THE ROLE OF EDUCATION IN THE REBRANDING OF NIGERIA’S INTERNATIONAL IMAGE

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ABSTRACT

Nigeria as a nation is plagued by different forms of antisocial activities that manifest in virtually every facet of human endeavours. The image of the country has been dented over the years. Globally, Nigeria is rated the third most corrupt nation. Like a bad commodity, Nigerian nation does not ‘sell’ well the global ‘market’ as foreign investors would not want to risk their capital and safety to invest in the country. To create conducive atmosphere that will attract investors, the anti-graft commission - the Economic and Financial Crimes Commission (EFCC) was constituted and empowered in 2004 to eradicate all forms of corruption. However, the anti graft commission is failing to aid the rebranding on the country’s international image. The paper argues that no other institution can change the image of Nigeria better than education. But for a commodity to be rebranded, the makers must first regain credibility.

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