

## COMMUNICATION AND ITS IMPLICATIONS: A PANACEA FOR SUSTAINABLE DEVELOPMENT

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### Abstract

*For emergent economies such as Nigeria and much of Africa, development has become not just a central foundation but also the realpolitik of democratic governance; to the extent that scholars have described development as a 'civil religion' and a 'battle cry' of nations. In the context of the global development trajectory, Communication has been demonstrated to play an integral part in the process and pursuit of development generally. What is empirically unclear is the extent to which actors within the economic sector apply communication towards achieving the vision of sustainable development. The findings suggest that Communication is an integral part of development and sustainability that play significant managerial and technician roles although there is more concentration on the technician role. Some managerial roles identified were advising and reputation management. Some technician roles identified were public information and education, issuing strategic press releases, organizing summits and conferences, research, monitoring and evaluation. Nature of communicating sustainable development initiatives was mainly instrumental although expert were making strides to incorporate participatory forms by engaging in door-to-door campaigns where direct feedback and support of the public can be obtained and sustained. There communication is a fundamental means of address coordination challenges by having external and internal coordination of understanding, which could be achieve only through means of communication.*

**Keywords:** Communication, Sustainable Development

## **Introduction**

Development has become a central foundation for modern societies where every nation strives to achieve some form of improvement and positive transformation in all important spheres of life. It is therefore unsurprising that Khalid (2012) describes development as a ‘civil religion’ and a ‘battle cry’ of nations. With time, development has become associated with the idea of sustainability. This shift in development approach is reflected internationally, in the shift in policy thrust towards the Sustainable Development Goals (SDGs) of 2016-2030, after the Millennium Development Goals (MDGs) agenda ended in 2015. In order to commemorate and sustained millennium development goals the role of communication cannot be overemphasized.

Communication entails the transfer of ideas, thoughts or feelings by the sender to receiver via verbal or nonverbal means. This transfer gains special significance in business especially in the service sector since the service providers’ work with humans based on communication.

Sustainable development can therefore be defined as development that meets the present needs, whiles still making provision for the future generation’s needs (UNDP, 2018). In September 2015, world leaders met at a historic UN Summit and adopted 17 SDGs that are geared towards an agenda for Sustainable Development. This means that for the next fifteen years, UN member states are expected to be