

**Title of Article:** Making a difference in HIV/AIDS awareness for Nigeria's development: The role of the media.

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**Abstract**

HIV/AIDS is one of the biggest global concerns and the worst pandemic humanity has ever faced. It has spread further, faster and with more catastrophic in the long-term effects than any other disease. Despite several campaigns and awareness, its impact has become a devastating obstacle to development. This paper discusses the strategies of distinctive and pivotal roles the media can play in the fight against HIV/AIDS to enhance development. The paper opines that the mass media can be instrumental in breaking the silence that surrounds the disease and in creating an environment that encourages discussion of how individuals can protect themselves and change their behaviour, if necessary, and suggests that media organisations should rise to the challenge by promoting awareness of HIV/AIDS and educating listeners and viewers about the facts of the pandemic.