

## UNEMPLOYMENT AND ITS IMPLICATION ON THE NATIONAL DEVELOPMENT IN NIGERIA: THE ROLE OF THE MASS MEDIA

Touitou<sup>1\*</sup>, Tina C<sup>2</sup>

<sup>\*12</sup>Department of mass communication Babcock University, Iiish-Remo, Oun State, Nigeria

**\*Corresponding Author:-**

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### **Abstract:-**

*This paper focuses on unemployment as one of the biggest problem confronting Nigeria nation today and its development. It is the root cause of poverty, youth restiveness, gangsters, bank robbery, kidnapping, assassination, and other sort of deviant behavior. The unemployment rate measures the number of people actively looking for a job as a percentage of the labor force. As at March 29, 2015, the unemployment rate of the country was 23.90%. One of the stringent issues in Nigeria is unemployment. These create stunt growth and development in Nigeria economy. Despite the devastating effects of unemployment, the mass media still gives hope for securing a job or creating one for the populace. The mass media tries in its own little way to curb unemployment in Nigeria to develop the economic life of Nigerian citizens. The paper concluded, saying that the nation must see youth unemployment as a monster that is debilitating our collective being. Instead of amassing military arsenal on kidnappers and bank robbers, should fight their root-cause which is youth unemployment.*

**Keywords:-** Unemployment, National Development, Mass Media

## INTRODUCTION

The high unemployment situation in Nigeria is real. Even the government (at all levels) has severally admitted to this fact. Nigeria is a very rich country. It has every potential to develop and put poverty and unemployment issues into history. But the paradox now is that Nigerians still wallow in poverty as unemployment rate keep rising at alarming rate due to some factors that would be discussed later. Unemployment can be seen as a state of joblessness in a society. This is when the percentage of available jobs is not enough and so render the workforce inactive. The youths are the major people affected by this employment issue. Thousands of youth graduate from university every year with no hope of securing a job. This in turn leads to frustration and they being to engage in various vices just to make ends meet. The youth unemployment is one of the biggest problem confronting Nigeria nation today and its development. It is the root cause of poverty, youth restiveness, gangsters, bank robbery, kidnapping, assassination, and other sort of deviant behaviors. Youth unemployment has maligned families and debased educational system. Patents are frustrated and traumatized at seeing their sons and daughters turn into crimes and prostitution because of unemployment. The younger ones are discouraged from being serious with their studies because their seniors who have been to school are jobless and frustrated. The ILO (2007) report showed that the proportion of world unemployment is steadily increasing and that the number of those without jobs remained at an all-time high of more than 195 million or 6.3 percent in 2007. For instance, in (2007), the Middle East and North Africa were the regions with the highest unemployment rate in the world at 12.2 percent, followed by Sub-Saharan Africa at nearly 10 percent. East Asia's unemployment rate of 3.6 percent remained the lowest. Unemployment as a global concern is of more dire consequence on youths. Global youth's unemployment rate was projected at 12.7 percent in 2012. This portends immense dangers when understood from the point of view that young people are the next generation of potentially productive economic and social actors. In Africa, youth's unemployment has been a major problem giving rise to other criminal tendencies in the youths and threatens the social-economic peace and stability of the continent (Ajufo, 2013). Youth's unemployment in Nigeria, according to National Bureau of Statistics (2009, 2010), the national unemployment rates for Nigeria between 2000 and 2009 showed that the number of unemployed persons constituted 13.1% in 2000; 13.6% in 2001; 12.6% in 2002; 14.8% in 2003; 13.4% in 2004; 11.9% in 2005; 13.7% in 2006; 14.6% in 2007; 14.9% in 2008 and 19.4% in 2009. As regards the age group, the report shows that as at March 2009 in Nigeria, youths between the age bracket of 15 and 24 years, 41.6% were unemployed; between 25 and 44 years, 17% were unemployed.

Furthermore, for those with only primary education, 14.8% were unemployed, and for those with only secondary education, 23.8% were unemployed; while for those with tertiary education, 21.3% were unemployed. For those who never attended school and those below primary education, 21.0 and 22.3% were unemployed respectively. Awogbenle and Iwuamadi (2010) and Okafor (2011), the statistics from Manpower Board and National Bureau of Statistics showed that Nigeria has a youth population of 80 million, representing over 60% of the total population of the country. In Nigeria, the rate of unemployment seems to take a steady increase over the years. It increased to 23.90% in 2011 from 21.10% in 2010. The average of the employment rate in Nigeria was 14.60% from 2006 until 2011, reaching its peak of 23.90% in 2011 and the lowest recorded rate being 5.30% in 2006. The unemployment rate measures the number of people actively looking for a job as a percentage of the labor force. As at March 29, 2015, the unemployment rate of the country was 23.90%. These create stunt growth and development in Nigeria economy. The roles of mass media vary from country and they played significant roles in helping to manage and curb unemployment issues. The mass media have played a significant role in unemployment in Nigeria in so many ways. The privatization of the media sector has opened several job opportunities for people in areas such as journalism, entertainment, photography and a lot of others. This privatization has made individual become owners of media stations instead of it solely belonging to the government and as well the privatization has opened doors for people to become employed. The result of this has also boosted the growth of the Nigeria economy. Although people are of the opinion that mass media should not be privatized, the role of the mass media reducing the rate of unemployment in Nigeria has been of significant value to people of Nigeria. Mass media have come to occupy the position of eminence in the world today as it constitutes the nexus that controls the over-all socio-economic and political development of every society. Without the media which, according to Okunna (2000, p.32), maintain constant flow of vital information for economic growth, national development is bound to be stagnated or at best be retarded

## Concept Analysis, Discussion and Explanations

### Concept of National Development

National development is the ability of a country or countries to improve the social welfare of the people e.g. by providing employment, social amenities like quality education, portable water, transportation, medical care and so on. It may also refer to the ability of a nation to improve the lives of its citizens. Measures of improvement may be material, such as an increase in the gross domestic product, or social, such as literacy rates and availability of healthcare. Federal governments draw up national development plans and policies based on the perceived needs of their citizens. Many include an emphasis on reducing poverty, affordable and available housing and community development. The goal of all national development is to improve the lives of the citizens in question within the context of a growing economy and an emphasis on the good of the community as a whole. The principles, refer to the sustainability of the development process, include

- Environmentally sustainable;
- Fiscally sustainable; and
- Institutionally sustainable

For instance, the Philippine development plan 2011-2016 adopts a framework of inclusive growth which is high growth that is sustained and generates mass employment and reduces poverty

### **Concept of Unemployment**

According to the Bureau of labor statistics (BLS) unemployment refers to individuals who do not have a job, who have actively looking for job, and are currently available for work. Also, people who were temporarily laid off and are waiting to be called back to that job are included in the unemployment statistics. Woods (und.) defines unemployment as the number of people in the workforce who want to work but do not have a job. The workforce majorly refers to those individuals who want to work; it excludes those who are disabled, retired, terminally ill and those who are able to work but not currently searching for a job. To the International labor organization, unemployment can be defined as what occurs when people are without work and actively seeking for work. The International Labour Organization (ILO) defines the unemployed as the number of the economically active population who is without work but available and seeking for work, including people who have lost their jobs and those who have voluntarily left work (World Bank, 1993). National Bureau of Statistics (2009), opines that the labour force of a country is a set of people or citizens who are willing and are able to make available at any given point in time their efforts for gainful employment, while the unemployed are the individuals with no work, but are looking for work. Various forms of unemployment have been identified by scholars. These include seasonal, frictional, cyclical, structural unemployment, and so. Unemployment is a global trend but it occurs mostly in the developing countries of the world, with social, economic, political and psychological attendants. Thus massive youth's unemployment in any country is an indication of far more complex problems (Okafor, 2009)

### **Types of Unemployment**

There are various types of unemployment, some of which are;

- Long-term Unemployment
- Seasonal Unemployment
- Structural Unemployment
- Frictional Unemployment
- Hidden Unemployment

### **Hidden Unemployment:**

Hidden unemployment is the unemployment of potential workers that is not reflected in official unemployment statistics, due to the way the statistics are collected. According to statistics, in many countries only those who have no work but are actively looking for work are counted as unemployed. However, it should be noted that those who have given up looking for work are not officially counted among the unemployed, even though they are not employed.

### **Long-Term Unemployment:**

Long-term unemployment according to the European Union Statistics can be defined as unemployment lasting for longer than one year. This type of unemployment is a key component of structural unemployment which results in long-term unemployment existing in every social group, occupation, industry and education. A key factor of current long-term unemployment is the stigma attached to it that makes it harder for people seeking jobs to find employment in low and medium skills jobs because those employers care about long-term unemployment, while high skill jobs mainly focus on all applicants past experiences instead of their long-term unemployment

### **Frictional Unemployment:**

This type of unemployment can be seen as a particular time period between jobs when a worker is searching for, or transitioning from one job to another. This is sometimes called "search unemployment" and it can be voluntary based on the circumstances of the unemployed individual. Frictional unemployment focuses on the voluntary decisions of certain individuals to work based on each individual's valuation of their work and how that compares to current wage rates, plus the time and effort required to find a job. The causes and solutions of frictional unemployment often address job entry threshold and wages rates

### **Structural Unemployment:**

This type of unemployment occurs when a labour market is unable to provide jobs for everyone who wants one, because there is a mismatch between the skills of the unemployed workers and the skills needed for the available jobs. This type of unemployment lasts longer than the frictional unemployment. Structural unemployment focuses on structural problems in the economy of any country, the inefficiencies inherent in a labour market which includes a mismatch between the supply and demand of laborers with necessary skill sets. It is worthy to note however that structural arguments emphasize causes and solutions related to disruptive technologies and globalization.

### **Residual Unemployment:**

This type of joblessness is caused by old age, physical or mental disability, irresponsible attitude towards the job and inadequate training

### **Cyclical Unemployment:**

It is as a result of a decrease in the demands for goods and services. It is often caused by economic recession or situation that forces companies to terminate a number of workers in order to reduce the costs

### Technological Unemployment:

This type of unemployment is caused by constant technological changes that have increased mechanization of production. This results in less demand for man-power and displacement of human labor.

### Nigeria Unemployment Rate from 2014 -2017



Source: Tradingeconomics.Com, National Bureau Of Statistics, Nigeria

### Factors Responsible For the Rising Unemployment in Nigeria

Unemployment can be caused by a lot of reasons which varies from people and countries. Some of which include

#### 1. Poor Education:

This is one of the major causes of unemployment in most countries; it can be looked at from the perspective of government, some nations do not provide for basic education of the youth neither do they invest in the education sector. These lead to a lot of them not getting the required educational standard or level needed to get a job.

#### 2. Poor Parenting:

Some parents choose a career choice on their children and do not realize that gone are the days when a career path should be forced on a child, others do not take into consideration the money to be spent on schooling, this sometimes leads to the child dropping out before the education can be completed because the parents run out of funds for fees. Sometimes it may be due to losing one's parent at a tender age and no one to cater or fend for them.

#### 3. Poor/ lack of skills:

Poor skill or lack of proper skill could result in unemployment. A lot of people are of the belief that having a degree is equivalent to getting a job. While that is true, there is need for something extra, such as an acquired skill that gives an advantage over others getting a job. Not just knowledge within the four walls of the school but experience from doing something creative.

#### 4. Poor Morals: Ethics,

high moral standards, values, positive character are all habits and pieces that add up to getting a job. This might be seen as really irrelevant to the unemployment statistics but people lose their jobs through lack of good morals. Some ladies wear offensive clothing, some lack a good manner of approach, some just tend to be lazy while others become vulgar. High moral standards always pay off.

#### 5. Corruption:

This involves the misuse of public funds for personal gains by people in power or authority. This can be a cause of unemployment when those put in power embezzle public funds for selfish reasons rather than to develop the country. The society becomes under developed because resources are not properly allocated and job opportunities become very thin.

#### 6. Fraud: Fraudsters,

popularly known as 419 have been unfair to a lot of salary earners thereby reducing them to nothing and most times costing them their jobs. This has led to the unemployment of a lot of people.

#### 7. Lack of Infrastructure

Lack of good roads, steady and sustainable power supply has made the economy hostile to investors. The lack of infrastructure has led to the high cost of production. The absence of investors influences the number of available jobs. The operating companies also use fewer people because of the high cost of production.

#### 8. Recession:

Unemployment in Nigeria has been worsened by the recession that is the decline in the country's economy. A lot of people have been laid off, while new jobs were not created. Most companies laid off employees because they can't afford a lot of workers.

### Effects of Unemployment in Nigeria

Some of the effects of unemployment include

- Reduction in the national output of goods and services
- Increased rural-urban migration
- High level of poverty in Nigeria

- Increase in the number of dependent people
- The high rate of crime

### **Solutions to Unemployment in Nigeria**

#### **Productive work of the government:**

To overcome the crisis of unemployment in Nigeria, the government must be effective in performing their duties. A socio-economic environment should be created. The government needs to foresee looming crisis and to make all possible actions to prevent it. It is also very important to understand the scope and type of unemployment in Nigeria. **Industrial Friendly Environment:** The government is to consider each sector of the economy and to provide the necessary infrastructure and

#### **Industrial friendly environment.**

Agriculture is one of the major sectors and the government has to do everything possible to attract private investors. This creating new job opportunities. Also, improvement of energy supply and transport system will cut the high cost of production, so there is no need to cut jobs.

#### **Reformation of educational system:**

The educational system needs to be reformed in order to produce skilled graduates, investors, and entrepreneurs. Practice and research should be priority, not just the theoretical learning. Nigerians also have to play their part in reducing the level of unemployment in the country. The Nigerians need to change their attitude to the future of the country during the election period. We need to understand our responsibility. We should vote for people with credibility, answers and readiness to work. This will determine the conditions of life in the country. Our future is in our hands. {Johnson Olawale, 2017}

### **Concept of Mass media**

Mass media are channels through which information is disseminated to a large heterogeneous audience. It could be through the electronic media, print media, outdoor media or the new media. Under the electronic media include: radio and television. The print media includes; newspaper, magazines. The outdoor media includes; billboard, signs, postal, placards. The new media involves the use of internet to communicate such as; Google, Facebook, twitter, and so. Dominick [2002], a medium is the channel through which a message travels from the source to the receiver. Mass media therefore can be defined as diversified media technologies that are intended to reach a large heterogeneous audience by mass communication. The technologies through which this communication takes place varies in the sense that broadcast media such as radio, film, television, recorded music etc. transmit their information electronically. While print media on the other hand such as newspapers, books, comics, pamphlets etc. use a physical object in disseminating their information. Outdoor media is a form of mass media that basically comprises of billboards, placards etc. and all this are usually placed outside the home in places such as stadiums, shops, buildings, flying billboards etc. Following the advent of the 21st century, internet media and mobile mass communication provides many mass media services such as emails, websites, blogs etc. The organization that controls these technologies can also be called mass media

#### **Forms of the Mass Media**

There are basically four [4] forms of mass media. These forms or types include the following

- Print media
- Electronic media
- Outdoor media
- New media

#### **Print media:**

These include books, magazines, newspapers, brochures, comics, pamphlets etc. The print media are generally categorized as "Primary media" because they are seen as the very first type of media to surface in the world. One major attribute of the print media is that it is usually in tangible form. They can be picked up physically, felt, laid down, stacked and filed and they can also be stored for future references. One key advantage print media has over other forms of mass media is that there is always "permanency" about its nature in the sense that any printed material can always be kept and stored for future referencing based on the circumstances the individual wants to lay claim to

#### **Electronic Media:**

The electronic media comprises of television, radio, sound recordings, etc. The electronic media can also be called "broadcast media" because all its contents are usually broadcasted from a source through a channel to its intended audience. According to Vivian (2006) unlike print messages, television and radio messages disappear as soon as they are transmitted. Although it is true that messages can be stored on tape and by other means, they usually reach listeners and viewers in a nonconcrete form. Television is usually distinctive because it engages several senses at once with sight, sound and movement.

#### **Outdoor Media:**

Outdoor media is a form/type of mass media that basically comprises of billboards, signs, and placards, which are usually placed inside and outside of commercial buildings, sport stadiums, shops, buses and so. Other outdoor media

include flying billboards and skywriting and so. Outdoor media helps to advertise and create awareness about a particular product or service to passer-by and motorists. Many advertisers also use this medium to disseminate important information that is helpful to citizens of a particular society or country. The advent of electronic billboards help to show graphic images with LED boards and lightings to further pass across the advertiser's message to his/her customers

#### **New Media:**

The advent of the new media has eased the stress of so many advertisers. The media basically consist of the internet. The internet till this very day has become the source of message gathering entity everyone on the face of the earth is exposed to. The internet provides diverse options for information, education, diverse topics and so and so forth

#### **The Roles of Mass Media in Curbing Unemployment**

The mass media plays several roles in different countries today. Some of these roles include creating awareness about a particular thing or helping to inform the citizenry about current happenings and development in their country. In Nigeria today, the mass media helps to curb different rising issues even in its own little way. One of the stringent issues in Nigeria is unemployment. The mass media tries in its own little way to curb unemployment in Nigeria to develop the economic life of Nigerian citizens. Below are some of the roles the mass media plays in curbing unemployment in Nigeria. They are as follows:

- The mass media is a channel for informing and educating people about issues, trends and happenings in the society. Through the various mass mediums, notices for jobs are displayed and advertised, creating awareness in the minds of the public. People are able to apply for specific jobs based on requirements and qualification. Also, new media platform such as the internet has helped create jobs for a lot of youth. Since the youths are internet savvy, they are able to engage in jobs like web designing, software application, blogging, sales of goods online, etc. the online platform has become a major place for the creation of jobs.
- The privatization of the media industry has led a lot of people to privately own a radio or television stations which in turn creates jobs for other people. The media houses provides jobs like editor, script writer, photographer, presenter, etc. these massive job opportunities increase the output of the workforce thereby leading to an increase in the economy.
- The mass media has also helped in educating people in the society. People are informed and educated about happenings in the society. Talk shows on tips of starting a small business, or how to become a successful entrepreneur, how to develop your career and a host of others give people the reassurance that they can still create jobs for themselves even if the economy or society does not. Certain mass mediums have various columns where they publish tips of starting a successful business and these tips can help to encourage unemployed in the country.

#### **Conclusion**

Mass media plays a major role in every nation's economy no matter how small. From the above content, it can be deduced that the mass media plays a significant role in the unemployment rate of a nation. Be it in informing and educating the audience or providing jobs no matter how small helps to boost a country's economy. Despite the devastating effects of unemployment, the mass media still gives hope for securing a job or creating one for you. Notwithstanding, Nigerian youthful population should be a formidable advantage to the economy if well harnessed. In addition to constituting a dynamic workforce to produce goods and services for the nation, they should also make-up the entrepreneurial class to drive the economy. Government should encourage them by creating the right environment to enable them turn their imaginations into creation of new products and improvement of existing ones.

#### **Recommendations:**

Nigerian government should formulate strategies and build institutions that will create opportunities to engage youths in meaningful enterprises, and to discourage them from criminal activities and purposeless traveling. The nation must see youth unemployment as a monster that is debilitating our collective being. Instead of amassing military arsenal on kidnappers and bank robbers, should fight their root-cause which is youth unemployment. The youths of the nation are the trustees of its posterity and the last line of defense in times of wars and emergencies. They are and indispensable human capital that should be nurtured and preserved for national well-being and development

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