**CONFLICT MANAGEMENT AND DEVELOPMENT IN THE THIRD WORLD: A CASE FOR A FUNCTIONAL MASS MEDIA APPROACH**

**By *Odoemelam Chinedum Christian*, *Agu Susan Oluchi*, and *Anigbata Ejike***

**School of Postgraduate Studies,**

**University of Nigeria**

**Nsukka, Nigeria**

**Abstract**

The Media, through their outputs, contribute positively or negatively to the outcome of conflict in developing countries. This work, therefore, canvasses a functional mass media approach to conflict management in the Third World. And this is within the context that the media are a veritable instrument for conflict resolution. The work is situated within the framework of the Development Media Theory, which emphasizes the development function of the media. It observes that the prevalence of conflicts in the Third World and the Africa sub-region has been a major source of concern to individuals, families and the society at large because of its impact on the development aspirations of the Third World nations. It analyzes the relationship between image of conflicts and development; and identifies the many causes of conflicts in the Africa sub region, for instance, the conflict of interests between multinational oil companies and the people of Niger Delta region of Nigeria. The paper prescribes a functional approach by the mass media to the conflict issues in Nigeria. It is recommended, among others, that the media should always ensure the provision of opportunities for exhaustive debate/discussion by all concerned and the creation of new programmes/columns if existing ones prove inadequate.

**Keywords: Conflict management, development, Third World, functional, mass media, approach.**

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