Chapter 12
The Mass Media, Migration Issues, and the Brain Drain Nexus: Implications for Political Development in 21st Century Nigeria

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ABSTRACT
While a majority of literature by Nigerian scholars adduce that economic and political factors were responsible for the menace of brain drain plaguing the medical profession and other highly skilled professionals in Nigeria. The review of literature in this area seems not to capture the view of any known Nigerian scholar who identifies the media as a factor capable of influencing the rising migratory trend of skilled professionals exiting to more viable economies abroad. Maslow’s theory of needs, Marilyn’s Ex-post facto research design and Creswell’s mixed method approach which allows for the combined or separate use of qualitative and quantitative methods for analyzing data and arguments on the subject of migration, in line with the objectives of the chapter, were utilized. The mass media is identified as a pertinent factor capable of negatively or positively influencing the high turnover of brain drain cases amongst skilled professionals in Nigeria. The chapter suggested some steps necessary for curbing the menace of brain drain amongst doctors and other professionals in Nigeria.

INTRODUCTION
The free movement of persons from one location, country or region has since been considered a natural phenomenon, especially when it concerns tourists seeking adventure and the opportunity to widen their horizons and knowledge of cultures and peoples of distant lands, with a view to learning about the diverse cultural heritages on planet earth. This opinion begins to differ when the motivating factors for moving or migrating to other countries are orchestrated by certain push/pull factors that influence individuals – those concerned directly or indirectly with the migratory behaviour of seeking out other viable lands and economies with better capacities to provide for the livelihood of their immediate and extended family members – to move in search of greener pastures in more developed countries of the world. The consequences of this kind of temporal or permanent migration to other countries, studies reveal (Adetayo, 2010; Francis, 2016; Osazuwa, 2017; Okonkwo, 2018), can be very inimical to both the economic and political development of the host nation from where highly skilled and professional classes of persons are compelled to relocate to in search for more viable and promising means for sustenance, the kind their host country could not readily provide for them. The poor representation of this inimical migratory trends by most media houses (Wogu, Misra, Roland-Otaru, Udoh and Awogu-Maduagwu, 2019) infer have in no small measure, aided and abated this migratory trend. Hence, the need for this study which is poised to investigate the role and influence of these factors that seem to promote the menace of brain drain amongst the medical and other skilled professionals in Nigeria.

The Problematique
Contemporary scholars of Brain Drain and Migration Issues (Omonijo, 2011; Emeghara, 2016; and Francis, 2016), identified ‘Brain Drain’- the process where by a country losses majority of its highly talented, educated and professional skilled workforce to more developed countries who seem to have a prevalence of viable resources and enabling environments that tends to foster a livelihood for individuals seeking better living and working conditions for themselves and their family – as one of the grave consequence and fall-outs of poor economic situations that could befall a nation. The enabling environment and the prevalence and abundance of natural resources in these highly developed countries, serve as pull factors