

Child Rights and the Media: The Nigerian Experience

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ABSTRACT The paper investigates the influence of the media, most especially television medium in creating awareness among the public on child rights as well as child survival using Oredo Local Government Area of Edo State, Nigeria as a case study. The local government was delineated into four zones for the purpose of this research and two hundred (200) participants were randomly selected from these zones. Questionnaires were distributed to the participants and these questionnaires were analysed using simple frequency tables and percentages. It was found that television as a medium of communication has been able to raise awareness regarding child rights through its various programmes aired which are geared towards raising awareness on child rights and other issues relating to child development. However, it was found that this awareness does not reflect in the attitude of the residents towards the children in the locality. Based on the findings, recommendations were made on how to improve public attitude with regard to child right, survival and development issues.