the target market thru character performances called applications. Uganda (2006, p.10) described a software as a message supplied to the general public to speak thoughts or emotions. Fedler (1997, p.449) delivered that a software is a message which a published corporation transmits to justify the motives for his or her lifestyle and in achievement in their social duty to the society. This way, broadcast messages aren't any lead to themselves however a method to a stop, given that

through them the print media communicates views, thoughts and emotions to their target, huge and heterogeneous target market individuals.

According to Folorunsho (2020), the mass media refers to channels of conversation that may be used to disseminate statistics to, and throughout an extensive variety of audiences. The typology of mass media may be extensively classified into the print media (which incorporates newspapers and magazines); digital media (channeled through the tv and radio), and the brand new media (wherein case statistics is majorly transmitted through, using virtual technology just like the net and gadgets like computer systems and cell phones).

In any given society, the mass media is taken into considerations due to the fact that it's far answerable for the manufacturing, processing, packaging of thoughts, critiques, entertainment and different content material that may be taken into consideration information to an extensive target market. In sporting out these roles, they assist in shaping peoples' critiques and identification and are accordingly taken into consideration: a 'reflect through which we see reality' (Apuke, 2017). It is likewise included into numerous components of society.

Despite the individuality and peculiarity of this industry, it's far crucial to nations that, like every other enterprise venture, maximum are privately owned and are accordingly for-income establishments, owned with the aid of using folks that have intention to profiteer from the dissemination of statistics. Others are nation-owned and exist best to serve the pursuits of the nation. The actual or perceived effect of media possession at the independence and freedom of the mass media, in addition to its outcome at the fine of statistics being passed, has been the focal point of long-status studies in media research. (Beer, Láb, Strielkowski and Tejkalová, 2015).

A preceding examined with the aid of using Shoemaker (1991, p. 10) indicates that media content material is affected at distinct stages namely, the character level, media-workouts level, and organizational level. At the organizational level, he posits that media content material is stricken by the enterprise/financial dreams of the corporation, and those affects the non-public aspirations of reporters and publications of their sports. It is vital to nations that, those organizational dreams are in large part decided with the aid of using the proprietors of the enterprise.

Magnuson (2003) observes that once a few troubles are time and again said, they're taken into consideration as extra vital – that is based on the idea that the media gives statistics to the hundreds in a hierarchical style, this is, starting from maximum vital to the least vital. When information manufacturing and movement are completed selectively, it's far believed that sure pursuits are at stake. For any media outlet, the purpose is continually been the primary to 'spill the beans' – for statistics this is taken into consideration which is suitable to be aired. The reason behind this, is that, human beings have a proclivity for looking for information updates and this in the end will increase the visibility and subscription to the outlet. Hence, tales that aren't taken into consideration and are not sensationally sufficient won't make it to the screen. Furthermore, in a bid to win favors from Governments, a few media groups won't expect an impartial stance within side the impartial reviews of the sports of such Governments. In this case, the media team can be handicapped while deciding on tales to

provide or document. From the foregoing, consequently, it could be deduced that the insufficient media insurance of migration might be because of the incapability of media outfit proprietors to foresee or assign any actual go back on funding on that venture. Unless it's far sensational and attracting the subscription of viewers, they will no longer document the outcomes of migration at the house of another.

Media and Migration Issues in Nigeria

Traditional media –old/mainstream media, as a few will name it – has constructed a huge insurance of target target market and this will become a shape of leverage upon which they thrive as corporations. Profit, however, has grown to be a figuring out element withinside the sports of those corporations with the general public representing their dependable target target market. Migration then again has been demonized withinside the mainstream media because of perceived political interference with migration reportage. As may be visible throughout the arena, the mainstream media has continually designed the pictures on migration to match their political leanings. Even as we're all part of unusual place humanity, the neutrality of the mainstream media regarding migration troubles is alarming (Folorunsho, 2020).

Radical students which include Bourbeau (2013) and Triandafyllidou (2017) opine that, the modern worldwide migration machine is broken. Historically, migration is answerable for the civilization and awakening that the arena has experienced. The historical books defined a shape of world migration that contains withinside defined viable manner due to the fact it's far assumed that “a stranger is a blessing in disguise”. Can this be true? Of course, the migrated Jews had been instrumental withinside the constructing of exquisite civilizations like Great Babylon, Ancient Egypt, the United States of America, Germany, Italy, etc. They excelled in corporations and corporations. The clamor on the mind drain became necessitated because of the sizeable development that emigrants triggered overseas. The likes of Oluwole Soyinka, who became the primary African to be offered a Nobel Prize in Literature; Oluyinka Olutoye, who efficaciously accomplished an operation on a toddler at 23 weeks and put back the toddler into the womb in which increase persevered and recovery passed off and subsequently, the kid became birthed at 36 weeks; and Adebayo Ogunlesi, a performed Nigerian attorney and funding banker who has established himself to be a ruthless enterprise mogul with the purchase of Gatwick Airport, London City Airport and Edinburgh Airport and Transport Viaggiatori beneath Neath the auspices of his organization Global Infrastructure Partners (GIP) withinside the area of 12 years; all of whom have migrated to distant places and have established in current times that even Nigeria had something exquisite to provide to the arena aside from crude oil.

Religion, economics, and politics have retained an excessive stake in migration discourse, as they nearly and flawlessly manipulate the attitude of human beings towards migration. The northern Muslims proportion is not an unusual place religiosity with the Chadians and Nigérien Muslims, a lot that migration across the vicinity is inevitable. The financial system of Lagos is closely bombarded with the aid of using the smuggling of goods, products, and offerings through Seme borders from the Republic of Benin. Holistically speaking, at those numerous ports, extra-judicial sports occur, even as graft sports are nearly a norm; abnormal migrants follow each day back and forth those porous borders, without being accounted for. The media, with the simple duty of representing the voice of the human beings –hundreds

generally tend to appear far far from this non-stop decadence, and attention at the tales that whip political sentiments, 'now no longer' gore the horses of the political ruling magnificence or attraction to political systems and institutions.

Parenti Michael, a famed Marxist commentator located the evasive finesse of mainstream/company media reportage in his book, *Contrary Notions* (2007). To him,

..newscasters who need to preserve their careers afloat, analyze the excellent artwork of evasion...with exquisite talent they skirt across the maximum vital components of a tale. With a lot of finesse, they are saying plenty but approximately very little, serving up lots of junk information full of such empty energy and so few nutrients. Thus, do they keep away from offending individuals who wield politico-financial strength even as giving each look of sensible moderation and balance? It is sufficient to take your breath away (Parenti, 2007).

The creator made this announcement with the reason to shed mild at the Orwellian double requirements which are available withinside the company media machine.

Theoretical Framework

Agenda Setting Theory

Agenda-placing idea became officially advanced with the aid of using McCombs and Shaw in an examine at the 1968 presidential election. In the 1968 "Chapel Hill Study," McCombs and Shaw confirmed a sturdy correlation among a hundred citizens of Chapel Hill, North Carolina idea became the maximum vital election difficulty and what the nearby and countrywide information media said became the maximum vital difficulty (McCombs and Shaw 1972, referred to in Iwokwagh, 2004).

Agenda-placing idea describes the cappotential of the information media to persuade the salience of subjects on the general public schedule (McCombs and Reynolds, 2002, as referred to in Iwokwagh, 2004). That is, that, if an information object is blanketed often and prominently the target target market will regard the problem as extra vital. By evaluating the salience of troubles in information content material with the general public's perception of the maximum vital election difficulty, McCombs and Shaw had been capable of deciding the diploma to which the media determines public opinion. Since the 1968 examine, posted in a 1972 version of *Public Opinion Quarterly*, an extra four hundred research were posted at the schedule-placing characteristic of the mass media, and the idea is still seemed as relevant (McCombs, 2002 as referred to in Iwokwagh, 2004).

According to Shaw (2008), the schedule-placing idea is primarily based totally on simple assumptions. First, the click and the media do no longer mirror reality; they clear out and out from it; and secondly, media's attention on some troubles and topics leads the general public to understand that one trouble is extra vital than different troubles.

Shaw (2008) provides that one of the maximum vital components withinside the idea of a schedule-placing function of mass conversation is the time-frame for this phenomenon. In addition, distinct media have distinct schedule-placing cappotential. Agenda placing takes place through a cognitive procedure called accessibility (Iyengar and Kinder, 1987). Accessibility means that the extra is often and prominently the information media cowl and difficulty, while the extra times of that difficulty grows to be available withinside the target

target market's memories. When respondents are requested, what the maximum vital trouble dealing with the use of a is, the solution with the maximum available information difficulty in memory, that's generally the problem of the information media centered at the maximum. The schedule-placing impact isn't always the end result of receiving one or more messages. However, it is because of the mixture effect of a completely huge quantity of messages, which a distinct content material has, however, all of which cope with the equal fashionable difficulty (Rogers, 1988). Mass-media insurance in fashionable and schedule-placing particularly and additionally has an effective effect on what people assume that different human beings are thinking, (Noelle-Neumann, 1977) and for this reason they generally tend to allocate extra significance to troubles which have been considerably blanketed with the aid of using mass media. This is likewise known as schemata idea.

Agenda-placing idea means that the mass media predetermines what troubles are seemed as vital at a given time in a given society. It is thought that the media units the schedule for our fashionable dialogue. Baran (2004:385), says the schedule-placing idea argues that "even as the media won't inform us what to assume, the media virtually informs us what to assume approximately". What this indicates, is that with the aid of using the quantity of time and area committed to a tale, the mass media might also additionally and nicely decide the vital difficulty accordingly giving the target target market meals for idea. According to McCombs and Shaw (1972:176), in deciding on, and showing information, editors, newsroom staff and broadcasters play a vital component in shaping political reality. Readers analyze now no longer best approximately a given difficulty, however a lot of significance connected to that difficulty from the quantity of statistics in an information tale and its position... the mass media might also additionally nicely decide the vital difficulty, that is, the media might also additionally set the 'schedule' of the problem.

Although we've got a proper right to assume what we need to assume, surprisingly, we generally tend to assume a maximum of these matters the media brings to spotlight as vital (Anaeto, Onabajo, and Osifeso, 2008:89). To Iwokwagh (2008:12), schedule-placing idea shows that media schedule determines public schedule.

In a strive to conquer reflect-photography outcomes of schedule-placing that implied direct effect of media schedule at the target target market, numerous students proposed that the version of schedule-placing ought to encompass character/collective target target market traits and/or actual-global situations which are possibly to have an effect on difficulty significance. They located that sure character and institution traits are possibly to behave as contingent situations of media effect and proposed a version of "target target market outcomes" (Erbring, Goldenberg, and Miller (1980:16). According to the target target market outcomes version, media insurance interacts with the target target market's pre-present sensitivities to provide adjustments in difficulty concerns. Thus media outcomes are contingent on difficulty-particular target target market traits (Erbring, Goldenberg and Miller (1980:16). For instance, for excessive-sensitivity audiences who're maximally stricken by a sure difficulty or a trouble, the salience of this difficulty will increase considerably with information publicity, even as the equal publicity has little impact on different groups. Erbring, Goldenberg, and Miller (1980), have additionally confirmed that individuals who do no longer speak approximately political troubles are extra situation to schedule-placing effect due to the fact they rely extra

closely on media content material than individuals who obtain statistics from different sources, together with their colleagues and friends.

Another element that reasons versions withinside the correlation among the media and public schedule is whether or not a difficulty is "evident" or "unobtrusive" (Rogers, 1988) or in different phases has an excessive or low difficulty threshold (Lang, 1981). Obtrusive or troubles with low threshold are usually those that have an effect on almost everybody and with which we will have a few type of non-public revel in. For example, city-extensive crime or inflation on the fueloline pump). Because in their hyperlink to non-public concerns, those troubles nearly compel interest from political elites in addition to the information media. Moreover, with this kind of difficulty, the trouble might be of fashionable difficulty even without interest from the information media (Lang, 1981).

Unobtrusive or excessive threshold troubles are the one troubles which are usually far off from pretty much everybody. For example, wrongdoings excessively up withinside the authorities like Watergate and the plight of refugees from Syria (Rogers, 1988). Research finished with the aid of using Zucker, shows that a difficulty is evident if maximum individuals of the general public have had direct touch with it, and much less evident if target target market individuals have no longer had direct revel in. This way the much less direct revel in human beings have with a difficulty, the more the information media's effect on public opinion on that difficulty (Lang, 1981).

Moreover, unobtrusive or excessive threshold troubles do no longer pertain to the media schedule as speedy as evident troubles and consequently require a buildup, that's a characteristic of extra than the quantity of area and/or instances the media commits to the tale. The latter might also additionally push the tale beyond the edge of inattention, however it's also vital to study the type of insurance to provide an explanation for how a sure incident will become a difficulty (Lang, 1981).

The relevance of this idea to the modern examination lies withinside the cappotential of the mass media to set public schedule with the aid of using prioritizing and showing applications that should do with rural-city migration.

Methodology

A survey layout became followed for the examination. A survey consistent with Babbie (2005), is the size of the mindset and orientation of factors in a huge populace with a listing of questions aimed toward extracting particular statistics from a selected institution of human beings. The adoption of this layout became knowledgeable, with the aid of using the truth the examine became involved approximately with critiques, attitudes, and the orientations Nigerians have approximately using radio in improving rural development.

Even alevn though the examine entails complete Nigeria, the examine populace became decreased to the Federal Capital Territory (FCT) Abuja. Based at the National Population Census 2006, the populace of Abuja stands at 776, 218, this parent stands because of the populace of the examined.

Since it became now no longer viable to acquire statistics from the complete populace, the examine followed Taro Yamane’s statistical formulation to decide the dimensions of the populace which became four hundred respondents. Data gathered typically through questionnaires had been consequently administered to four hundred respondents. The populace length of every nation decided the quantity of respondents to which questionnaires had been administered. The questionnaire became administered and gathered from respondents electronically. A huge quantity of four hundred copies representing (a hundred%) of the administered questionnaire had been retrieved. This means that the evaluation and dialogue of the statistics had been primarily based totally at the retrieved quantity of the questionnaire.

Data Presentation and Analysis

A total of 400 copies of the questionnaire were administered and all the 400 copies were retrieved and found valid for data analysis. Data presented and analyzed were based on 100% validity of the questionnaire administered. The data collected for the study were presented and analyzed in the sequence of the questions in the questionnaire.

Table 1: Role media play in reporting hazards of rural-urban migration.

Options	Response	Percentage (%)
Enlightening the rural people about hazards of migration.	100	25
Informing the government about the needs of the rural populace.	90	22.5
Assisting in the development of rural communities.	210	52.5
Total	400	100

Source: Field Survey, 2021

Data on table 1 show 100(25%) of the respondents believed that media has enlightened the rural populace about hazards of migration, 90(22%) respondents said media has played the role of informing the government about the needs of the rural populace while 210(52.5%) said media has assisted in the development of rural communities.

Table2: Impact of media on rural urban migration

Options	Response	Percentage (%)
Reduction of people migrating from rural to urban areas.	100	25
Development of rural areas.	150	37.5
Increase in the knowledge of migration in the society.	68	20.5
All of the above	82	17
Total	400	100

Source: Field Survey, 2021

Table 2 shows responses on the impact of media on rural-urban migration. 100(25%) respondents said it has reduced people from migrating from rural to urban places, 150(37%) respondents said it has brought about the development of rural areas, 68(20.5%) said media has helped increase the knowledge of migration in the society.

Discussion

Based on the findings from the study, discoveries had it that the media has played some important roles in reporting hazards of rural-urban migration, and some of these roles according to the response from respondents includes; enlightening the rural populace about the hazards of migration, assisting in the development of rural communities and informing the government about needs of rural populace. It was also discovered in the study that the impact of media on rural-urban migration is numerous, and this impact includes; reduction of people migrating from rural to urban areas, the development of rural areas, and an increase in the knowledge of migration in the society. These discoveries are similar to what Magnuson (2003) observes about the media that when some issues are repeatedly reported, they are considered more important – this is founded on the assumption that the media presents information to the masses in a hierarchical fashion that is, ranging from most important to the least important. When news production and circulation are done selectively, it is believed that certain interests are at stake. For any media outlet, the goal is always to be the first to ‘spill the beans’ – for information that is considered appropriate to be aired.

Conclusion

As seen in the study, it is evident that the media has played important roles in rural-urban migration, and these roles are evident in several ways as seen in the study. Some of the roles the media has played when it comes to rural-urban migration include; informing the government about the plight of the rural area which in turn leads to the government channeling their attention to the development problems of the rural people. These roles the media has played in migration will go a long way in solving some of the few problems of rural-urban migration in the country.

Recommendations

Based on the findings, the following recommendations were made;

- i. The Government at all levels should endeavor to always take recommendations made by the media on rural-urban migration seriously by implementing them especially for the betterment of the rural populace which will, in turn, reduce rural-urban migration.
- ii. The media should intensify their effort in helping to solve several issues of rural-urban migration especially its hazards which can include loss of life.
- iii. The media should create a forum like seminars and symposia to further enlighten the populace especially rural dwellers about migration which should include the pros and cons of migration.

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