# 21ST CENTURY GRADUATE OF ENGLISH LANGUAGE IN THE MASS MEDIA INDUSTRY

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#### DEFINITION OF TERMS:

21<sup>ST</sup> CENTURY GRADUATE OF ENGLISH LANGUAGE

THIS IS SOMEONE WHO HAS GONE THROUGH THE STUDY OF ENGLISH LANGUAGE IN A REPUTABLE HIGHER INSTITUTION, UNIVERSITY WITH WHICH HE/SHE CAN MAKE MEANINGFUL CONTRIBUTIONS TO THE SOCIETY AT LARGE.

# 21<sup>ST</sup> CENTURY

- CHARACTERISITICS OF THE 21<sup>ST</sup> CENTURY:
- THIS IS A PERIOD OF UNENDING ADVANCEMENT IN KNOWLEDGE, RESEARCH AND CREATIVITY
- THIS IS ALSO THE INFORMATION AGE WHICH IS THE COMPUTER AGE, THE DIGITAL AGE OR NEW MEDIA AGE

### MASS COMMUNICATION

# INTRODUCTION TO MASS COMMUNICATION

by definition

Mass Communication is the MESSAGE created by a person or a group of people sent to a large audience using any means (medium) of mass media.

• MASS COMMUNICATION
IS SIMPLY THE STUDY OF
SKILLS NEEDED TO WORK
IN MASS MEDIA:

## TYPES OF COMMUNICATION

• A) VERBAL COMMUNICATION: THIS IS PRODUCES SOUNDS AND OFTEN COMBINES WITH SIGNS

 B) NON VERBAL LANGUAGE i.e. SIGN LANGUAGES IN ANY FORM BUT WHICH OFTEN PRODUCES NO SOUND

# SKILLS NEEDED IN 21<sup>ST</sup> CENTURY MASS MEDIA

- LANGUAGES: The number one skill needed in mass media
- . 1. English Language
- 2. French Language
- 3. Yoruba Language
- 4. Igbo Language
- 5. Hausa Language
- 6. Any Other Language

# SKILLS NEEDED:

 ABILITY TO WRITE AND COMMUNICATE EFFECTIVELY

CREATIVE WRITING

 CONFIDENCE TO SPEAK CLEARLY, WITHOUT NOISE IN THE CHANNEL

# PRE 21<sup>ST</sup> CENTURY MASS MEDIA

#### TRADITIONAL CHANNELS OF MASS MEDIA:

- PRINT JOURNALISM:
- 1. Newspapers- General Interest or Niche
- 2. Magazines- General interest or Professional
- OPPORTUNITIES:
- Writers, Reporters, Leader Writers, Feature Writers, Sub Editors

# PRE 21<sup>ST</sup> CENTURY MASS MEDIA

#### **BROADCAST JOURNALISM:**

- 1. RADIO- State owned or Federal Government owned stations. For example Radio O-Y-O, FRCN
- 2. TELEVISION- State owned or Federal Government owned and controlled stations
- Oppotunities:
- As obtained and available

# PRE 21<sup>ST</sup> CENTURY MASS MEDIA

ADVERTISING: As advert executives, planners, canvassers in media houses.

PUBLIC RELATIONS: PR executives in government ministries, agencies and parastatals.

# THE MIGRATION

- The emergence, development and growth in Information Communication Technology (ICT) signalled the end to analogue and the beginning of Digitalisation in Information and Communication
- ICT changed and affected all areas of human endeavours

# 21st CENTURY MASS MEDIA

- JOURNALISM
- PUBLIC RELATIONS
- ADVERTISING
- •INTERNET/ONLINE



#### ONLINE NEWSPAPER









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## **ONLINE JOURNALISM**

- This is less capital intensive with the IT advantage
- Opportunities include:
- Online Publisher- writer, editor, advertiser
- Blogging-writer, commentator on topical issues
- Correspondent/Researcher
- Edittorial Board Member, Leader Writer

## PROFESSIONAL TRAINING

- There are Diploma Programme for those from other disciplines to become professional Mass Communicators
- Duration- 10 months to two years
- UNILAG, LASU, PAN AFRICAN UNIVERSITY, NIJ
- Nigeria Institute of Public elations (NIPR) Diploma
- Advertising Practitioners Council of Nigeria (APCON)
   Diploma

## DIGITAL AGE ADVERTISING

- OUTDOOR/OUT OF HOME ADVERTISING- As represented by the Outdoor Advertising Association of Nigeria (OAAN)
- Advertising Agencies represented by the Association of Advertising Agencies of Nigeria(AAAN)
- Copy writing, Ad Visualising, Designs
- MIPAN- Media Independent Practitioners Association of Nigeria. Media Planning, Purchase, Evaluation and Research
- Advertising Practitioners Council of Nigeria (APCON)

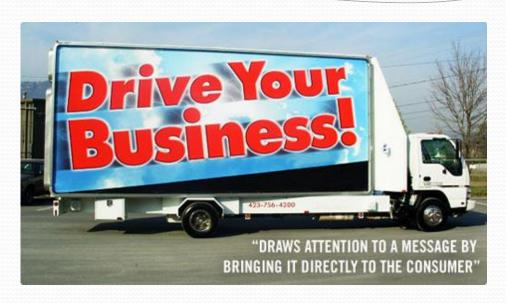
### OPPORTNITIES IN DIGITAL AD

- These are:
- Ad copy writing- This si one area where the English Language graduate is in high demand
- Mobile Advertising
- Internet Advertising
- Online Advertising
- GSM/ Hand held devices ads

# MOBILE PHONE AD











## **SOCIAL MEDIA**



# MASS MEDIA LAWS

- There are Laws governing the Mass Media. The laws are in full force to ensure order and strict compliance
- Laws against Libel, Slander, Defamation
- Proofessional Ethics guiding practititoners
- Code of Conduct

THANKS FOR YOUR ATTENTION

# THE END