

**Title of Article:** Media Advocacy, Development Journalism and Child Right issues in Nigeria

**Author(s):** Oyesomi, K. O. Oyero, O Okorie, N

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**Abstract**

In the sphere of journalism, child right issues are perennial issues that have raised mixed feelings and reactions among media experts and scholars. The thrust of this paper examined the use of development journalism to promote media advocacy for child right issues in Nigeria. Against the backdrop of development media theory and the agenda setting theory, which moves that child right issues are developmental issues that demand adequate attention from the media, it become expedient that media reports on child right issues should be treated as issues of national interest in newspapers, magazines, radio station and television station. It was recommended that child right issues such as early child marriages, child labour and child trafficking should be reported and analyzed in the Nigerian mass media; individuals that perpetuate such crimes should be punished and deterred from further acts

**Keywords:** Media advocacy, development, journalism, child right and Nigeria