

# 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 MEDIA

## MASS

### 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
- Opportunities:
- 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

# 21<sup>st</sup> CENTURY MASS MEDIA

- JOURNALISM
- PUBLIC RELATIONS
- ADVERTISING
- INTERNET/ONLINE





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## CCT Chairman Sued Over Money Laundering, Bribery

By Kunle Olanmi Abuja

— Nov 9, 2015 3:22 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. Danladi Umar, before a federal high court in Abuja, asking it to remove Umar over allegations of money laundering and bribery.

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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
- 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













# 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