

Promoting Indigenous Culture and Community Life in Nigeria *Through the Mass Media*

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ABSTRACT The way and manner the morals and cultures of the typical Nigerian community is promoted depend solely on its mass media. These mass media are responsible for the dissemination of values, ideas, and developmental information in many ways and this goes a long way in elevating cultures and community life. In the Nigerian society, cultures are very important and they are held in great reverence. Culture is the way of life and the belief system of a particular group of people at a particular time. This work aims at re-appraising and reinforcing the significance and value of Nigerian indigenous culture and morals in the framework of their positive contributions to the growth and development of the country in the past and present, as well as their continued relevance to the promotion and preservation of the Nigerian psyche and the role the media can play in ensuring their sustenance.