

**THE MEDIA INDUSTRY IN NIGERIA AND THE PLACE  
OF GRADUATES OF ENGLISH**

**BY AWOLAJA, ABIODUN ADEBAYO, PhD  
EDITORIAL PAGE EDITOR,  
NIGERIAN TRIBUNE**

[awolajaa@yahoo.com/aa.lovabiodun@gmail.com](mailto:awolajaa@yahoo.com/aa.lovabiodun@gmail.com)

**08033097463, 08053030234**

- a. **The media in Nigeria:** Print, Electronic, Online
- b. The status of English

## **THE GRADUATE OF ENGLISH AND THE NIGERIAN MEDIA**

1. English is the default language of the media
2. The graduate of English specialising in language or literature is therefore in huge demand in the newsroom
3. It is hard to find a newspaper where one of the four key editors (Editor in Chief, Daily Editor, Saturday and Editor Sunday) is not a graduate of English. Consider New Telegraph, Tribune, etc.
4. But how much of a graduate of English are you? Are you actually a graduate of English---in crude terms, do you know what a graduate of English is supposed to know?

5. The media is very practical and if your English is suspect, it's not going to be long before your sin finds you out. Consider: I want to remunerate with you (said to a grieving professor)
6. There's some envy in the newsroom as well: “who does (s)he think (s)he is? These graduates of English are too proud. We are the mass communicators,” etc
7. Much of what you will become will depend on your languages and business skills
8. Online media might be more attractive for you: build your personal/business website now. Own blogs. Innovate. Start a community. The future is on the net. You do not need N78 million for a website.

9. There is no desk in the newsroom where the graduate of English cannot work: Business, Politics, Oped, Online, News, Sub, Community, Tourism, Crime, Sports, Aviation, etc.
10. As a graduate of English working in the media, expect to meet a lot of people
11. **Start writing now:** it is a crime not to
12. You can build relationships thru column writing
13. As an undergraduate, you need to know a bit of what goes on in literature/ language sections. Be familiar with literary theory etc. They help
14. Pay is generally low in the media. However, advert revenue can make a huge difference

15. **Expect to do a lot of work:** people from different desks will rely on your expertise
16. At the end of the day, everything boils down to: the grace of God, your language skills and advert skills/ how you can generate advert revenue
17. Salary will never be enough for you. You must be a language entrepreneur. Editors are most receptive of ideas that will bring money.
18. You can write for artistes, sports people, politicians, business people, etc
19. The media cannot survive without the graduates of English.