ENTREPRENEURIAL JOURNALISM AS PANACEA FOR UNEMPLOYMENT IN NIGERIAN MASS MEDIA INDUSTRY

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Abstract

The paper examined entrepreneurial journalism as panacea to unemployment in Nigeria media industry. The current shrink in the advertising revenue of media organisations and the evolving digital media and internet connectivity have a serious threat to employment of mass communication or journalism graduates. Report indicated that most of these media organisations are laying off their members of staff and owing salaries as they are cutting their operation budget. Hence this paper examined the extent to which entrepreneurial journalism can serve as panacea to unemployment in media industry, the prospect of entrepreneurial journalism in Nigerian tertiary institutions and the influence of digital media on the emergence of entrepreneurial journalism.
The researchers reviewed information processing and social learning theories to understand theoretical frameworks of the paper. The data triangulation research method was adopted to analysecollection of past studies which helped to empirically establish findings and drew conclusion. Primary investigation from the triangulation analysis revealed that to a large extent, entrepreneurial journalism can help to solve unemployment in Nigeria media industry and that prospect of the new journalistic practice is bright in our tertiary institutions as many institutions are embracing it in abroad. It was recommended that in line with TVET policy of the Federal government, tertiary institutions in Nigeria especially the polytechnic should be thinking of incorporating entrepreneurial journalism into polytechnic mass communication curriculum to train and prepare mass communication students in becoming self – employed when they graduate.

Keywords*:* Journalism, Entrepreneurship, entrepreneur, entrepreneurial journalism

Introduction

Journalism is a professional characterised with art of gathering/sourcing for, editing and distributing of information to the people. It is a discipline that have attracted young people which have passion and the writing skill to take up the "pen profession". In other words, journalism can be regarded as the collection, preparation, and distribution of news and related commentary and feature materials through such print and electronic media as newspapers, magazines, books, blogs, webcasts, podcasts, social networking and social media sites, and e-mail as well as through radio, motion pictures, and television. Olowe (2019) posits that journalism is the act of writing about news related subjects for all media; print and non – print. In the words of Hudson & Rowlands (2014), "journalism is gathering, writing and publishing news and factual information". It is important to note that journalism is a profession practiced in all mass media. It creates opportunities for young mass communication graduates to be employed in the avalanche mass media organisations in Nigeria and around the globe.

However, current economy challenges both in Nigeria and the entire world is dramatically changing the entire mass media landscape creating a new construct for journalism practice. Media organisations across the globe survive on advertisement. In the time of recent global recession, media organisations were faced with daunting challenge of financial crunch which affected their revenue and employment opportunities. Rojano & Aguilar (2014) note that since global recession outbreak in 2008, the economic crisis has strongly hit the media. Citing 2011 Annual Report of the Journalistic Profession, Farias (2011) describes how in recent years journalism went from being a profession known for professional intrusion to a profession bedeviled with job insecurity, then by unemployment, and later by the current situation, in which job insecurity and independence issues are the major concerns of journalists.

In the case of Nigeria, the activities prior to 2015 general elections which was characterised with financial recklessness by the politicians and the eventual economy recession marked the beginning of financial challenge to media organisations in a country with over 500 hundred broadcast organisations (Radio, Tv, Cable and Online) (Odenike, 2022) and about hundred print media organisations. Giving to credence to the above, Ekeanyanwu & Oyokunyi (2017) discovered in their study that the Nigerian print media industry is still in economic recession or decline. Their study on four mainstream and national-based newspapers in Nigeria (Guardian; the Sun, Daily Trust and Leadership) revealed that most these media organisations are facing serious decline in their revenue generations. Besides from impact of recession on the revenue of media organisations, the emergence of digital media with internet connectivity has revolutionalised the landscape of journalism across the global. No doubt, Nigeria mass media are also going through the inevitable change digital media and internet have brought upon journalism practice. Zenith (2020) asserts that in last few years digital media organisations have disrupted journalism's traditional economic model which largely depends on advertising revenues. Also, government owned media organisations which are assumed to be financed by the governments have also been affected by the dwindling revenue as a result of decline in advertising.

Profoundly is the fact that dearth of advertising revenue experienced in the mainstream media have dramatically shifted to digital over the past five years with internet advertising expenditure rose from a 35 percent global share in 2016 to 54 percent in 2021 with that figure estimated to increase to almost 60 percent in 2023 (UNESCO, 2022). Report from Zenith indicated that the "duopoly" internet platforms; Google and Meta are capturing more than half of digital advertising spending. In the case of Nigeria, Ekwujuru (2017) cited in Erubami (2019) asserts that "corporate organisations, government and private individuals in Nigeria spend a huge amount of money annually on advertisement. In 2016 alone, a total of N90.9 billion was spent on advertising across different media platforms, with television, radio and newspaper topping the scale of advertisers' destination at N31.5 billion, N12.6 billion and N12.6 billion respectively"

Significantly, changing social trends is another serious factor transforming journalism practice across the globe. The evolution of social interaction and networking, social media, search engines, and major online services like Amazon for e-commerce, Netflix for video streaming, and Spotify for music streaming, together with the spread of smartphones in the early twentieths, has dented unprecedented challenge to the conventional businesses of the media industries (Kawashima, 2020). Today, the emergence of digital media and internet has brought the concept "produsers". In this case, the onetime passive audience or consumer of media contents are now active consumers. They now contribute and participate in the production of media contents. Chris (2017) asserts that "consumers are less and less willing to pay for content itself and often less immersed in it than they once were and that they may be happy to pay for services that provide content, so long as access is convenient—providing the content when they want it, where they want it, and via the devices they habitually use"..

Again, the implications of all the above on the traditional media journalism practice is enormous. Since most of the traditional media especially the news organisations are losing advertising revenue to new media and there is exodus of audience to the new media to get contents in real time, some digital news media and news organisations have found themselves struggling to survive with reduced budgets and shrinking staff capacity. Flynn (2021) disclosed that in February 2021, digital news brands; BuzzFeed and HuffPost merged to strengthen their position in a shrinking advertising market for news media which later made their newsrooms to face restructuring, mass layoffs, and shutdowns. In both developed and developing countries, the situation is much worse for small media outlets, local news producers, and other less financially stable media organizations, exacerbating trends that were ongoing prior to the pandemic. Hudson & Rowlands (2014) state that the economics of commercial news media and a worldwide recession meant a reduction in the number of people employed in traditional newsroom as at the end of the first decade of twenty – first century.

It is worthy to note that in the case of Nigeria media, job cuts and staff downsize were going on in the news organisations though rare. Notable broadcast organisations and print media laid off journalists while some were owing salaries for 3 to 6 months and the same goes for some state owned broadcast organisations. Abubakar, Idris (2020) corroborating the above, note that before recession and Covid – 19 pandemic, job cuts and a temporary layoff, an involuntary leave, or some other modification of normal working hours without pay for a specified duration were going on, though many publications have struggled with revenue for years.

The changes in media production, distribution, and consumption and their attendant effect on the quality of journalism produced in the country have called for serious concern. It is in this regard that, Marko, N., Miloš, P.,

Veroljub, Z. & Christian, S. (2014) assert that, it is not traditionally expected of journalists to engage in business activities but the financial situation of traditional media is becoming more and more difficult and the expansion of the internet is increasingly redefining this understanding. Hence, the emergence of "entrepreneurial journalism", which explains the need for journalists to act in an economic sense, to redefine their profession through innovation and to explore new opportunities for making a living. Entrepreneurial journalism is considered as the application of entrepreneurship to the field of communication and journalism (Weezel, 2010).

Hence, this paper seeks to explore the influence of media entrepreneurship training and education in tertiary institutions in Nigeria with focus on entrepreneurial journalism as panacea to unemployment in Nigerian mass media industry. It is important to study the growing need to shift from employed journalists to self – employed journalists. The paper explores how students of journalism or mass communication can be instilled with entrepreneurial mindset in journalism practice.

Statement of the Problem

Going by the current challenges being faced by journalism practice across the globe and Nigeria inclusive, there is need to consider the application of entrepreneurial journalism as catalyst for unemployment in Nigerian mass media industry. There is no doubt that chunks of mass communication graduates going to labour market may likely face the challenges of getting jobs as most of these news and media organisations are confronted with financial hardship and inevitable incursion of new media into the practice of journalism.

Sabés and Verón, (2012) explain that "the economic crisis of the news companies makes it harder for recent journalism graduates to access decent jobs in the traditional media. Therefore, a professional employment alternative is self-employment". Philipp (2014) posits that "challenges faced by the news media in an increasingly digital age are well known. Spurred by the entrance of new media players, falls in advertising revenue, and declining share values, much attention has been paid to questions of media plurality, business models, and the future of public service broadcasters (PSBs)". In other words, there is need to try another approach of equipping journalism graduates to brace up with the future challenge of journalism as these challenging trends will continue. Therefore, this paper examines the entrepreneurial journalism as panacea to unemployment in the Nigerian media industry.

Objectives of the Study

i. To find out the extent to which entrepreneurial journalism can serve as panacea to unemployment in media industry

ii. To know the prospect of entrepreneurial journalism in Nigerian tertiary institutions

iii. To identify the influence of digital media on the emergence of entrepreneurial journalism

Research Questions

i. To what extent can entrepreneurial journalism serve as panacea to unemployment in Nigerian media industry?

ii. What is the prospect of entrepreneurial journalism in Nigerian tertiary institutions?

iii. What is the influence of digital media on the emergence of entrepreneurial journalism?

Conceptual Studies

Conceptual studies focus on the review of various terms or concepts used in the study in order to aid the understanding of the paper. Hence, the following concepts are discussed:

Entrepreneurship

The "Entrepreneurship" is coined from the French word 'Entreprendre' which means 'to undertake'. Entrepreneurship means different thing to different people especially when it comes "business". For some, it can be regarded to venture capital-backed start-ups and their kin. In another context, it refers to a small business while to others, it is merely an oxymoron. In the words of Kimon (2013), entrepreneurship is the act of setting out on one's own and starting a business instead of working for someone else in his business. At a conference on entrepreneurship in the United States, entrepreneurship was defined as an attempt to create value through recognition of business opportunity, the management of risk-taking appropriate to the opportunity, and through the communicative and management skills to mobilize human, financial, and material resources necessary to bring a project to fruition. This

definition recognizes that entrepreneurship is both an art as well as a science which involves the fusion of capital, technology and human talent and is a dynamic and risky process (Turan, Verma, Bodla, Garg, & Gupta, n.d.).

Exploring the concepts of discovery and exploitation, Shane and Venkataraman (2000) describes entrepreneurship as act of discovery and exploitation of profitable opportunities. According to Eisenman (2013) Howard Stevenson, a professor in the Harvard Business School, simply defined entrepreneurship as the pursuit of opportunity beyond resources controlled. The import of the definition of Howard Stevenson is entrepreneurship has three elements which are pursuit, opportunity and resourcefulness. It means anyone that must be considered as entrepreneur must have an idea of pursuit, an eye for opportunities and resourcefulness to the fore. Pursuit implies a singular, relentless focus and a sense of urgency that is seldom seen in established companies, where any opportunity is part of a portfolio and resources are more readily available (Igyuve & Agbele, 2017). In other words, this paper considers entrepreneurship as an effort of individual who identify a business opportunity and pull his resources together to pursue the idea without minding the risk to make a living and a profit. This paper sees entrepreneurship is more than the mere creation of a business or a social enterprise because in real sense it involves the characteristics of seeking opportunities, taking risks beyond security and having the tenacity to push an idea through to reality combine into a special perspective that permeates entrepreneurs (Howard, Allen, & Donald, 2016).

Entrepreneur

History indicated that in the early sixteenth century, the term “entrepreneurs” was used to describe the Frenchmen who organised and led military expeditions. Also, French Economist Richard Cantillon used the term to apply to business in the early eighteenth century. Richard Cantillon conceived of an entrepreneur as a bearer of non-insurable risk, postulating that the entrepreneur buys factor services at certain prices with a view to sell their products at uncertain prices in the future. In other words, entrepreneurs can be explained to individuals who start, manage, bear the risks and increase the productive capacities of a business enterprise (Turan et al., n.d.).

Akpede (2013) sees the entrepreneur as the planner, innovator and sole-decision maker in a productive enterprise with the aim of making profit. Schumpeter (1965) in his definition identify “entrepreneurs as individuals who exploit market opportunity through technical and/or organizational innovation”. The duo of Knight (1921) and Drucker (1970) simply put that entrepreneur is someone who takes risk. Bolton and Thompson (2000) sees entrepreneur as “a person who habitually creates and innovates to build something of recognized value around perceived opportunities”. Thomas and Mueller (2000) cited in Eroğlu, O. & Piçak, M. (2011) argue that the study of entrepreneurship should be expanded to international markets to investigate the conditions and characteristics that encourage entrepreneurial activity in various countries and regions. It is reasonable to expect that entrepreneurs reflect the dominant values of his or her national culture and national culture has definite effect on entrepreneurship (Thomas & Mueller, 2000). The above definitions brings to the fore the fact there is need to graduates of journalism to be training in the skills of an entrepreneur. There is need for them to be training the art and act of being innovative, creative, insightfulness and risk – risking as expected of an entrepreneur.

Journalism

Journalism is the production and distribution of reports on the interaction of events, facts, ideas, and people that are the "news of the day" and that informs society to at least some degree. The word, a noun, applies to the occupation (professional or not), the methods of gathering information, and the organizing literary styles. Journalistic media include print, television, radio, Internet, and, in the past, newsreels. Journalism is said to serve the role of a "fourth estate", acting as a watchdog on the workings of the government. Journalism can be said to be the public eye. Journalism reports to the public, conveying to it information, analysis, comment and entertainment while equally purporting to represent the public; to speak for it in the public arena. At the same time journalism is in the business of representing to the public ‘the reality out there’. It is only at first sight a curiosity that journalists refer to the reports they write, edit or present as ‘stories’. Journalism has a storytelling function that has much to do with values, telling stories about who we are, how we have become what we are and what we should become (Watson & Hill, 2017). The combination of mastering newsgathering and storytelling techniques in all media formats (so-called ‘multi-skilling’), as well as the integration of digital network technologies coupled with a rethinking of the news producer consumer relationship tends to be seen as one of the biggest challenges facing journalism studies and education in the 21st century (Bardoel and Deuze, 2001; Pavlik et al., 2001; Teoh Kheng Yau and Al-Hawamdeh, 2001). Today, we have digital/online journalist, multimedia journalism and in the context of this paper, entrepreneurial journalism. The

concept of participatory journalism enshrined in entrepreneurial journalism is taken over the entire landscape of traditional journalism.

Entrepreneurship journalism

"Entrepreneurial journalism" has been seen as a new way of creating profit in the media sphere which is different from a part-time journalism or freelance online journalism. This means that, it a way of journalists develop new business models on the Internet as individual entrepreneurs or by journalists joining together in order to start a new business (Marko, Miloš, Veroljub & Christian, 2014). Ruotsalainen & Villi (2018) state that entrepreneurial journalism is characterised with either the setting of new media outlets established by journalists themselves or reflects the personalities, goals and visions of the founders or seeks to renew journalism by addressing new niches, exploring new styles and formats, and building a new relationship with the audiences, and 4) pursues a sustainable business based on these attributes. A New York Times piece stated: "Entrepreneurial journalism, broadly speaking, simply refers to pulling journalism, business and technology closer together (Vos, & Singer, 2016). Entrepreneurial journalism is growing globally and is one of the trends shaping the future of journalism (Vos, & Singer, 2016).

Casero-Ripollés, Izquierdo-Castillo and Doménech- Fabregat (2016) describe entrepreneurial journalism as having three characteristics: it 1) is produced by small scale media organisations, or cooperatives, of individual initiatives, 2) involves the creation of a business of one's own—seeking new (business) opportunities and journalistic niches, and 3) encourages people to see the journalist as an entrepreneur, "tearing down the wall that traditionally separated the creation of content from business". The third characteristic also involves new forms of news production, such as the craft production model of journalism that reflects the personality and skills of the entrepreneur (Picard, 2014).

Entrepreneurial Journalists as Change Agents

The entrepreneurial journalist is depicted as a founder, an innovator, a trailblazer, a business creator, and a freelancer or "journopreneur which is combination of "journalist and entrepreneur". A Broadcasting & Cable profile of an entrepreneurial journalist described him as "drawing on both his reportorial instincts and his business acumen. Entrepreneurial journalists are described in one account as journalists who master the "tools of the business side to achieve professional independence (Casero-Ripollés et al., 2016).

Comparison of Conventional Business Model for traditional journalism and New Business Model for entrepreneurial journalism

Business model is a term that explains how business delivers and retains value to its clients and itself, and how it provides funds to finance its business.

SN	Value	Conventional Business Model for Mainstream Journalism	New Business Model for Entrepreneurial Journalism
1	Value – Adding Steps covered by media companies	Content creation, distribution	Management of content, operation of digital space (apps, websites, social media), alliance with various sectors
2	Value chain	Fixed, controlled, supplier-led, one-way	Flexible, organic, user-centric, interactive
3	Value creation	Copyright exploitation	Multiplatform business
4	Revenue source	User payment, advertising	User payment, advertising, user subscription fees, sale of user data
5	Main partners	Promoter, retailer	Content/service providers, neighboring industries in the media and elsewhere
6	Market entry barriers	High: initial investment of capital required	Low
7	Competition	Intra-market	Inter-market
8	Role of creators	Strong, but moderated by the intermediary	Direct connection with users, need to be entrepreneurial
9	Content creation	Reserved for the professionals	Open to all

10	Role of consumers	Passive	Active
11	Traits valued by consumers	Quality of content	Social communication about content, convenient access
12	Primary competences of media companies	Artistic/journalistic editing, curation and distribution	Aggregating content, algorithms for matching content and users
13	Control of the market	Strong	Weak
14	Control of use	Strong	Weak
15	Advertisers' interest	Mass marketing	Targeted marketing

Source. Adapted and expanded from Hess. Note. The models are ideal types and do not necessarily describe specific industry sectors

Theoretical Framework

Two theories have been identified relevant to this study and they are Information processing and social learning theories

According to Anaeto, Onabajo and Osifeso (2008) information processing theory was propounded by Williams McGuire (1968). In 1989, the Social Psychologist William McGuire identified twelve steps in the processing of persuasive communications. According to McGuire "A person must be exposed to a message, attend to it, take enough interest to process it further, comprehend the message (learning what), acquire taught skills (learning how), yield to the message (attitude change), store the message content and/or the new attitudinal position in memory, retrieve that information at later times, make decisions based on the retrieved information, behave in accordance with that decision, receive positive reinforcement for so behaving, and make the new position a part of self by integrating it into his or her cognitive structures and habit patterns. Reaching any of these twelve steps is contingent upon success at all prior steps.

In other words, once students of mass communication or journalism are able to comprehend the objective of teaching entrepreneurial journalism there is much hope that the programme will yield results and help to build future entrepreneur journalists. Students will continually regulate their thoughts and make their entrepreneurial actions more directional, logical, and significant. This study employs the social cognitive theory to assess how students with a high level of entrepreneurial education, entrepreneurial mindset, and creativity improve their ability to develop entrepreneurial self-efficacy which in turn affects entrepreneurial intention (Yuan & Wu, 2020). Information Processing Theory outlines a way of learning that can be used by teachers inside the classroom.

On the other hand, social learning theory was propounded by Albert Bandura (1977). The theory proposes that, much learning takes place through observing the behaviour of others (Anaeto, Onabajo and Osifeso, 2008). Severin and Tankard (2001) cited by Anaeto et al (2008) explain that social learning theory can be used to explain how people learn through social learning such as learning new things and get learning from people and absorbing behaviour identified with being a male or female. Social learning theory is relevant because individuals are encouraged to learn through different multi-level channels and enhance their skills and knowledge to become entrepreneurs. Therefore, entrepreneurial education, entrepreneurial mindset, and creativity can enhance the learning environment of individuals and improve their confidence level that will be able to solve new and unexpected issues regarding the new business development (Chia and Liang, 2016).

Methodology

The study adopts contextual analysis using data triangulationto give descriptive analysis of findings made in previous researches by scholars. This is because the core strength of data triangulation is the use of existing data for review and analysis. Rather than drawing conclusions from a single study, data triangulation uses multiple data sources to examine a situation. A larger pool of relevant data practically guarantees that areas of convergence and divergence will be discovered; areas of convergence and divergence that may not have been identified or noticed in the data from a single study (UNAIDS Monitoring and Evaluation Fundamentals Series, 2021; Obatunde, Richard & Samuel, 2017)

Review of Past Studies

Ruotsalainen, J. & Villi, M. (2018) in their study on "Hybrid Engagement: Discourses and Scenarios of Entrepreneurial Journalism". Concluded based on their findings that in a possible future, journalistic media outlets

will continue to lose their relevance, interest and engagement among audiences, to the advantage of other content producers who engage more participatory forms of communication on social platforms such entrepreneurial journalism or what they considered to be hybrid journalism. They asserted that an ideal of hybrid journalism and hybrid engagement is spearheaded by entrepreneurial journalists was tested in the analysis of the "About us" pages of 41 entrepreneurial journalism outlets. The article found that the discourses such as emphasizing distinctive identity, niche approaches, networks, change oriented culture, and traditional journalistic values; indeed display hybrid notions of journalism and engagement.

Series of researches were conducted into the incorporation of entrepreneurial journalism to universities' curriculum, Vos, T. P., & Singer, J. B. (2016) in their study on "Media Discourse about Entrepreneurial Journalism: Implications for Journalistic Capital" cited the works of Breiner 2013; Schaich and Klein 2013; Briggs 2012, 21 and Claussen 2011. They discovered that a growing number of journalism schools and programs around the Western world are expanding their emphasis on entrepreneurialism as a valuable, even necessary, skill for graduates entering a news ecosystem still enmeshed in a "culture of resistance. Instance is City University of New York which was a pioneer in advocating curricular reconfiguration if not wholesale reinvention; CUNY launched its entrepreneurial journalism program in early 2011, emphasizing business opportunities, collaboration, technology, and creative practice. The birth of entrepreneurial journalism in New York University made dozens of other journalism schools also have incorporated entrepreneurialism in the curriculum

Baines and Kennedy (2010) in his study on "Education for Independence? Should Entrepreneurial Skills Be an Essential Part of the Journalist's Toolbox" found out that point out that the careers of future graduates are increasingly likely to feature consecutive and concurrent periods of long-term employment, short-term contracts, self-employment as well as working in temporary clusters on specific projects. They concluded that educators to give journalism students the opportunity to become entrepreneurial self-employed agents, who might compete with, as well as service, other media organisations. Baines and Kennedy recommended strategies for empowering students to become reliable analysts and brokers of information include embedding enterprise in existing journalism programs; offering specialist support, such as incubator services to provide guidance on starting a business; and setting up knowledge exchanges, such as entrepreneurship workshops with business leaders.

A small-scale study on "Media Entrepreneurship: Curriculum Development and Faculty Perceptions of What Students Should Know." by Ferrier (2013) revealed that key objectives in developing curriculum included introducing journalism students to business concepts and helping them identify opportunities for innovation. Classes typically involved the creation of products such as hyperlocal online news sites or regional niche hubs; students also commonly were taught to undertake market research, analyze potential competitors, and construct and deliver a pitch. Considering the Need for Entrepreneurship in Journalism as studied by Wallace (2012), the Poynter Institute stated the importance of entrepreneurial skills for students considering journalism careers, in addition to offering training and networking opportunities for more experienced journalists-turned-entrepreneurs According to Wallace (2012) of Poynter Institute report on the state of journalism education, Poynter called unequivocally for innovation in the journalism curriculum, so that educators can "empower students to be open to the disruptions they'll inevitably face in their own careers".

Also in UK, the finding of Hunter and Nel (2011) on "Equipping the Entrepreneurial Journalist: An Exercise in Creative Enterprise." Disclosed UK university students taking part of a series of workshops were encouraged to consider themselves not only within a framework of business and entrepreneurship but also as creative, imaginative individuals with a unique contribution to make to a sector that is in need of rejuvenation as well as to recognize synergies between the seemingly disparate fields of business and creative industries. The authors concluded that students are, at least potentially, enterprising and adaptable, making them "ideally placed" to capitalize on industry shifts.

In Australia, Quinn (2010) in his study "Opportunities for Journalism Education in an Online Entrepreneurial World" also has urged that journalism students be taught to be entrepreneurial: to learn how to run a small business, to understand audiences and audience research, and to be able to market themselves, among other attributes. A recent survey of journalism program directors in the United States underscores the challenge of finding room in the curriculum to foster entrepreneurial skills. Blom and Davenport (2012) report that only 11 percent of journalism school administrators include entrepreneurial journalism courses in their list of seven most important core courses, behind 20 other topics that range from media law/ethics to feature writing.

In a related development, the European Journalism Training Association commissioned a study to understand what qualifications were seen as important to prepare European students for a changing industry; it was found that entrepreneurial journalism skills received low rankings from both practitioners and students, suggesting a preference for doing journalistic work "without interference from market forces or the public" (Drok 2013).
In the research fully funded by the Jaume I University of Castellón and carried out by Pedro, A., Andreu, C., José-Joaquín, E., Carlos, B., (2018), the results showed how university training, when applied to entrepreneurial projects in the journalism and communication areas, is capable to increase the students' entrepreneurial intentions. Their results support the positive perceptions towards entrepreneurship training Students have been able to perceive how effective training on these issues can increase the feasibility of their projects even in a highly competitive context where new business is difficult to formulate. This fact can explain the positive predominance effects.

In research carried by Paniagua Rojano, F.J., Gómez Aguilar, M., González Cortés, M.E. (2014) to examine the results of the course titled "Creation and Management of News Media Companies", which is part of the B.A. degree in Journalism offered by the University of Malaga, it was discovered that courses such as Creation and Management of News Media Companies (which is a form of media entrepreneurship programme) are increasingly necessary, not just in the journalism degrees, but in all or almost all university study programmes, particularly during the current context, in which the business model of news companies is undergoing profound changes as a consequence not only of the current economic crisis, but also as a result of changes in audience's news consumption habits and the emergence of new media platforms that offer new possibilities to generate news contents and new business models. This is evidence by 91% of the surveyed students, who admit that after completing the course they have considered starting their own journalistic enterprise. Before taking the course only 39% of the students had considered this career option. However, their study revealed that the students show a series of education deficiencies to be able to launch a business initiative, particularly in the areas of economics, business, budgeting and analysis of the context and the competition. This implies the need to improve the coordination with the professors teaching courses related to specialised journalism, digital journalism and new media, which is a new challenge for the next academic year.

Philipp, Rottwilm (2014) in his study on "the Future of Journalistic Work: Its Changing Nature and Implications" found out that the changes occurring in journalism have significant implications for the work and labour of journalists, whether they remain in traditional employment or pursue careers as independent journalists, members of journalist co-operatives, or journalistic entrepreneurs. His study further revealed that the convergence process, multi-skilling, the need to integrate digital network technologies, and a new producer–consumer relationship have become the largest challenges for journalism today. Consultancy and entre/intrapreneurship are now becoming part of journalistic work and the expansion of the profession has diluted the identity of journalism.

Conclusion and Recommendations

Going by the contextual analysis using data triangulations in the above review of the past studies by scholars, it is safe to conclude that to a large extent entrepreneurial journalism can serve as panacea to unemployment in Nigerian media industry. The several institutions are setting up mass communication departments and enrolling more students, there is urgent need the management to adopt entrepreneurial journalism as course and a form of entrepreneurship development programme of the mass communication department. Obviously, media organisations both in Nigeria and abroad are frequently downsizing journalists as a result of new media and ICT which redefining the journalism practice as well financial crunch experienced by these media organisations due to global recession based on countries peculiarity and the unending Russia – Ukraine war which report says may lead to another global recession and global food insecurity. Hence, if adopted, students will graduate to become self-employed to advantage of plethora media business opportunities offer by new media.

This is more so that new media and its components – internet connectivity and social media have been discovered in the analysis above to be one main factor aside shrink advertising revenue, which is driven entrepreneurial journalism. To a large extent, findings revealed that, digital media greatly influence entrepreneurial journalism. As digital media and internet connectivity continue to evolve, there is likelihood that owners of media organisations will continue to find ways of surviving in the business. Hence, they go for staff audit to identify journalists who acquire the skills and technical know – how to work in multimedia news organisation setting. They tend to move with time delivering their contents in a real time to attract or sustain their advertisers and keep tab with their audience online. Hence, it is possible that machine in terms of technology will need to replace human especially those without relevant skills.
It is therefore recommended that, in line with TVET policy of the Federal government, tertiary institutions in Nigeria especially the polytechnic should thinking of incorporating entrepreneurial journalism to polytechnic mass

communication curriculum to training and prepare mass communication students in becoming self – employed when they graduates. Managements of tertiary institutions should endeavor to be proactive in setting up committee to look into the creation of course contents that will address or relate to entrepreneurial journalism in to help solve the problem of unemployment in the media industry as chunk of mass communication students are graduating every year,

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