MEDIA AND DEVELOPMENT CONSULTING IN CONTEMPORARY NIGERIA: A Sociologist’s Exploits, Challenges and Prospects

by Tope Akinnola
THE GREAT AIM OF EDUCATION IS NOT KNOWLEDGE, BUT ACTION.

- Herbert Spencer
EACH NEW GENERATION IS REARED BY ITS PREDECESSOR; THE LATTER MUST THEREFORE IMPROVE IN ORDER TO IMPROVE ITS SUCCESSOR.

-Emile Durkheim
The Media Sector

✓ Film or movies
✓ Broadcast television
✓ Radio
✓ Video games
✓ Magazine, newsletter, newspaper and books publishing
✓ Internet media
✓ Recorded music
✓ Advertising and public relations
✓ Editing, etc
PREREQUISITES FOR ENTRY INTO THE MEDIA CONSULTING SECTOR

➢ Your preparation and ability to solve problems
➢ Your area(s) of interest and passion
➢ Your personality, attitude and people relations skills
Working As An Editorial, Publishing And Media Consultant

- Money matters
- How to attract and handle clients
- How to fire clients
- Different areas: editing, proof reading, copy editing, ghost writing...
Get Your Foot In The Door, And Make Yourself Indispensable.

– Rachel Peterson
Development Consulting: What Is It?

- It is a multi-disciplinary area that emerged in the second half of the 20th century mainly as a result of concern for socio-economic prospects in underdeveloped or developing areas of the world...

- It focuses on interventions and in fomenting institutional and organisational changes that increase human freedom and wealth, and hence the level of development.
What Is Development Work?

❖ Development consulting is a natural growth out of development work.
❖ Development work revolves around the achievement of the Sustainable Development Goals set by the United Nations.
❖ Areas of intervention include poverty, hunger, poor education, ill health, violence, increased urban slums, lack of portable drinking water, etc.
Broad Areas In Development Consulting

- **Technical Services:** agriculture (agricultural and livestock methods; soil enrichment methods; advanced harvesting techniques), engineering (construction of motorised boreholes, or sheltered market stalls, or feeder roads) etc.

- **Social Services:** education; entrepreneurship and small business development; advocacy; healthcare and nutrition; community planning and organisation, community needs assessment; sustainable livelihoods strategies; participatory livelihoods mapping, baseline survey, etc.

- **Monitoring and evaluation, impact analysis/assessment and budget tracking.**
Disciplines And Skills Needed For Development Consulting

- Sociology, population studies or demography, gender studies and social policy, political science, anthropology, public administration, public health, rural and urban studies, extension studies, environmental studies, development communication, media studies, social work, etc.

- Plus good quantitative and qualitative research skills, critical thinking skills, writing (reports and proposals) skills, editing skills, and computer systems skills...
Starting Out (Entry): specialised postgraduate degree; short courses/training seminars

Consolidating: establish presence, catalogue of jobs done

Retraining: get abreast of current developments, changes in the sector, e.g. environmental sociology
Career Prospects and Challenges

- Non-governmental organisations
- International development institutions: UN, World Bank
- Government Policy
- University research
- Consultancy
➢ People who succeed in these sectors are usually multi-skilled, polymaths.

➢ Develop yourself. Do not limit yourself to just one field.
General Advice:
“...if you do your homework, you can find out where the money is going to get your foot in the door early.”

- Rachel Peterson, Recruitment manager,
  Development Alternatives, Inc.
SUCCESS IS 20% SKILLS AND 80% STRATEGY.
- Jim Rohn