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CROSS-FERTILISATION OR MONOLITHIC JOURNALISM: WHICH APPROACH TO POST-CENTENARY JOURNALISM TRAINING IN NIGERIA?

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Abstract:

This study examined evidence of diversity in the composition of journalism and mass communication trainers in four leading Nigerian universities: Bayero University Kano (BUK), University of Lagos (Unilag), University of Maiduguri (Unimaid) and University of Nigeria Nsukka (UNN). The findings reveal a quasi-monolithic geopolitical composition and gender-bias. Specifically, 90.6 per cent of the academic staff in BUK are from the North-West; 68.8 per cent of Unilag staff are from the South-West; 85 per cent of staff at Unimaid are from North-East; and 100 per cent of UNN staff are from the South-East. On the average, at least 70 per cent of academic staff at each of the institutions are male. This chapter argues that the bias in staff composition may impact on knowledge and perspectives that are transmitted to students and ultimately the diverse Nigerian audience. That these biases may affect Nigeria's development and frustrate efforts in promoting national unity, or the sense of purpose in tackling national challenges is justification for the concern. The chapter suggests affirmative action with regard to staffing and curriculum in academic professional media institutions. The authors argue that greater diversification in the relevant academic faculties of universities and training institutions can revolutionise learning, teaching and practice of communication and related disciplines in Nigeria while strengthening and sustaining the country's development efforts.

Key words: Diversity, Mass Communication/Journalism Education, Representation