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

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DEFINITION OF TERMS:

21ST 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\textsuperscript{ST} CENTURY

- CHARACTERISTICS OF THE 21\textsuperscript{ST} 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
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 21ST 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
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\textsuperscript{ST} 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

• Opportunities:
• As obtained and available
PRE 21\textsuperscript{ST} 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
CCT Chairman Sued Over Money Laundering, Bribery

By Kunle Olatunji Abuja
— Nov 9, 2015 5:22 am | Leave a comment

A group, Registered Trustees of Mission for Peace and Development Initiative has dragged the chairman of the Code of Conduct Tribunal (CCT), Mr. Donladi Umar, before a federal high court in Abuja, asking it to remove Umar over allegations of money laundering and bribery.
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
  - Editorial 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)
OPPORTUNITIES IN DIGITAL AD

- These are:
  - Ad copy writing - This is 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

YOUR AD HERE
“Six out of ten girls are ashamed of their bodies. Mom, join the conversation about the ideals of beauty.”
“Draws attention to a message by bringing it directly to the consumer”
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
- Professional Ethics guiding practitioners
- Code of Conduct
THANKS FOR YOUR ATTENTION

THE END