

Title of Article: Media Preference of Nigerian Undergraduates for the Promotion of Quality Moral Education.

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Abstract

Nigeria's projection as a morally depraved economy on national and international borders is no longer a new issue of concern. There would be no debate on the presence or absence of corruption in various societies if each society had no set of moral values to uphold. Such moral values eventually serve as the basis for the manner in which the entire country's economy is run, pending the availability of and access to means of communication that would foster dissemination of moral education. It is appropriate to mention that the mass media asides other social institutions in any given environment/society are obliged to champion moral education (i.e. the cultural transmission of acceptable moral values) to the heterogeneous audiences in the country's economy. The sensitivity/insensitivity of the Nigerian youth- the active group in the country's population- to quality moral education from social institutions such as the media, can either facilitate or hamper the development progress of the country. This paper, therefore, highlights the media preference amongst Nigerian undergraduates for the promotion of quality moral education.

Keywords- Education, Media, Morality, RUN, OOU, UNILAG, and disproportionate stratified sampling.