

Social Mobilization and Communication Training Models for Community Groups in Nigeria

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ABSTRACT This paper examined the concept of social mobilization and guidelines that should be followed in social mobilization programming. It considered issues involved in information dissemination and what should be borne in mind in the designing of development messages. The paper also drew attention to communication training models which are hinged on radio study groups that could be adopted for the mobilization of Nigerians for social development. It recommended an appropriate strategy for planning and implementing effective social mobilization, which should employ a multi media campaign approach.