**NIGERIA, MEDIA AND THE ECONOMIC IMPACT OF TERRORISM**

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**Abstract**

The fresh wave of terrorism in Nigeria is stifling investments in the nation‘s economy. Trust is a crucial factor for economic performance, indexed by investment, capital formation and satisfaction of needs and wants. The incessant bombings by the Muslim sect Boko Haram have greatly undermined this trust, thereby harming the economy. This study discusses the role media play in terrorism situations and the effect on the nation‘s economy. Findings from the survey of 300 respondents in Enugu and Akwa areas of South East of the country confirmed a negative link between the economy and the manner in which terrorism is represented in the media. It is hereby recommended that the media should endeavor to maintain a fair and balanced position in its pivotal role of terrorism reporting in Nigeria. If this counsel is heeded, the future looks bright for the Nigerian economy.

**Keywords: Boko Haram • Economic Activities • Media • Terrorism.**