

## **Teno Proactive Communication Model for Job Creation in Nigeria**

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### **Abstract**

This study postulated a **Teno Proactive Communication Model for Job Creation** in Nigeria. The model was designed to explain the need to effectively engage different segments of the Nigerian youths on the significance of involving themselves in the business of acquiring technical skills alongside school certificates for self-reliance; acquisition of skills alongside academic degrees for more job options which would make them become self-reliant, job and wealth creators. The model was anchored on four major canons such as communication content, medium, target audience, and objectives. The model highlighted the importance of technical education; the need to acquire additional skill while in school; and the need to explore other avenues for entrepreneurship, using the classroom, seminar, workshop, field trip and mass media as channels for a proactive communication that will not only explain the unemployment problem in Nigeria but invariably provide answers to the joblessness quandary in the rich-poor country.

**Keywords:** Teno Proactive Communication Model, Unemployment, Job Creation, Technical skill, Self-reliance, Wealth Creation

## Introduction

Unemployment has been one of the most important socio-economic problems of Nigeria. Its degree has been disturbingly high over the years despite all measures purportedly put in place to address it by successive governments (Eyiya, 2007). Data supplied by the National Bureau of Statistics (NBS) show that unemployment rate in the country increased to 24.20 percent in the first quarter of 2015 from 23.90 percent in the fourth quarter of 2011. Unemployment Rate in Nigeria averaged 15.97 percent from 2006 until 2015, reaching an all time high of 24.20 percent in the first quarter of 2015 and a record low of 5.30 percent in the fourth quarter of 2006 (National Bureau of Statistics, 2015).



Source: <http://www.tradingeconomics.com>

Thus, unemployment becomes a key factor in the Nigeria's current status as one of the poorest countries in the world. A dominant reason why many people live below the poverty line is their not having a job (Adeyemi, 2009). Consequently, addressing the problem of unemployment is fundamental to addressing the overall economic problem of Nigeria.

Explaining the circumstances under which individuals find it in their interest to remain nonemployed while searching for work, Andolfatto (2006) notes that unemployment is often equated to a state of involuntary idleness. Such a view, however, appears inconsistent with the way in which unemployment is actually defined and measured. According to International Labor Organization conventions (which are followed by most national labor

force surveys), unemployment constitutes those (working-age) individuals who are not employed but who are actively searching for work.

### **The Role of Communication in Solving Unemployment in Nigeria**

The relationship between communication and development has never been a subject of debate. This is most evident, first and foremost, in the intrinsic link between the development of an individual and his ability to communicate. Ebeze (2002) articulates this fact vividly:

Communication is important in the individual's adaptation to his environment. Through it, he controls the need of satisfying his basic needs. With communication, he cannot be effectively isolated. He can get what he needs from others. Without it, he is dependent on his own inadequate powers. To be unable to communicate with persons around one, according to McQuail (1972), is like living inside a glass container. One can see what other persons are doing but cannot get through them. It represents a most basic kind of isolation.

Thus communication is as important to human development as blood flowing in human vein is to his biological survival. On the societal level, this centrality of communication to development is equally very visible. Every society would develop to the extent developmental initiatives are properly communicated, understood and internalised among its population. This is the very conceptual foundation upon which the art and science of development communication is built.

Development communication encompasses both interpersonal and mass media of communication. However, owing to the exigencies of the modern industrialised world characterised by monumental increase in population, expanding societal space and cross-cultural coexistence, the mass media have won a unique status as an agent of development communication – though the particular strengths of the interpersonal media in this regard have not been ignored either. The unique power of the mass media in social mobilisation in our contemporary large society rests on its ability to speak to an infinitely large audience at the same time.

Cartwright (1972) expresses this fact in these words:

Among the many technological advances of the past (19<sup>th</sup>) century that produced changes in social organisation, the development of the mass media of communication promises to be the most far-reaching. Techniques making it possible the instantaneous transmission of visual and auditory messages around the world have greatly heightened the interdependence among ever larger number of millions of people. One person can now address at one time a major portion of the world's population to educate, entertain, incite, or allay fears. Only psychological and social factors make it impossible at the present time to assemble into a single audience virtually the entire population of the world. This heightened interdependence of people means that the possibilities of mobilising mass social action have been greatly increased.

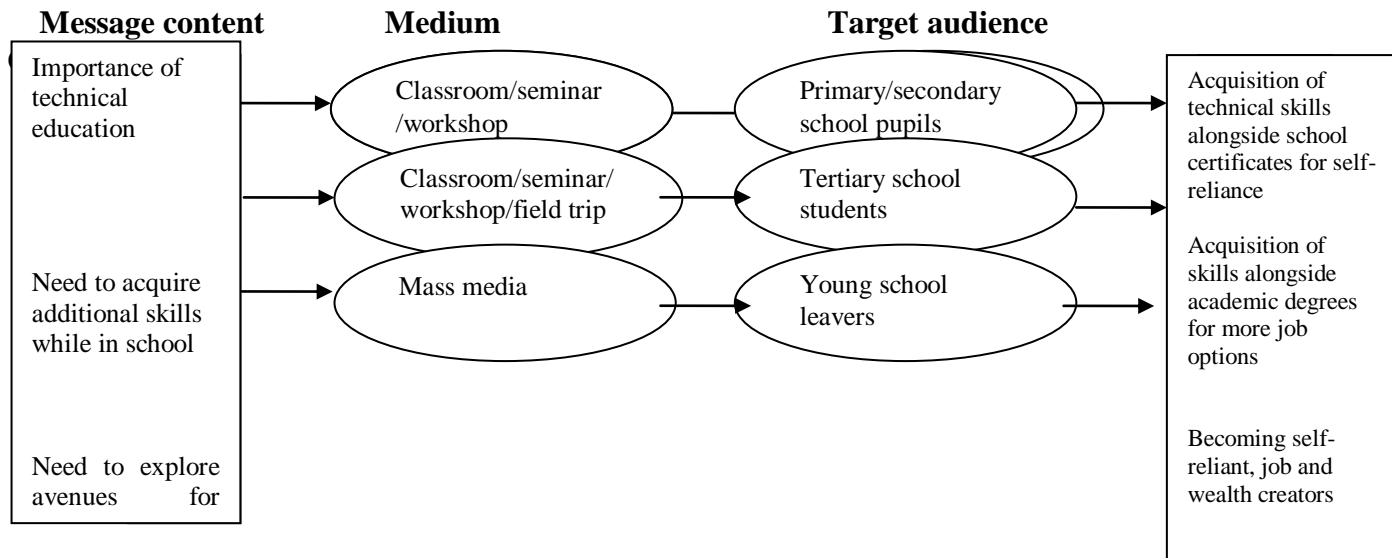
This scenario is responsible for the much euphoria over the developmental potentials of communication. These potentials have been admitted as real, and development communicators continue to seek ways to further harness them toward continuous solving of the endless developmental challenges of the humankind.

However, it goes without saying that for the communication to become effectively positioned to contribute to national development (including as related to unemployment), it has to be managed. In managing communication, one of the measures to be applied is development of a model to guide such communication campaign.

### **Teno Model for Proactive Communication Campaign Against Unemployment**

Theory relating to mass communication has to be continually reassessed and in the light of new technologies and their application (Mc Quail, 2010 p.136).

In this paper, we propose what we shall call “**Model for Proactive Communication Campaign Against Unemployment**”. This model is aimed at guiding a communication campaign designed to prevent unemployment rather than reacting to unemployment. In other words, it is pre-emptive approach that seeks to create jobs for the future by orientating young people towards acquiring skills for self-reliance, job generation and wealth creation.



### **Teno Proactive Communication Model for Unemployment in Nigeria**

This model has four major elements as follows:

- i. Communication content
- ii. Medium
- iii. Target audience
- iv. Objectives

**Communication content:** The communication will contain messages intended to enlighten the audience on the need to acquire skills for self-employment. For primary and secondary school students, it aims at directing their interest towards technical education given that mad rush for university education is bringing about waste of technical talents that should be utilized in the country's industrialization efforts.

For tertiary school students, the intention is to persuade them to acquire skill as they pursue their regular academics. This will widen their opportunities when they leave school as there are only limited amount of white collar jobs.

For school leavers, the aim is to persuade them to exploit their skills by attempting to go into entrepreneurship; this way becoming self-employed, generators of job and wealth.

**Medium:** The medium of communication will be diversified according to the characteristics of the respective audiences. For the school audiences, classrooms, seminars

and workshops should be adopted while for school leavers the mass media of different kinds should be primarily utilized.

**Target audience:** The target audience is into three main categories: primary and secondary school students, tertiary school students and young school leavers. This target audience has been chosen for the strategic reason of catching them young in line with the proactive orientation of our model.

**Objectives:** The objectives of the communication campaign done through this model are in three-fold as follows mobilizing the youth towards:

- Acquisition of technical skills alongside school certificates for self-reliance
- Acquisition of skills alongside academic degrees for more job options
- Becoming self-reliant, job and wealth creators

### **Summary and Conclusion**

The discussions so far have established that the Nigeria's unemployment rate is on the increase. This model for proactive communication is therefore aimed at establishing a cogent and positive interaction amongst the stakeholders in our educational and economic systems with special attention to primary and secondary school pupils, tertiary school students, and young school leavers, who are the key players and the pivot on whom the future of the country revolves. This model if adequately utilized would help our youths discover some of the untapped natural resources that abound in the country, while developing entrepreneurial skill that would reactivate their latent talents thereby making them job creators than job seekers.

### **Recommendation**

Based on the postulations of this proactive communication model for unemployment in Nigeria, this study recommends that policy makers in our education system should as a matter of urgent review this model with a view to incorporate **communication for skill acquisition** in the curricular for education at all levels of our educational programmes.

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