

THE MEDIA AND THE NEED TO HARNESS TRADITIONAL TABOOS AND INJUNCTIONS FOR SOCIAL COHESION IN NIGERIA

Elo Ibagere

Department of Theatre Arts
Delta State University, Abraka
Delta State, **NIGERIA**

ABSTRACT

Despite development in different spheres of life, the Nigerian society remains socially fragmented. The altruistic philosophy reminiscent of the African socio-political pantheon has been eroded and replaced by the western model which emphasizes individualism. This has bred the endemic corruption that continues to weigh down on societal development. It is in the light of this that this paper focuses on traditional taboos and injunctions as a means of fostering social cohesion in the Nigerian society. The paper opines that proper harnessing of traditional taboos and injunctions will engender social cohesion and stem the tide of corruption. The paper advocates that the media have a role to play. It equally identifies certain challenges facing the media in their performance of this role. The paper concludes that legislation should be used to back the revitalization of these taboos towards, societal development.

Keywords: Social cohesion, Taboos, Media.