

**FACTORS RESPONSIBLE FOR CAREER SWITCH TO NON-COMMUNICATION
RELATED JOBS BY THE GRADUATES OF MASS COMMUNICATION AND
JOURNALISM**

By

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Abstract

This research was carried out to examine the factors responsible for career switch to non-communication related jobs by the graduates of mass communication and journalism, using the students of Osun State Polytechnic, Iree, Osun State as the case study. Survey method of gathering data was adopted for this paper by distributing well-developed questionnaire to elicit responses from the respondents, the sample size of which was 120. The findings clearly showed that graduates of mass communication or journalism switch career to non-communication related jobs mostly because of poor journalists' welfare package in Nigeria and many fresh graduates of mass communication or journalism choose not to practice within their profession but switch to other careers immediately after graduation, while others who decide to remain and practice within their profession only spend no more than ten years within their profession before they switch career to other areas of work such as teaching in schools or academic institutions, working in banks or financial institutions, etc. Other factors that are responsible for their career switch were also discussed.

Keywords: Graduate, Journalism, Message, Career, Communication

Background to the Study

The field of journalism encompasses a variety of careers related to the dissemination of information; journalists work as news reporters, writers, editors and publishers among others. Graduates of journalism programmes might work for newspapers, websites, magazines, television stations, radio stations and other mass communication organizations. Journalists collect and disseminate information to the public; popular careers in this field include newspaper reporter, copywriter, editor, news anchor, columnist or public relations agent. Most employers require a bachelor's degree in journalism; some major newspaper and magazine organizations prefer to hire journalists with several years of experience or master's degree holders in communication-related discipline. Reporters gather information on newsworthy events through observation in the field, research and interviews. Specific job duties in journalism vary by job title; broadcast journalists report live on air from the location of an event, general assignment reporters might cover city hall meetings, business openings, celebrity appearances or political rallies. Some reporters specialize in areas like health, sports, fashion, business or foreign affairs. News analysts interpret the news from many sources and relay it to an audience through a television or radio broadcast, correspondents report news from locations around the world and some larger media outlets assign reporters to specific beat like crime or politics.

Regardless of the specific job duties, all journalists must adhere to strict ethical policies and deadlines; accuracy and timeliness are key aspects of news gathering and reporting. Increasingly, journalists must possess a working knowledge of computers and databases; writing skill, tenacity and flexibility are important traits of a journalist. The practice of journalism has a long history; according to Lee (2009), its history is fairly short, although the various forms of mass media that have developed over the years have made a tremendous impression on the technological, political, economic, social and cultural trends of every nation. Mass communication, defined as communication reaching a large number of people, was primarily

developed just in the last 500 years. Earlier developments, along with technological advances and social change, helped spark the demand and innovation necessary for creating today's mass media. Nigeria has had its own fair share of the 500 years of journalism and has developed life of its own. It started in Nigeria about 159 years ago when Henry Townsend laid the foundation in 1859. The missionary started the *Iwe Irohin Fun Awon Egba ati Yoruba* in Abeokuta, the present day Ogun State capital (Uche, 1989). Since then, there has been an upsurge in the number of media houses where journalism services are carried out and the number of people who are journalists. The emergence of professional journalists coincides with the establishment of training institutions in different parts of the world giving people the chance to live their dreams.

Journalistic positions in Nigeria usually require a Higher National Diploma or bachelor's degree in journalism, and some employers require several years of experience or a master's degree. Graduates of journalism and mass communication in Nigeria have however been observed to be changing careers to non-communication related jobs in the recent times and the issue is beginning to attract and agitate the minds of journalism scholars. This fact was alluded to by Deuze (2006) when he noted that “sixty five percent of mass communication or journalism graduates change to non-communication related jobs”. Not only are scholars and trainers debating the desirability of graduates to follow journalism as a career, they are equally questioning the future of journalism itself and the promises it holds for its teeming graduates. If events in Nigeria's journalism sector are anything to go by, where journalists work for months without collecting salary, where media houses are struggling under an excruciating economic condition as well as unfavourable work environment, journalism faces a not-so-exciting future.

The issue of career change to non-communication related jobs by the graduates of journalism and mass communication can be traced back to some underlying factors that play very important roles in a child's life when it comes to career choice. One of such factors is the influence of parents on the career decision of their children; whether positive or negative, a

parent can influence how a child chooses his or her future career. It is interesting to note that some children are less motivated when they are under pressure from their parents. Femmel (1978) reported that “if youths perceive their parents as putting through their own wishes for the child’s future career rather than collaborating with the child in preparing for a career, this may be interpreted as disinterest in the child’s plans. In the same vein, Shellenbarger (2006) supported relieving the pressures on kids to follow suit in parent’s, footsteps when he argues that the best lesson we can teach the kids is that it is fine to switch careers. Those who are negatively influenced by their parents are less likely to choose the same career as their parents. Parental positive or negative attitude could influence a child on the choice of a career. It is evident that positive attitude of a father to a particular discipline could motivate his son to choose a discipline and positive attitude of a mother towards a discipline could be a motivating factor for her daughters to embrace a discipline. Attitude influences the youth’s world view. It is a blend of beliefs, values and feelings that exert an influence on a person’s response to people, objects and situations, and can greatly affect a child’s career decisions.

Literature is replete with studies on career choice and career change. The research work would examine the literature and come out with the positions of scholars about career choice and career change among the graduates of mass communication in the South Western part of Nigeria. This research study would also examine factors that account for journalism and mass communication graduates’ career change to non-communication jobs as well as factors that determine their attitude to career change. This would enable the appropriate interventions to be made by government and policy makers towards the enhancement and development of potentials of mass communication graduates, not only in the South West, but also Nigeria.

Statement of the Problem

The upsurge in career change to non-communication related jobs by graduates of journalism and mass communication in Nigeria is becoming a phenomenon that should be of great concern to students of journalism and mass communication, parents, media organizations, and all stakeholders in the academic settings. This phenomenon is deemed to be in connection with the challenges that journalism profession is currently facing in Nigeria; the media industry in Nigeria is facing challenges from job insecurity, job hazards and dwindling advertising revenue, which have led to non-payment of salaries of journalists by media owners and where they are paid, it is not regular. For instance, in the last two years, Daar Communications, owners of Ray Power 100.5 FM and AIT has declared losses running into billions of Naira. Some other media organizations are also not doing well, and this issue has encouraged the practice of brown envelop by some journalists who must survive in the absence of salaries from their employers. All the issues earlier mentioned, coupled with other factors that will be examined later in this research work, are capable of discouraging the graduates who studied mass communication from choosing a career in journalism or mass communication. This study seeks to explore the reasons behind the decision of the graduates of mass communication or journalism to change from their academic discipline to other non-communication related jobs after graduation.

This study will also explore the gap in literature of the experiences of people who graduated from journalism or mass communication but later changed their profession and why they choose non-communication-related jobs as a career. Whether the reasons for their change of career are influenced by conditions in their prior professions or they are necessitated by unpleasant factors associated with journalism or mass communication career is the main focus of this study, and whether in actual fact they are related to personal decision or external

influences (parental influence, environmental influence and even peer pressure) or not is the crux of this research.

Aims and objectives

The aim of this study is to investigate the factors responsible for career switch to non-communication related jobs by graduates of journalism and mass communication in selected states in Nigeria. The following are the specific objectives:

1. To discover why journalism and mass communication graduates switch careers to non-communication related jobs.
2. To discover the non-communication related jobs that journalism and mass communication graduates switch to.
3. To know the length of time journalism and mass communication graduates work in communication related jobs before changing to non-communication related jobs.
4. To know the factors that determine the length of time that journalism and mass communication graduates stay on communication related jobs before changing to non-communication related jobs.
5. To determine the level of satisfaction of journalism and mass communication graduates on their non-communication related jobs in comparison with their communication related jobs

Research questions

In order to effectively carry out this study, the following research questions would be asked and answered:

1. Why do the graduates of journalism or mass communication switch careers to non-communication related jobs?

2. What non-communication related jobs do graduates of journalism or mass communication switch to?
3. How long do graduates of journalism or mass communication work in communication related jobs before changing to non-communication related jobs?
4. What factors determine the length of time that graduates of journalism or mass communication stay on communication related jobs before switching to non-communication related jobs?
5. How satisfied are the graduates of journalism or mass communication in their non-communication related jobs in comparison with communication related jobs?

REVIEW OF RELEVANT LITERATURE

The Definition of Career

Career is defined by the Oxford English Dictionary as a person's "course or progress through life (or a distinct portion of life)". In this definition career is understood to relate to a range of aspects of an individual's life, learning and work. Career is also frequently understood as the working aspects of an individual's life. The term is again used to describe an occupation or a profession that usually involves special training or formal education, and is considered to be a person's lifework. In this case "career" is seen as a sequence of related jobs usually pursued within a single industry or sector e.g. "a career in law" or "a career in the building trade".

The notion of what constitutes a career is therefore complex, and its precise definition is often debated. According to Higgins (2001), the study of careers is an interdisciplinary subject comprising research from multiple areas including psychology (Betz, et al., 1989), sociology (Barley, 1989), and anthropology (Bateson, 1989) as well as labour economics

(Becker, 1975) and organizational behaviour (Hackett et al., 1991). These perspectives according to the author, explain the existence of the several approaches to studying an individual's career. While some scholars have focused on an individual's occupation (e.g., Rhodes and Doering, 1993; Markey and Parks, 2014) or the work roles experienced during a person's lifetime (e.g., Hall, 1976), others have called for a more expansive perspective that encompasses both work and non-work role activities and behaviours (e.g. Bateson, 1989). Despite these different approaches to the study of careers, career theorists generally concur that a 'career' may be defined as 'the evolving sequence of a person's work experiences over time' (e.g., Higgins, 2001; Cochran, 1994; Arthur et al., 1989).

According to both organizational and sociological scholars, careers have both an objective as well as a subjective side to them (Higgins, 2001; Gunz, 2000; Hodkinson and Sparkes, 1997; Stephens, 1994; Bourdieu and Wacquant, 1992). The objective aspect of an individual's career consists of the observable patterns of jobs an individual has held (Cesinger, 2011) and it is normally measured in terms of rapid promotion, salary progression and status increases (King, 2001). The subjective aspect, on the other hand, consists of an individual's own perspective on the set of experiences that make up one's career (Evetts, 1992; Hughes, 1958; Van Maanen and Schein, 1977).and this focuses on a narrow range of behaviour intended to secure those outcomes. Of great significance to the present study is the subjective aspect of careers as it lays emphasis on the meanings career changers assign to such career decisions.

Nonetheless, it is important to consider both aspects of an individual's career when studying career transitions (Abele and Spurk, 2009; Abele-Brehm and Stief, 2004; Giddens.1984; Louis, 1980; Bourdieu, 1977). For instance, Giddens (1984) used the terms “practical consciousness” and “discursive consciousness” to explain the objective and subjective elements of career decisions. He noted that both concepts are developed through

schemata which serve as tools people use to understand their experiences. As new experiences are gained, the schemata are modified and as they change so does what is recognized in the surrounding world. This is consistent with Cesinger (2011) assertion that career decisions can only be understood in terms of the life histories of those who make them. Bourdieu (1977), on the other hand, used the concept “habitus” to summarize the ways in which a person’s beliefs, ideas and preferences are individually subjective but also influenced by the objective social networks and cultural traditions in which that person lives.

2.2 The Concept of Career Change

From the above definitions of career, the concept of career change can be described as leaving established work experiences, in favour of beginning a new one. Lawrence (1980) defines a career change as “job move in which the second job does not belong in the normal career progression of the first.” He added that, individuals in this category do not only change jobs but actually change the entire occupational focus of their work.

According to Rhodes and Doering’s (1983), the concept refers to movement to a new occupation or profession that is not part of a typical career progression. To Carless and Arnup (2011), career change is changing to a work position in a different occupation category or field, where previous skills and responsibilities are largely irrelevant. This movement, according to the authors, typically involves the need to undertake training or education in order to meet the demands of the new career.

There are, of course, many alternative descriptions of career change and so, there are many different types of career transitions that one could study (e.g., Breeden, 1993; Doering & Rhodes, 1996). For example, with a different conceptualization of career change, one might consider a change in job (e.g., from human resources to finance) within the same organization as a career change (Heppner et al., 1994). Or, one might consider a change in organization but not

in job (e.g., from one academic institution to another) to be a career change (Sullivan, 1999; Rhodes and Doering, 1983, and Ornstein and Isabella, 1993). This notwithstanding, the present study adopts a more conservative definition, what Higgins (2001) calls a “complex” form of career change. This involves changes in both employers and tasks or job functions, rather than a change in only one of these aspects (Carless and Arnup’s, 2011; Parnes, 1954; Smart and Peterson, 1997).

Heppner (1994) notes that one might consider a change in organization but not in job (from one academic institution to another) to be a career change. The researcher, however, is of the view that the submission of this scholar is not valid or tenable. The reason being that an academic staff who moves from one university to another could not be said to have effected a change of career because he or she is still in the same profession line and the past experiences still count for him or her in the new institution.

Career change can also be described as a change from one academic field of study to another; for example, the case of a university graduate who cannot secure a good job within his or her field of study can be used as a case study here. Such individual may decide to return to a university, but this time he or she may decide to change from the former field of study to a more lucrative and highly demanded one that can enhance quick and easy job procurement, such case can also be referred to as a change of career. Career change, in the opinion of the researcher, does not only involve moving from one paying job to another.

Trends in Career Change

The occurrence of widespread career switching is a relatively new phenomenon among professionals. In the past, a career was likely to be characterized by an employee seeking to stay with one, perhaps two companies for the duration of one’s working life. Careers therefore were closely linked to hierarchies in organizations (e.g. Cesinger, 2011; Wilensky, 1961;

Whyte, 1956). People competed for promotions, and climbing up the ladder was the ultimate indicator of success. Leading theorists from the 1950s through the 1970s continued to support this traditional understanding of career ((Rosenbaum, 1979; Levinson, 1978; Townsend, 1970; Super, 1957). By contrast, recent trends indicate the prevalence of what is termed as “boundary-less career” (Lee & Lampion, 2011; Baruch, 2006; Arthur & Rousseau, 1996; Ashkenas et al., 1995; DeFillippi and Arthur, 1994), or “protean career” (Hall, 1976; 1996; 2004) where one may change jobs, or even professions, many times over the course of a working lifetime.

Some have argued that the very nature of work has changed in modern society due to a number of factors, including technology, globalism, economics (Chope, 2001; Sullivan & Emerson, 2003) and increased competition (Baruch, 2006). Other factors such as the shift in the industrial profile, the changes in the labour profile, the growing need for health care, and the benefits for working women have been noted for affecting the future careers of workers globally (Sullivan, 1999). These trends may have had a major impact on the environment of individuals who switch careers into university teaching. Such factors, according to Carless and Arnup (2011) necessitate the emergence of the career-switching worker who has traded the “company man” mentality of the past for the free-agent approach of the present. Conversely, Valcour and Tolbert (2003) found that career change tended to work well for women, due to a number of factors including time off for child-bearing and raising, and moving due to a spouse’s career. The authors also found that these types of career decisions do not serve men well and that men are more likely to stay with one company, seeking promotions within an organization.

According to Mercora (2003), some of the current pool of career-changers is looking for work that may be more fulfilling and personally satisfying than their original choice of

profession. This assertion has been confirmed by several career scholars (i.e. Baruch, 2006; Polach, 2004; Thomas, 1980; Jung, 1933) who also added that career change decisions occur mostly during mid-life. For example, Thomas (1980) noted that although economic motives (such as salary, prestige and job security) may drive some individuals to change their career, the domain of intrinsic work motivation defined by “values” and “meaningful work” feature prominently as reasons for career change among middle-aged managerial and other professional workers. Such writers believe that a mid-life crossroads was common for the worker, and at this point one would choose to change careers toward a profession that mirrors one’s belief systems and personal goals. Holland’s (1985) ground-breaking work on the nature of careers also established that people gravitate toward types of work that are compatible with their personalities. These individuals tend to be more satisfied once they have settled in such a job, becoming far less likely to switch careers in the future. These theories, perhaps, provide explanations for those second-career university teachers who have given up what are often well-paying professions to seek a career more in line with personality traits and value systems.

Rather than treating all career changers as one group, studies focusing on career changers have identified patterns based on an individual’s career decision-making style and choices. Terms such as "self-evaluative", "self-initiated", "strategic focused"; "aspirational" and "opportunistic" attempt to capture the thinking of career changers, (Bimrose et al 2008, p.20). Certain typologies (based on motivations, identifiable characteristics and responses) such as “drift outs”, “opt outs”, “bow outs”, “force outs”, “classic career changers”, “persisters” and “desisters” have also been adopted to distinguish between different mid- life career changers (Thomas, 1980; Watt & Richardson, 2008).

Just as there are different reasons for career switching, there are also different results. Not all adults experience a seamless transition from one career to another, even if the second career is something that the career changer has always dreamed about doing. Lewis (1996) pointed out the obstacles faced by many older career changers in the quest to pursue a second career, including considerable investment of time and money as they prepare for a new profession. By contrast, younger career changers often suffer from negative self-images and a lack of information “not only on occupations, but also within their own interests and skills” (Lucas, 1999, p. 117). Nevertheless, people of all ages and backgrounds continue to make dramatic changes in their professional lives in spite of the obvious challenges and hardships.

Individual Characteristics

According to Splaver (1977), “It is important for you to have a good understanding of yourself, your personality, if you are to make intelligent career plans” (p.12). This assertion is consistent with the Trait and factor theory. Personality traits have been an integral aspect of understanding vocational choice, yet there have been few studies on personality and career change (Sullivan, 1999; Tokar, Fischer & Subich, 1998). According to Carless and Arnup (2011), making a career change is a risky activity and more likely to be undertaken by someone who is innovative, intelligently curious, and does not favour the status quo. Higher scores on Openness to Experience have been associated with employees' willingness to accept major internal job changes (Mignonac, 2008; John & Srivastava 1999), and a higher incidence of changing organizations (Vinson, Connelly & Ones, 2007). High scores on creativity and risk taking style have been associated with career change (Cesinger, 2011; Abele and Spurk, 2009; Donohue, 2007; Kanchier & Unruh, 1989).

Extraversion is a personality characteristic that describes things like how social a person is or how warm and loving they tend to be. Extraverts by nature enjoy the company of others,

are gregarious, sociable, confident, optimistic and energetic. As a result, they are likely to have large work-related networks and high energy levels which assist them to obtain employment in a new career (Higgins, 2001). Kram (1985) also noted that the diversity of one's psychosocial advice relations will increase the probability of career change. According to the framework for the study, individuals with this personality trait are more likely to initiate and succeed in making a career change.

There have been several studies that provide support of the hypothesized relationship between extraversion and career change. A qualitative study by Lewis and Thomas (1987) reported that a majority of engineers and scientists who changed occupations relied on their networks to get a job. Similar findings were reported by Zippay (2001) with a sample of steelworkers. Doering and Rhodes (1989) qualitative study of teachers found that speaking with people in different occupations, as well as family and friends was an essential preliminary step to making a change. Many of the mid-career changers interviewed by Neapolitan (1980) reported they developed an attraction to their new occupation through information provided by their friends and acquaintances. These findings are consistent with the social network theory. Furthermore, participants with higher occupational self-efficacy at graduation were found to be more satisfied with their careers seven years later than those with lower occupational self-efficacy (Abele and Spurk, 2009b).

Research on sex differences and career change has generated mixed findings. Some studies have reported that males change their career more frequently than females (Parrado et al., 2007) and are more likely to report their intentions to change careers (Blau, 2000; Blau & Lunz, 1998). In contrast, other studies have reported that women's career decision remains more complex than men's because of their multiple family and work related roles.

Findings from Hakim (2000; 2006) on women's careers in the UK and the US suggest that women mostly exhibit adaptive careers while men – according to Huang et al. (2007) and Mainiero and Sullivan (2005) – tend to have more linear, traditional career patterns placing more emphasis on monetary rewards and promotion. McGovern and Hart (1992) also found that prestige and salary were more important to men, and flexibility was more important to women. These findings comply with Igarria and Parasuraman (1991), Kim (2004), and Watts (1993) who reported that most women valued balance between work and personal life higher than men.

Nonetheless, other studies have found no gender differences in intentions to change careers (Carless & Bernath 2007; Markey & Parks, 1989). For example, Miguel (1993) concludes that there are two competing perspectives about gender differences with respect to career decisions. One is that women and men are different in terms of career orientation, attitudes, and values, while the other holds that they are the same if mediating variables are controlled for. The latter perspective is supported by findings from Kim, Mone, and Kim (2008) revealing that males and females did not have substantially different career orientations when potentially mediating variables, such as age, employment level and education level, were held constant. In this regard, numerous previous studies claiming that females place a higher value than males on work-family balance and thus are more likely to switch careers to have this flexibility (e.g. Igarria and Parasuraman, 1991; Igarria, Kassiech and Silver, 1999; Kim, 2004) may have limitations. Thus, the present study will explore whether females or males are more likely to change careers.

Theoretical Framework

This study is anchored on social cognitive theory, which was propounded by Philip and Ziller (1992). The theory has been observed to have a similar mode of orientation and behavior

which relates people in the same social cognitive to such phenomena as Mass Communication and media similar ways. The theory also proposes that career choice is influenced by the beliefs the individual develops and refines through vicarious learning. This is where a person learns something through observation and imitation of others. It is therefore connected with the present study which sought to examine the factors responsible for career change to non-communication related fields by graduates of mass communication. Through vicarious learning processes, students may pick up the prejudices of their parents and other members of the society. For example, students whose family members, friends, and colleagues say journalism is not a lucrative profession may develop such negative interest for the profession themselves. In contribution, Agbo (2000, p. 151) stressed that “member of a particular social category will select more or less similar Communication content and will respond to it roughly equal way”.

This theory is related to the study in the sense that most Mass Communication graduates, who belong to the same social cognitive in the society, could develop a negative attitude as regards to journalism practice. This could be due to their perception that journalism is a profession with little financial reward attached to it, this leads to the development of the same “social cognitive” or same way of thinking, leading them to respond in the same manner of not accepting journalism as a career. Elaborating on this issue, Weaver et al. (2007) submits that:

journalists said they were drawn to the field “because of the special role a journalist has in a democratic society”. Conveying information is an important part of the democratic decision-making system, as it brings transparency into society and for its part make sure that the made decisions go along with the people’s sense of justice. To make sure that there is a chance for civil advocacy, it is important that the citizens are informed of decisions already when they are being prepared. According to Weigle (1957), some early studies indicated that students viewed journalism as a profession with little financial reward attached to it. Graduates of mass communication perceived this as a negative, reporting that pressure of the job is high and opportunities for advancement limited. The Nature of Journalism tends to possess questioning challenges that influence people's construction of reality. This is why the phenomenon of students choosing journalism as a career should be an issue of grave concern to experts in media organizations, higher institutions of learning, and the society at large. Because of

the perception of mass communication graduates who can also be referred to as members of a particular social cognitive concerning journalism, they tend to develop little interest for journalism practice after graduating from school and as a result respond to this perception almost same way.

The perceptions of a career may also be influenced by the beliefs the individual develops through social persuasion. John Holland’s Personality theory developed in 1959 (Holland, 1997) rests on the assumptions that People can be categorized in one of the following career types: realistic, investigative, social, conventional, enterprising and artistic. Realistic people are physically strong and deal in practical ways with problems. They are best oriented towards practical careers such as farming, truck driving and construction. Investigative individuals are best suited for careers such as mathematics and sciences or investigative occupations in which one can engage in one’s preferred activities and competencies. Social individuals are likely to be best equipped to enter “people” oriented professions such as teaching, social work, and counseling. Conventional people are individuals who show distaste for unstructured activities. They are best suited for jobs like subordinates, such as bank tellers, secretaries and file clerks. Enterprising individuals energize their verbal abilities towards leading others, dominating other people and persuading people on issues of products. They are best suited to enter careers such as sales, politics and management. Artistic individuals prefer to interact with their world through artistic expression, avoiding conventional and interpersonal situations. They are oriented towards such careers as art and writing.

RESEARCH METHODOLOGY

The research design adopted for this work is survey research method so as to be able to sample large number of people on the subject matter. The instrument of the study is questionnaire which will be given and retrieved as soon as the respondents are done giving responses to the questions on it.

The population for this study is the final year students of mass communication department of Osun State Polytechnic, Iree, Osun State, Nigeria, the total number of which is four hundred and fifty-two (452) students. The sample size used for this work is one hundred and twenty (120) which was selected with the use of simple random sampling technique.

PRESENTATION AND INTERPRETATION OF DATA

Table 1

Sex distribution of respondents

Sex	Population	Percentage
Male	50	42%
Female	70	58%
Total	120	100%

The table shows that 50 students representing 42% of the total number of the students sampled were males, while 70 students representing 58% of them were females.

Table 2

Why do the graduates of journalism or mass communication change careers to non-communication related jobs?

Responses	Population	Percentage
Mass communication graduates switch over to non-communication related jobs because of availability of limited media houses in	23	19%

Nigeria		
Mass communication or journalism graduates change to non-communication related jobs because of journalistic hazards.	10	8%
Mass communication or journalism graduates switch to non-communication related jobs because it is a very demanding profession.	7	6%
Mass communication or journalism graduates switch to non-communication related jobs because journalists' welfare package is very poor in Nigeria.	80	67%
Total	120	100%

The table above shows that majority of the respondents agreed that graduates of mass communication or journalism switch to non-communication related jobs because journalists' welfare package is very poor in Nigeria. It is however obvious from their responses that the reason behind the decision of the graduates of journalism or mass communication to change careers to non-communication related jobs encompasses all their responses.

Table 3

What non-communication related jobs do graduates of journalism or mass communication change to?

Responses	Population	Percentage
Journalism or mass communication graduates could switch to	28	23%

teaching in either primary or secondary schools.		
Journalism or mass communication graduates could work in the banks or financial institutions.	25	21%
Journalism or mass communication graduates could switch to work with military and force in Nigeria.	18	15%
Journalism or mass communication graduates could switch to work as secretaries or receptionists in non-communication related organizations.	24	20%
Journalism or mass communication graduates could switch to act as actors and actresses in film production.	25	21%
Total	120	100%

The table above shows that the respondents had mixed opinions on the various non-communication related jobs that the graduates of journalism or mass communication change to. However, it is obvious from their responses that the non-communication related jobs that graduates of journalism or mass communication change to encompass all their responses.

Table 4

How long do graduates of journalism or mass communication work in communication related jobs before changing to non-related jobs?

Responses	Population	Percentage
Graduates of mass communication or journalism work within one to ten years before switching to another job.	87	72%
Graduates of mass communication or journalism work within ten to twenty years before switching to another job.	20	17%
Mass communication or journalism graduates change work when married.	13	11%
Mass communication or journalism graduates change work at their old age.	0	0%
Total	120	100%

The table above shows that majority of the respondents agreed that graduates of mass communication or journalism only work within one to ten years before switching to another job.

Table 5

What factors determine the length of time that graduates of journalism or mass communication stay on communication related jobs before changing to non-related jobs?

Responses	Population	Percentage
Job satisfaction makes the graduates of journalism or mass communication remain in the profession for a long time before switching to non-related job.	10	8%
Job insecurity and poor welfare packages discourage graduates of mass	42	35%

communication or journalism and make them want to change to non-communication related jobs		
Irregular and epileptic payment of salaries contribute to why the graduates of mass communication or journalism leave for non-communication related jobs	36	30%
Low staff morale and absence of good incentives make graduates of mass communication or journalism change their jobs to non-communication related jobs	32	27%
Total	120	100%

The table above shows that majority of the respondents that the respondents had mixed opinions on the factors that determine the length of time that graduates of journalism or mass communication stay on communication related jobs before changing to non-related jobs. However, it is clear from their responses that many of the graduates of journalism or mass communication do not derive job satisfaction from their jobs or remain in the profession for a long time before switching to non-related job.

Table 6

How satisfied are the graduates of journalism or mass communication in their non-communication related jobs in comparison with communication related jobs?

Responses	Population	Percentage
Graduates of journalism/mass communication are more satisfied with non-communication related jobs due to financial motivations	46	38%

Journalism/mass communication graduates are satisfied because they fill fulfilled outside communication related jobs.	22	18%
Journalism/mass communication graduates are satisfied with non-communication related jobs because of good welfare packages.	38	32%
Graduates of mass communication/journalism are satisfied with non-communication related jobs because official time of work is shorter than communication related jobs	14	12%
Total	120	100%

The table above shows that the respondents had mixed opinions on how satisfied the graduates of journalism or mass communication are in their non-communication related jobs compared to communication related jobs. It is however obvious from their responses that the non-communication related jobs that the graduates of journalism or mass communication change to encompasses all their responses.

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

Summary

The research has shown clearly that graduates of mass communication or journalism make career switch to non- related job fields because of the following reasons

- Poor journalists’ welfare package in Nigeria
- It is a very demanding profession.
- Hazards inherent with the profession.
- Availability of limited media houses in Nigeria.

In addition to the above, the non-communication related jobs that graduates of journalism or mass communication may decide to change career to after leaving their journalism profession include teaching in schools or academic institutions, working in banks or financial institutions, joining the military or other forces in Nigeria, working as secretaries or receptionists in non-communication related organizations, becoming actors and actresses in film production industry, etc. Even when graduates of journalism or mass communication decide to remain and practice within their profession, it does not take many of them longer than ten years before they change to non-communication related jobs and the factors that are responsible for that range from job insecurity and poor welfare packages, irregular and epileptic payment of salaries to low staff morale and absence of good incentives in the journalism jobs.

Conclusion

This study has established the fact that graduates of mass communication or journalism switch career to non- related job fields mostly because of poor journalists' welfare package in Nigeria. Many fresh graduates of mass communication or journalism choose not to practice within their profession but switch to other careers immediately after graduation, while others who decide to remain and practice within their profession only spend no more than ten years within their profession before they switch career to other areas of work such as teaching in schools or academic institutions, working in banks or financial institutions, joining the military or other forces in Nigeria, working as secretaries or receptionists in non-communication related organizations, becoming actors and actresses in film production industry, etc. The factors that are responsible for this range from job insecurity and poor welfare packages, irregular and epileptic payment of salaries, hazards inherent with journalism profession, availability of limited media houses to low staff morale and absence of good incentives in the journalism jobs.

Recommendations

This study hereby recommends that:

1. Higher institutions of learning in Nigeria should make efforts to discourage the students of mass communication and journalism from switching from their profession to other professions after graduation. They should continually sensitize the students to the benefits of working within the confines of mass communication and journalism; so as to discourage any eventuality of switching career in the future. They should continually engage the government on the provision of adequate security for every Nigerian, especially the journalists in the line of their duties. In addition, they should also continually engage all stakeholders in journalism profession including media houses on the provision of impeccable welfare package and regular payment of salaries thereby discouraging the graduates of mass communication and journalism from switching career to non-communication related jobs.
2. Media organizations should ensure that provision of impeccable welfare package and regular payment of salaries are maintained so as to discourage the graduates of mass communication and journalism from switching career to non-communication related jobs.
3. Current students and graduates of mass communications needs to learn to remain within their profession and not switch to other careers because it is not dignifying for them to have spent a long number of years to study and acquire the necessary degree required for them to practice as journalists, only for them to switch to other non-related fields of career after graduation. In addition, they need to remain in the profession so as to be able come together and synergize their efforts to create a significant change that will make journalism become an enviable profession.

4. Federal and state governments need to make provision of adequate security for every Nigerian, especially for journalists to function effectively in the line of their duties. They also need to implement all the necessary laws that allow journalists to carry out their official duties without the fear of harassments, violence, murder or being unjustly arrested by the government or the law enforcement agencies.
5. All Stakeholders should make efforts to encourage graduates of mass communication and journalism to remain within their profession by ensuring that there are sufficient media organizations for them to work with. Inadequacy of media houses will surely make them to want to switch career to other fields of profession where jobs are available for them to work and earn their living.

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