

**PERCEPTION OF PHOTOJOURNALISM AND PHOTOGRAPHY AS A CAREER
CHOICE AMONGST MASS COMMUNICATION STUDENTS OF THE UNIVERSITY
OF BENIN**

BY

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,
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DECLARATION

I ADEWUMI OSIEKA OSEMUDIAMHEN, hereby declare that this project is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Arts, University of Benin under the supervision of Prof. Ambrose Uchenunu. All ideas are products of my research and where the view of others was used, they were duly acknowledged.

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CERTIFICATION

This is to certify that this research work was carried out by Adewumi Osieka Osemudiamhen under the supervision of Professor Ambrose Uchenunu and it is adequate in scope and quality in partial fulfillment for the award of Bachelor of Arts, (B.A) degree in Mass Communication from the University of Benin, Benin City.

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DEDICATION

This research work is dedicated to almighty God for his grace, love, provision, and protection upon my life.

ACKNOWLEDGEMENT

My profound gratitude goes to God for providing me with the strength and guidance needed to successfully write and complete this project. May his name be honored and his mercy never sees. I am beyond grateful to my supervisor Professor Ambrose Uchenunu for his time, support, and expertise in correcting my project work. Sir, May God continue to stand by you.

I love the words to express my appreciation to all members of the Department of mass communication. I cannot forget the immense contribution towards my development imparted by all my lecturers, your contributions will never be forgotten. I would like to convey my heartfelt gratitude to the head of the department Dr. Daniel Ekhareafo for his tremendous support, guidance, and discipline.

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To my amazing father, ACA John Adewumi, even in death, your unconditional love continues to give me strength and guidance. From this bridge, I wave my lights to yours in appreciation of all you have done.

TABLE OF CONTENT

Title Page	i
Declaration	ii
Certification	iii
Dedication	iv
Acknowledgement	v
Table of Contents	vi
List of Tables	vii
Abstract	viii

CHAPTER ONE: INTRODUCTION

1.1	Background of the study	1
1.2	Statement of the Problem	4
1.3	Objectives of the study	4
1.4	Research Questions	4
1.5	Significance of the Study	4
1.6	Scope of the Study	3
1.7	Limitations of the Study	2
1.8	Definition of Terms	21

CHAPTER TWO: LITERATURE REVIEW

2.1	Brief History of Photography and Photojournalism	77
2.2	The Concept of Photojournalism	44
2.3	Factors That Influence the Perception of Photojournalism Among Mass

	Communication Students	33
2.4	Photojournalism as a Career Choice	44
2.5	Unemployment Rates in Nigeria and the Significance of Photojournalism and Photography As Careers In Mass Communication	45
2.6	Concept of Photography	344
2.7	Factors That Influence the Perception of Photography Among Mass Communication Students	55
2.8	Photography as a Career	77
2.9	Common Misconceptions and Barriers About the Practice of Photography and Photojournalism as Career Choices Among Mass Communication Students...								07
2.10	Theoretical Framework	88
CHAPTER THREE: RESEARCH METHODOLOGY									
3.1	Research Design	44
3.2	Population of The Study	99
3.3	Sample Size	22
3.4	Area of The Study	22
3.5	Sampling Procedure	22
3.6	Instrument of Data Collection	22
3.7	Reliability and Validity of Research Instruments	22
3.8	Method of Data Collection	22
3.9	Method of Data Analysis	22
CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS									
4.1	Introduction	33

4.2	Data Presentation and Analysis...	11
4.3	Discussion of Findings	11
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS										
5.1	Summary	22
5.2	Conclusion	11
5.3	Recommendations	11

LIST OF TABLES

Table 1:	Distribution of respondents by Age group	11
Table 2:	Distribution of respondents by Level	22
Table 3:	Distribution of respondents by Gender	22
Table 4:	As a student of mass communication are you aware that photojournalism and photography are both relevant in print and broadcast media?	22
Table 5:	Do you consider photojournalism and photography as careers?	7
Table 6:	What is your perception towards the practice of photojournalism and photography as careers?	11
Table 7:	Will the improvement of the practical aspect of photojournalism and photography-related courses positively influence your perception of them as careers?	77
Table 8:	Photojournalism and photography are self-sufficient career choices	34
Table 9:	Photojournalism and photography can help reduce unemployment rates in Nigeria	88
Table 10:	Gender disparity in photojournalism and photography is a factor that has influenced my perception of them as careers	88
Table 11:	The cost of equipment in photojournalism and photography is a factor that has influenced my perception of them as careers	66

- Table 12: Safety concerns about the work environment of photojournalists and photographers have influenced my perception of them as careers
- Table 13 There has been significant growth in technological advancement in the field of photography and photojournalism
- Table 14 How have the technological advancements in the field of photography and photojournalism influenced my perception of them as careers

ABSTRACT

This study will investigate the perception of photojournalism and photography as career choices among mass communication students. The purpose of this study is to find out the perception of photojournalism and photography as career choices among mass communication students, what barriers influence their perception, and to ascertain if technological advancement and the improvement of teaching strategies will improve their perception of photojournalism and photography as career choices. Premised on perception theory and persuasion theory this study used the survey research method applying questionnaires to elicit responses from respondents at the Ekehuan campus of the University of Benin. The findings of the study revealed that most mass communications students have a neutral perception of photography and photojournalism as career choices and they see photojournalism photography as self-sufficient career choices which can help in reducing the unemployment rate in Nigeria. However, the findings revealed that improvement in the practical aspect of teaching strategies in photojournalism and photography-related courses will positively influence students' perception of them as careers and that there are various misconceptions mass communication students have concerning photography and photojournalism as career choices. Based on the findings from the research, the researcher recommends that focus should be put on improving and using practicals when teaching courses relating to the field of photography and photojournalism. The researcher also recommended that grants and sponsorship should be provided to reduce the burden of the high cost of equipment needed in procuring technological gadgets for students to practice in these fields.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Journalism is the profession or practice of collecting, verifying, reporting, and analyzing information and events, presenting it to the public through various media such as newspapers, magazines, radio, television, and the internet using print, electronics, and digital platforms. The goal of journalism is to serve as a watchdog over those in power by providing accurate, impartial, and timely information to the public to help them understand events and make informed decisions. Photography is an art form and a scientific process that captures light and creates an image on light-sensitive materials such as film or digital sensors. According to Akinfeleye (1987) as cited by Orhewere (2004) photography is the process or technique of producing images that mirror reality. From commercial photography to photojournalism and fine art, photographers use their technical skills and creative vision to capture and create images.

Photography as a career involves taking photographs for a variety of purposes, such as photojournalism, commercial advertising, film-set photography, sports photography, event photography, and many more. To pursue photography as a career, individuals typically start by building a strong foundation on the basics of photography and have skills in marketing and client relations, which most mass communication students have been exposed to. A photographer is a person who creates and produces photographs using a camera or other photographic equipment.

Professional photographers may work in a variety of settings, including newsrooms, studios, advertising agencies, and freelance environments such as commercial campaigns, and weddings. Photographers play an important role in visually telling stories and communicating messages. Ultimately, the role of a photographer is to capture and preserve images that tell a story, record important moments, and provide visual context and meaning to the world around us.

Photojournalism According to Ojo (2017, p5) "... derives its name from the combination of two Greek words, "photos" which means light, and "grapho" which means drawing or writing, together with the French word "journal" which means newsbook or diary ". This combination produces the word photojournalism which is a type of journalism that uses visual images, such as photographs, to tell news stories. It is a way of visually capturing and reporting events, people, and places truthfully and objectively and can be found in various forms, including news photography, documentary photography, and editorial photography

The power of photographs in mass communication stems from the common knowledge that photographs are more powerful than words in message dissemination hence the dictum: "A picture, can speak more than a thousand words". This is because photographs speak a universal language and are better able to elicit the same emotions from people on different sides of language and educational divides (Ezekiel and Ezekiel, 2007; Fasheke, 2004). A photojournalist is a qualified journalist who has skills in photography and the ability to take notable images that

are newsworthy. He or she has the job of capturing decisive moments, selecting press photographs, and determining the one suitable to assist a particular story striving to document reality as it unfolds in front of them.

Mass communication opens doors for a career in different fields like Films & TV, Publishing, Public Relations, Journalism, photojournalism, Script-Writing, Photography, Special Correspondent, Editor, and Cinematography. With the increased need and demand for skills in the employment world, students of mass communication can gain benefits by using skills learned in photography and photojournalism as careers. It is on this background that the perception of photojournalism and photography as career choices among mass communication students should be researched.

The perception of photojournalism and photography as career choices among mass communication students varies. Onakpa (2010), asserts that photographs record actions, and “actions speak louder than voice”, the emergence of visual media as a mass phenomenon has had a massive impact on photojournalism and photography. According to Harris (2005) cited in Okoro (2013: 330) “What we now recognize as photojournalism started with the assignment of photographer Roger Fenton of the Sunday Times of London, to document the Crimean War in 1856”.

Mass communication students may see photojournalism and photography as more viable and attractive career options due to the rise of digital media and the increasing importance of visual storytelling. Technological advancements in photography and image editing can impact students' perceptions of the authenticity of photojournalistic work and create uncertainty about the future of the field. For some, the rise of digital media and the increasing importance of visual content might make photography and photojournalism more appealing due to their relevance and in-demand.

As the importance of visual storytelling in journalism continues to grow, mass communication students may see photojournalism and photography as increasingly relevant and valuable career paths. Some students may also have limited exposure to the field and may not fully understand the range of opportunities and specialties within photojournalism and photography. Few students may see photojournalism and photography as exciting and challenging careers that allow them to use their creativity and technical skills to tell important stories and capture powerful images.

These complexities lead to the basis of this study which aims to seek the perception of photojournalism and photography as a career choice amongst mass communication students of the University of Benin. The perception of photojournalism and photography as a career choice among mass communication students will depend on a variety of factors, including their interests,

skills, and goals, as well as the state of the industry and the job market and in agreement with Zelizer (1995), I surmised that there is clear uncertainty about photojournalism and photography as a career or practice among mass communication students.

1.2 Statement of the Problem

Okoye (2007), sees photojournalism as a form of journalism (the collecting, editing, and presenting of news materials for publication or broadcast) that creates an image to tell a story. While the scholar cited above provides invaluable insights into the phenomenon of photojournalism, there is no direct path linking mass communication students to using or choosing photography or photojournalism as career choices. It is now of utmost importance to look into the factors that are influencing the perception of photography and photojournalism as career choices among mass communication students and what can be done to improve it.

Journalism, once considered a noble and prestigious profession, has seen a decline in recent years in terms of the number of people pursuing it as a career. This may be due to several factors, including decreased job security, declining wages, changes in media consumption habits, and challenges posed by the digital revolution. Even though the worldwide visual turn in the media has significantly increased, research on visual journalism remains a subaltern area of study. Udeze (2005) emphasizes the power of photography in news reporting. According to him, photographs overcome the barrier of illiteracy in news consumption as people do not need

reading skills to discern the message(s) in pictures. In the field of mass communication, photojournalism, and photography play a vital role in storytelling, visual communication, and documenting real-world events. However, there is a disparity or imbalance in the perception of photojournalism and photography as a career choice amongst mass communication students and this has led to the growing concern for the future of visual journalism.

Some mass communications students may have misconceptions about photography and photojournalism as career choices and in-depth research into the factors influencing their perception will help educational institutions develop effective strategies to bridge the perception gap, promote the fields, positively influence student's views, and attract to pursue careers in photojournalism and photography. This study could help lecturers to make informed decisions about their teaching strategies as lecturers can tailor their teaching methods to better engage and inspire students and to provide them with the knowledge and skills they need to succeed in these fields. The findings can also help the unemployment rate in Nigeria as these skills are already available for students to use.

Against this backdrop, there is a need to study the perception of photojournalism and photography as a career choice among mass communication students.

1.3 Objectives of the Study

Based on the nature of this research, this study will aim at achieving the following objectives:

- i. To find out the perception of photojournalism and photography as career choices among students of mass communication
- ii. To ascertain if there is a need to improve teaching strategies to better engage and inspire students in the aspect of photography and photojournalism
- iii. To determine if photography and photojournalism are viewed as self-sufficient skills that can help reduce unemployment
- iv. To identify any barriers or misconceptions hindering student interest in photojournalism and photography
- v. To find out if technological advancements in the fields of photojournalism and photography have positively influenced the perception as a career choice

1.4 Research Questions

In an attempt to realize the objectives, the following research questions would be considered

- i. What is the perception of photojournalism and photography as career choices among students of mass communication?

- ii. What strategies are needed to better engage and inspire students in the aspect of photography and photojournalism?
- iii. Are photography and photojournalism viewed as self-sufficient skills that can help reduce unemployment?
- iv. What are the barriers or misconceptions hindering student interest in photojournalism and photography?
- v. Do technological advancements in the fields of photojournalism and photography positively influence their perception as career choices among students of mass communication?

1.5 Significance of the Study

This study would be of inestimable significance and contribution to research into photojournalism and photography in Nigeria, as it will provide valuable insights into the factors influencing the choice of a career in photojournalism and photography and the perception of these professions among students and the general public.

The study is also significant in academia and educational institutions as it would identify any barriers or misconceptions hindering student interest and act as a reference point for lecturers in the field of photojournalism and photography. This would better support and develop the next generation of photojournalists and photographers in Nigeria.

This research is also expected to improve the number of mass communication students that view photojournalism and photography as career choices, thereby improving the self-employment rate in Nigeria.

1.6 Scope of the Study

The scope of the study is limited to select students of Mass Communication, at the University of Benin. This study will focus on investigating and analyzing the perception of photojournalism and photography as a career choice among mass communication students.

1.7 Limitations of the Study

The obstacle faced by researcher's during the course of this investigation was a lack of funds and unavailability of materials related to the research work. The researcher did not have access to sufficient funds to obtain all of the relevant and first-hand information required for the study.

1.8 Definition of Terms

- a) **Photojournalism:** The practice of communicating news through photographs. It is a type of photography that uses visual images to tell a news story or document current events and convey information to the public. It can be found in various forms of media including newspapers magazines books television and the Internet.

- b) **Photography:** Photography is the art, science, and practice of creating still images by capturing light on a light-sensitive medium, such as film or a digital sensor. It requires technical knowledge, creative vision, and an understanding of visual storytelling, it is a powerful tool for visual expression and communication.
- c) **Career:** A career is often a central aspect of a person's identity, and it can have a significant impact on their financial stability, personal satisfaction, and overall well-being. Mass communication students need to reflect on their career goals and make informed decisions throughout their working life, to achieve personal and professional fulfillment.
- d) **Perception:** Perception is the complex and dynamic process to know if mass communication students view photojournalism and photography as career choices. The process by which individuals organize and interpret sensory information from the environment to give meaning and understanding.
- e) **Students:** Students are individuals who are enrolled in the Department of Mass Communication and are working towards obtaining a degree. They have learned about photojournalism in the context of other forms of media, such as print, broadcast, and online journalism.

CHAPTER TWO

LITERATURE REVIEW

2.1 Brief History of Photography and Photojournalism

Communication has existed in various forms since man appeared on Earth but it was three million years after man's debut, around the year 30,000 B.C.E., that communication began to take on an intentional, manufactured format. The history of photography and photojournalism can be traced back to early man's primitive scribble on cave walls. Rothstein (1979) supports this claim when he noted that the idea of telling the news in pictures date back to the wall carvings of ancient Egypt and Mesopotamia. In the fourth century, BCE, Han Chinese philosopher Mozi, Greek philosopher Aristotle, and Leonardo Da Vinci in various literatures wrote about the camera obscura. Although Mozi, Aristotle, Da Vinci, and others understood how camera obscura worked, they didn't know how to capture permanent images as camera obscura was only useful for projecting images. The history of photography can formally be traced back to the early 1800s beginning with Sir John F.W. Herschel who coined the word photography in 1839 which was derived from the two Greek words, "photos," meaning light, and "graphos," drawing. Photojournalism according to (Lucky I. Ojo 2017, p5) "... derives its name from the combination of two Greek words, "photos" which means light, and "grapho" which means drawing or writing, together with the French word "journal" which means newsbook or diary".

The invention of photography as we know it is often credited to Joseph Nicéphore Niépce, a French inventor who in 1826, created the first permanent photograph known as the "View from the Window at Le Gras". Louis Daguerre working together with Joseph Nicéphore Niépce in 1829 invented the first practical process of photography to improve the process Niépce had developed. This process quickly became popular in Europe and the United States and was used for portraiture and landscape photography. Tejuoso (2013) opines Sir Herschel brought in the advent of photography in 1840, he is credited with inventing the fixing method we still use today in darkrooms. In 1839, after many years of experimentation and Niépce's death, Louis Daguerre developed a more convenient and effective method of photography naming it The Daguerreotype. William Talbot invented the calotype in 1840 which made the reproduction of images through printing possible, he patented his process. Talbot's Pencil of Nature was the first photo-illustrated book. The world's first portrait studio was opened in New York City in 1840. The introduction of the collodion process in the 1850s made photography more accessible to a wider audience. In 1851 Frederick Scott Archer introduces the wet plate collodion process his method only required a two to three-second exposure, much faster than previous methods but photographers had to carry portable darkrooms everywhere they wanted to take a picture. By 1858, the wet plate process became the new standard, eliminating the daguerreotype.

According to Harris (2005) cited in Okoro (2013: 330) "What we now recognize as photojournalism started with the assignment of photographer Roger Fenton of the Sunday Times

of London, to document the Crimean War in 1856". His coverage of the Crimean War set the ball of photojournalism rolling. In Europe, the Romanian Carol Szathmari took photos of the Crimean War (1853-56) using the crude, engraving technique. The first known instance of a photograph being used to illustrate a news story was in 1844, The Illustrated London News published a woodcut engraving based on a photograph of Queen Victoria and Prince Albert. In 1859 the stereoscope was invented to view photographs. In 1860 another landmark was recorded in the history of photojournalism with Matthew Brady's portrait of Abraham Lincoln. The picture portrayed Lincoln as a thoughtful serious minded and dignified gentleman. The picture was believed to have been instrumental in dismissing the impression that Lincoln was a rough and backward character (Okoro 2002). 1861 also recorded the first photographic coverage of an event, the opening of Crystal Palace Gardens in London with Queen Victoria in attendance (Idowu 2009:23). James Clerk Maxwell in 1861 created a rudimentary color image. Important pioneer photographers include the Paris photographer Nadar, who set up shop in the mid-1850s and was well-known for his sensitive portraits. He also took the first aerial photos, from a balloon and photographed the Paris greats and scenes until about 1880 and the British portraitist Julia Margaret Cameron who was known for her portraits of famous people. Chemists experimented with ways to avoid the cumbersome procedures they faced by making dry plates, slower than wet plat. By 1880, George Eastman patented dry plates it was as fast as wet plates. This created opportunities for photographers and photojournalists to communicate with pictures.

People who had limited funds printed on emulsion placed on metal which was called a tintype. Tintypes were made from the 1870s into the 1930s. Edward Muybridge In 1878 changed the way people viewed the world by rigging up twelve cameras, each to trip its shutter by a black thread broken a horse successfully showing that a horse does have its legs off the ground. George Eastman introduced the Kodak camera in 1888, making photography more accessible to the general public, as it was easy to use. The first photograph of a natural scene appeared in the March 1890 issue of National Geographic of Herald Island, in the Arctic Ocean. The Lumiere brothers introduced the first motion picture camera, known as the Cinématographe in 1895. One of the earliest pioneers of photojournalism was Jacob Riis, a Danish-American social reformer who used his camera to document the living conditions of the poor in New York City's slums in the late 19th century.

In the early 1900s, newspapers began to incorporate photographs into their pages to illustrate stories. In 1901, the first news photograph was published in the New York Daily Graphic, depicting the assassination of President William McKinley. In 1917 Hubble's Ph.D. dissertation, *Photographic Investigations of Faint Nebulae* recorded the furthest light ever on film, until then it was assumed that the Milky Way galaxy was the entire universe. In Nigeria photography began as a profession in the late nineteenth century, Jonathan Adagogo Green is regarded as Nigeria's first indigenous professional photographer although because of his English surname, his body of work was largely unknown to be Nigerian. Solomon Osagie Alonge who

lived in the ancient city of Benin when the British took over the city in the late 19th century, became the first indigenous royal court photographer having a career that spanned half a century. Alonge became the keeper of the history of his people, he was known for his mastery of editing techniques.

The beginning of modern photojournalism entering a Golden Age took place in the 1920s, with the arrival of smaller cameras like the 35 mm Leica, which was invented in Germany in 1925. The Leica was popular with photojournalists and street photographers. Kodak introduces Kodachrome, the first successful color film in 1935. The inventions of the Leica and Kodak cameras were important in creating worldwide access to photography, these cameras were seen as revolutionary by photographers everywhere, as much less equipment was required for them to set up and take their pictures. Another invention originally from Germany, the photojournalism magazine started in the mid-1920s. Ichthyologist William Longley and National Geographic staff photographer Charles Martin use an Autochrome camera and a raft full of explosive magnesium flash powder to illuminate the shallows of Florida's Dry Tortugas and make the first undersea color photographs It was published in January 1927 by National Geographic. Magazines became prominent in Europe as a means for telling stories with images, and because they were considered much more creative and visually appealing than newspapers, consumers went wild. Popular pictorial magazines such as Life and the French Language Vu required well-chosen images to complement their stories, allowing for this new form of journalism to thrive.

The first photojournalism cover story was an article about the building of the Fort Peck Dam in Montana photographed by Margaret Bourke-White, it was published in Life magazine. In the World War II era, Life was probably the most influential photojournalism magazine in the world, launched on Nov. 23, 1936. The most dramatic pictures of the conflict during the war came not from the newspapers but from weekly photojournalism magazines, these photos are still famous today. Some of the great photojournalists of the early picture story era included "Weegee" (Arthur Fellig), a cameraman before World War II who chronicled the New York crime and society's underside and during World War II Margaret Bourke-White, and Robert Capa who became well known for their gripping war pictures and risking their lives to capture images of the front lines and the devastation of war. Capa's photograph of the D-Day landing at Omaha Beach remains one of the most iconic images of the war. By the Vietnam War era, the camera of choice was the 35 film that got better with the ability to use the telephoto, making the camera easier to use, wide-angle, and later, zoom lenses made the 35 indispensable, as it still is for most photojournalists today. The Vietnam War was extensively covered by photojournalists, who captured some of the most iconic images of the conflict, including the famous photograph of a young girl fleeing a napalm attack.

National Professional Photographers Association (NPPA) was created in 1947 birthing the professional prestige accorded to photography in Nigeria which led to the country being characterized as a 'photographic giant' in the region. The first commercially available digital

camera, the Kodak DCS 100, was introduced in 1947. Researchers with the Johns Hopkins University Applied Physics Laboratory strapped a 35-millimeter camera to a German V-2 missile and launch it into space from White Sands Missile Range in New Mexico to get the first-ever photos from space. By the 1950s and 1960s, not all photojournalists used 35mm cameras many used large hand-held cameras made by the Graflex Camera Company; the Speed Graphic, and later, Crown Graphic which has both become legendary. Successor to the Graphic by the 1950s was the 120-format camera, usually a Rolleiflex, which provided greater mobility at the expense of smaller negative size. Austrian photojournalist Ernst Haas first used color in the photo essay New York for Life magazine in 1953. In the post-war period, photojournalism continued to evolve and become more sophisticated. Photographers such as W. Eugene Smith and Henri Cartier-Bresson used their cameras to document the human condition, capturing images of poverty, war, and social injustice. The 1950s and 1960s had prominent photographers such as Jackie Philips, BillyRose, and Sunmi Smart-Cole. In the 1960s and 1970s, photojournalism played a significant role in the civil rights and anti-war movements. Photographs by Gordon Parks, James Nachtwey, and others helped to expose the realities of racial discrimination and the horrors of war. These images helped to shape public opinion and spark change.

Between 1960 and the 1970s, The Daily Times, which was the leading newspaper in Nigeria at the time, ushered in a new dimension in photojournalism by creating public awareness for photographic communication through more use of photographs in the reportage of events in

its titles. Peter Obe (1932-2013), a photojournalist for the Daily Times newspaper, won renown for his coverage of the Biafran Civil War. Photojournalism continued to flourish as a means of documenting social and political events. Larry Clark and Nan Goldin documented alternative lifestyles involving drug addiction, and casual sex in the 1970s and '80s. Beginning in the mid-1980s photojournalism changed its approach, photographs standing alone, with bare cutlines, carrying the story themselves were often dropped in favor of more artistic pictures for storytelling. Photojournalism fell into the realm of being a design tool. New media such as video, performance, and installation blurred definitions of art, and photography became one of the art world's most prominent media. The transformation of photography from an analog medium relying on chemically developed light-sensitive emulsions to one using digital technologies for image capture and storage began in the late 1980s with the introduction of the first consumer digital cameras and in 1990 the first version of Adobe Photoshop, a program for adjusting and manipulating digital image files.

By the 1990s photojournalists were already shooting mostly color, and seldom making actual prints, using computer technology to scan the film directly into the design. The 1990s saw the establishment and development of pictorial magazines as business ventures. The 20th century witnessed the recognition of pictures as a means of forceful social, cultural, economic, and political communication. The evolution of photojournalism can not be divorced from the development of a practical functional method that permitted the use of "negatives" in cameras,

from which “positive” prints could be made. This was followed by the introduction of the “halftone” process which made it possible to quickly and cheaply reproduce photographs along with typeset words (Ijeh and Anyanwu, 2014; Westbrook, 2008; Wogu, 2005). The introduction of computer-based electronic digital cameras in the 1990s soon revolutionized photography during the first decade of the 21st century, traditional film-based photochemical methods were increasingly marginalized as the practical advantages of the new technology became widely appreciated and the image quality of moderately priced digital cameras was continually improved.

The 21st century is tagged the picture age, due to the technological advancements that impacted every step of visual communication in both print and electronic channels. Picture communication is fast redefining the way we perceive and interpret the world we live in, this is because photojournalism can produce pictures that remain in the mind long after they have been viewed (Wogu. 2005). The September 11 terrorist attacks in New York City and Washington, D.C. was photographed primarily with film cameras. One of the most profound impacts of digital photography was the increase in picture-taking and picture-sharing. In 2007 Apple introduced its first iPhone enabling picture-sharing applications like Facebook, Twitter, and Instagram which allowed users to upload pictures from their phone to the Internet in a matter of seconds. Photography is an integral part of our daily lives, with billions of photos taken and shared every day through smartphones and social media. This has led to an explosion of creative expression, as

people can capture and share images of their world with others on social media and other online platforms. It has created new opportunities for photographers, as they can reach a wider audience and showcase their work to a global audience.

Photojournalism has become so incorporated into journalism that it is rare to find a newspaper that does not contain photographs in modern times. It remains an important part of the news media, although the advent of digital photography and the internet has changed how photographs are distributed and consumed. Despite these changes, the power of the photograph to capture a moment in time, and document events and issues while conveying messages to a global audience remains undiminished. The photography industry in Nigeria today boasts major progress and is arguably one of the largest in the creative industry. New technologies have also created new opportunities for creative expression and experimentation, such as 3D imaging, 360-degree photography, and virtual reality.

2.2 The Concept of Photojournalism

In our everyday lives, photojournalism plays a crucial role by providing visual documentation of current events and social issues. Through photojournalism, we can see the struggles and triumphs of people from all over the world, and learn about important issues that affect us all, leading to a better understanding and appreciation of different cultures, lifestyles,

and perspectives. It can inspire us to take action and create positive change, serving as a record of our history for future generations.

Photojournalism is described by Hasan (2014) as a form of journalism that creates visual images to tell a news story. Photojournalism is simply defined as the depiction of news stories through images, it is a form of journalism that records and presents factual stories or features for publication by the combination of pictures and text, with the primary emphasis on the pictorial approach and presentation (Spencer, 1973, P. 44, Wogu, 2005,). It is an essential component of contemporary journalism, helping to bring important stories to light and giving voice to people and communities around the world. The goal of a photojournalist is not only to take pictures but to hold the images up to the highest journalistic standards to convey the truth, informing and educating the public by presenting them with accurate and unbiased visual representations of current events. Obaze (2011) says that photojournalism is not just about taking photographs, it has to do with telling news through pictures

Udeze (2005) emphasizes the power of photography in news reporting. It is simply a form of visual storytelling that uses images to convey news, bringing attention to important events and information to the public. According to Okoro and Nnadiukwu (2000, p. 73) in Wogu (2005), "Photojournalism is the use of photographs in the narration, description, explanation, or illustration of what has happened, is happening, or is about to happen". It is an important tool for

informing the public and holding those in power accountable. Idowu (2009, P. 14) sees photojournalism as a visual presentation of the events of each day using the camera as its reporting or writing. Whether it's a print ad in a magazine or a social media campaign, photojournalistic techniques are often employed to create a compelling visual narrative that connects with audiences.

Okoro and Odii (2013) call attention to the need for photojournalists to be ethical and socially responsible. Photojournalists are required to adhere to ethical standards that compel them to maintain objectivity, avoid manipulation of images, and respect the dignity and privacy of the subjects they photograph. A well-captured photograph can often convey an emotion or feeling that might be difficult to capture in words. Photojournalists capture images of newsworthy events such as political rallies, natural disasters, wars, sports, and other social events in a single frame., playing an important role in shaping collective consciousness and understanding of current events, history, and social issues. Through their images, photojournalists aim to capture images that tell a story or provide insight into a particular event, bring attention to the stories and issues that matter most, and inspire change. In addition to capturing images, photojournalists also write captions, headlines, and other text to accompany their photos. This helps to provide context and background information about the images and the events they depict.

Vivian (2009) highlights how the impact of photojournalism has gone beyond the news and emotions of any given day to penetrate the core of great social problems, and moved people to change public policies. Photojournalism is an important form of visual storytelling that has the power to evoke emotion, raise awareness, and provide insight into complex issues. It plays a crucial role in shaping public opinion, exposing social injustices, and informing the public about important events. In the views of Onakpa (2010), photographs record actions, and “actions speak louder than voice”. This submission is buttressed by Dominick (2013) who notes that photojournalism significantly reduces the time needed by newspaper readers to grasp the message in a news story. According to Okwechime (2006), illustrations of news stories with photographs constitute one of the most important ingredients in the layout of newspapers. People have come to expect solid photographic documentation of what is happening in the world around them.

Photojournalism takes many forms from front-page news photos to in-depth photo essays, it is a crucial component of journalism that helps us to better understand the world around us. Wogu (2005), says photojournalism speaks the most useful and powerful universal language which transcends race, politics, religion, and nationality. It disseminates information without hindrances especially as its messages are simple and easily understood regardless of one's background or beliefs. Recently, photojournalism has taken on a new dimension, with the advent of new technologies, it has evolved and expanded, giving photojournalists access to new tools

and techniques for capturing and sharing their images. Countless news websites and social media platforms such as Instagram, Twitter, and Facebook contain photographs that provide a real-time visual representation of news events ranging from breaking news stories to features or local community events.

2.3 Factors That Influence the Perception of Photojournalism Among Mass Communication Students

Okoro (2002) Defines Photojournalism as a visual presentation of the events of the day in order with the help of the camera. It involves capturing and conveying news and events through images that are both informative and powerful. The growth and importance of visual media in modern society remain unclear. This is due to a complex set of factors, and understanding the factors that influence the perception of photojournalism and photography as a career choice among mass communication students is essential. The perception of photojournalism among mass communication students can be influenced by various factors including:

Education and Exposure: The quality and depth of education and exposure students receive in photography and photojournalism programs can significantly impact their perceptions. A comprehensive curriculum that includes courses on visual storytelling, ethics, and the historical significance of photojournalism and offers opportunities for hands-on experiences and internships can help students develop a deeper appreciation for the field.

Job Prospects AndMarket Demand: Students are often concerned about the job prospects and market demand for their chosen career paths. Providing information about the diverse income streams, within the field of photojournalism can help dispel misconceptions and show the students the potential for financial success.

Technological Advancements:The impact of technological advancements on photojournalism, such as the rise of citizen journalism and social media, can shape students' perceptions. If students perceive the field as constantly evolving, innovative, and offering opportunities for experimentation with new tools and techniques, it can generate excitement and interest.

Ethical Considerations: Debates surrounding the ethics of photojournalism, staged photographs, manipulation through editing, and invasion of privacy can impact students' perception of the profession.

Gender disparity: Gender disparity has had a significant influence on the perception of photojournalism as a career choice. Historically, photojournalism has been predominantly male-dominated, with women facing various challenges and barriers in entering and progressing in the field.

2.4 Photojournalism as a Career Choice

The power of photographs in mass communication stems from the common knowledge that photographs are more powerful than words in message dissemination hence the dictum: “A

picture can speak more than a thousand words”. This is because photographs speak a universal language and are better able to elicit the same emotions from people on different sides of language and educational divides (Ezekiel and Ezekiel, 2007; Fasheke,2004. To become a photojournalist, one typically needs to have a strong foundation in both photography and journalism. The following are important to choose photojournalism as a career:

Photography Skills: To pursue a career in photojournalism, you will need to have a strong foundation in photography,including composition, lighting, exposure,camera settings,framing, photo editing, and publishing.The images captured by photojournalists can be powerful tools that help shape public opinion and promote social change.As a photojournalist, you'll need to document events and situations and capture images that are not only aesthetically pleasing but also powerful and meaningful.

Education and Training: Photojournalists need to have a good understanding of journalistic principles and practices, including ethics, writing, and reporting. To become a photojournalist, one typically needs to have a degree in journalism, photography,orvisual arts, although, it's also possible to gain experience through internships,apprenticeships with experienced photographers or media organizations, on-the-job training, and independent study.

Storytelling Ability: Photojournalism is not just about taking pictures. You will also need to be able to write and communicate effectively to tell the story behind the photos. The ability to

capture the essence of an event or situation with a camera is important as well as strong storytelling skills. A photojournalist's job is to tell a story through images. As a photojournalist, you will be responsible for capturing and documenting news stories and events through photographs. Your images will help to tell a story and provide a visual representation of the news.

News Sense: Photojournalists are responsible for capturing compelling and newsworthy images that tell a story and provide context to news stories. They need to have good news sense to recognize what events are newsworthy, capture the key elements of a news story and communicate them through photographs. Photojournalists use their cameras to record newsworthy events such as political rallies, natural disasters, protests, wars, and other social or political happenings. They aim to capture the essence of the story and communicate it effectively through their images.

Ability to Work Under Pressure: Photojournalists must be professional, able to work well under pressure, think on their feet, and be willing to take risks to capture the perfect shot. They need to possess strong communication skills, adapt to changing conditions and be able to work quickly and efficiently. Photojournalists often work long and irregular hours and may need to travel frequently. They should be able to work independently and as part of a team, adhere to ethical standards, and work in fast-paced, high-pressure, and unpredictable situations such as covering breaking news stories or political events.

Ethics: Photojournalists must have strong ethical standards, and be committed to upholding them. They need to be able to maintain objectivity and accuracy in their work, and also have a strong understanding of ethics in journalism, while still telling a compelling story. Photojournalists have an ethical responsibility to report truthfully, and accurately, and also respect the privacy of their subjects. They have the responsibility to be truthful, ethical, and accurate, and maintain their integrity and independence.

Networking: Networking is important in any career, and photojournalism is no exception. Photojournalists should attend industry events, connect with other photojournalists, reach out to professionals in the field, join professional organizations, and build relationships with editors and publishers. They should keep up with the latest techniques, technologies, and trends in photography, and continually work to improve their skills. The job market for photojournalists can be competitive, so they should be prepared to work hard to establish themselves in the industry. Photojournalists need to have excellent communication and interpersonal skills, as well as gain experience by interning or working as a photographer for a newspaper, magazine, or other media outlet.

2.5 Unemployment Rates in Nigeria and the Significance of Photojournalism and Photography As Careers In Mass Communication

According to an article by Legitng Nigeria has an unemployment rate of about 33%, which means that about one in four Nigerians is unemployed. With high rates of unemployment

and the fast-paced changes in the job market, students are under increasing pressure to develop in-demand skills that can increase their employability. The United States, analyses by the Pew Research Center based on filings by newspapers with the Alliance for Audited Media (AAM), show that daily circulation (both print and digital) for US newspapers fell by 8% in 2016 showing that there is a decline of traditional news outlets leading to the rise of social media and the growing demand for visually compelling content to capture people's attention. Credible digital papers have sprung up in Nigeria, making the demand for high-quality visual content not diminished, and increasing the need for talented photojournalists and photographers. Mass communication students can use photojournalism and photography as useful skills, particularly as it relates to areas of digital media, visual storytelling, and social media. The data made available from ANE suggests that a female photographer or videographer is a rarity (ASNE 2014), which could be viewed as an opportunity for female mass communication students to create a niche if viewed as a career choice. Photography is a great tool for self-employment by offering services to individuals, businesses, and organizations, capturing meaningful moments, and creating visual content that can be used for a variety of purposes, such as advertising, event coverage, or documenting important events.

Photojournalists must be skilled photographers who can capture images that tell a story. They play a crucial role in news coverage, providing visual documentation of events and situations that help people understand what is happening in the world around them covering

everything from politics and social issues to sports and entertainment. Grabe and Bucy (2009) note that photojournalists put great thought into what lens to use, where to point the camera, and how to edit an image. Photojournalism is a significant career in mass communication because it plays a crucial role in conveying information and is a critical medium for conveying news and current events to audiences worldwide. Photojournalists use photographs to capture moments and events in real-time, providing a visual record of important events and issues by capturing and sharing images of events such as protests, wars, and natural disasters. Photojournalists can raise awareness and mobilize public opinion.

The widespread use of digital cameras and editing software has made photography more accessible, photojournalism has become even more important, as images can be shared quickly and easily across a range of platforms. This makes it an ideal medium for journalism, where the goal is to inform and educate audiences about important events and issues happening in the world. As a career in mass communication, photojournalism requires a combination of technical skills and storytelling abilities. A good photojournalist needs to be able to research and gather information about a topic, interview people, and understand the context and background of the situation they are covering. They also need to be able to communicate effectively with their subjects, gain their trust, and capture candid and intimate moments that powerfully convey the story.

Developments in photojournalism is also beneficial to advertising and promotion as before this time, there was no way for a company to show customers what they are selling. It has allowed companies to showcase their products more realistically and engagingly. With the use of photographs, companies can create visually appealing advertisements that capture the attention of potential customers, convey their benefits and features, and elicit an emotional response. In addition, photojournalism has led to the development of new advertising techniques such as product placement in photographs. Advertisers can pay photojournalists to feature their products in their photos, thereby reaching a wider audience. The rise of digital media has led to increasing demand for visual content, making photojournalism a valuable and relevant career path. Photojournalism is a critical component of mass communication, providing an essential service to the public. It combines the power of visual storytelling and photography with the importance of news coverage, providing a unique perspective on events, people, and places.

2.6 Concept of Photography

The statement "Photography is at once a science and an art and both aspects are inseparably linked" is often attributed to the pioneering photographer and inventor, Louis Daguerre. This is because, on the one hand, photography is a scientific process that involves understanding the physics of light, the chemistry of photographic materials, and the technology of cameras and image processing software. On the other hand, photography is also an art form that involves aesthetic choices such as composition, framing, color, and subject matter. Walter

Benjamin, in his essay "The Work of Art in the Age of Mechanical Reproduction," describes photography as a revolutionary medium that frees the hand from the most important artistic tasks and introduces a new means of optical perception. He refers to photography as the age of mechanical reproduction.

The Oxford English Dictionary defines photography as the art or practice of taking and processing photographs, especially using film or digital sensors. It involves the use of a camera to create images by exposing light-sensitive materials or electronic image sensors to light. The resulting images can be preserved as a physical print or a digital file. Uche James Iroha, Nigerian photographer and founder of the Nlele Institute, defines photography as a tool for communicating, recording, and preserving cultural identity and history. It involves the use of light to create a visual representation of a subject or scene and can be used to capture everything from landscapes and portraits to still life and action shots. Tejuoso (2005) says photography is the process of writing or drawing with light.

Osunbiyi (2005) says photography concerns visual communication and expression based on the production of a permanent record of an image. It allows us to convey messages, emotions, and ideas through images, at the same time, it involves the production of a permanent record of an image. Photographs are a universal language, capable of transcending linguistic and cultural barriers and communicating with people across the world. Once captured, a photograph becomes

a tangible object that can be preserved, shared, and displayed, this permanence gives photography a unique power. Photographers' creativity and vision are essential in creating images that communicate emotions, tell stories, and capture the beauty of the world around us.

Levi 1995 p 174 cited in Obaze 2011 P 40 explained that the way photos are used vary some stand alone as stories with cut lines and others are part of a photo essay most photographs however are company stories so they must coordinate well with stories to accomplish this you will need to be prepared not only for a spontaneous photo opportunity but for more formally arranged photo sessions or shoots. Photography is a medium for creative expression that allows photographers to convey emotions, stories, and ideas through photographs.

Susan Sontag, in her book "On Photography," defines photography as a way of feeling, touching, and loving. She goes further to say what has been caught on film is captured forever and photography helps us remember little things, long after we have forgotten everything. She sees photography as a way of imprisoning reality. Since one can't possess reality, one can possess images, one can't possess the present but one can possess the past. She simply calls it an inventory of mortality. Nigerian photographer Uche James Iroha emphasizes the ability of photography to capture and preserve Nigerian cultural practices, traditions, and everyday life. He defines photography as a tool for capturing moments and transforming them into lasting memories and ideas that can inspire, inform and educate people. Olu Oguibe Professor of Art and

African-American Studies at the University of Connecticut defines photography as an art form that captures the essence of reality and can be used to tell stories, preserve memories, and document history.

John Szarkowski described photography as a language of its own with its syntax, vocabulary, and grammar. It is a powerful tool for expression and communication and has the ability to capture the beauty, complexity, and diversity of the world we live in. Langford (1979) observed that irrespective of the difference in people's language and location, photography with television and films entertains, educates, and formed the basis upon which people's fear, joy, poverty, and pride are further reflected in others. Emeka Okereke, a Nigerian photographer and founder of Invisible Borders, defines photography as a language that speaks beyond words, a means of creating and interpreting visual narratives that capture the essence of human experiences.

Today, photography has become an essential part of our daily lives and is used for everything from documenting important events and creating art to advertising and journalism. The rise of social media and online platforms, making it more accessible and democratized than ever before, allowing anyone with a camera or a smartphone to capture and share images with the world. Overall, it is a powerful medium that continues to evolve and adapt to new technologies and social trends, while remaining a timeless art form.

2.7 Factors That Influence the Perception of Photography Among Mass Communication Students

Media and Advertising Influence: The portrayal of photography in the media and advertising can shape students' perceptions. If they are primarily exposed to highly edited and manipulated images, it may create unrealistic expectations and skew their understanding of the medium. However, if they encounter authentic and thought-provoking photography, it can cultivate a positive perception.

Cultural and Social Influences: Cultural values, societal trends, and current events may influence how students perceive the purpose, impact, and relevance of photography in mass communication. Cultural attitudes toward art, creativity, and self-employment can influence students' perception of photography as a viable career choice. In some cultures, photography may be seen as a respected profession, while in others, it may be less recognized or appreciated.

Personal Interests and Aesthetic Preferences: Students' interests, artistic inclinations, and aesthetic preferences can influence their perception of photography. Some may be drawn to documentary or street photography, while others may prefer fine art or commercial photography. Their personal tastes, preferences, and the type of photography they appreciate can shape their perception.

Technological Advancements: Advancements in technology and the accessibility of digital photography have transformed the field making it more accessible. Students who are exposed to

the possibilities and creative potential of modern photography technology may see it as a versatile and evolving art form.

Cost of Equipment:The cost of professional-grade cameras, lenses, and other necessary equipment can be prohibitive for aspiring photojournalists, especially those from lower-income backgrounds or with limited financial resources.Limited access to equipment and resources can limit practical training opportunities, hindering students' development and potentially dampening their enthusiasm for pursuing a career in photojournalism.

2.8 Photography as a Career

Photography is a challenging yet rewarding career that involves capturing images that tell stories, evoke emotions, and inspire people. Here are some things and reasons to consider when thinking about pursuing photography as a career:

Education and Training: While a degree in photography is not always necessary, it is important to have a solid foundation in the technical and creative aspects of photography. Considering taking courses,apprenticeships,internships, workshops, or assisting established photographers to improve one skill as a photographer is important.

Creative Freedom: Photography is a medium for creative expression, and it allows photographers to use their creativity to capture the world in unique and compelling ways.Photographers have the freedom to choose the subjects, experiment with different

techniques, lighting, settings, and styles of photography that interest them most, to express artistic vision through their work.

Flexibility: Photography is a flexible career that allows photographers to work in various settings and environments. They can choose to specialize in areas such as fashion, landscape, documentary, or sports photography. Photographers own their businesses, such as freelance photography, event photography, or commercial photography.

Find your niche: Photography is a vast field, and there are many different areas in which you can specialize. Whether it's wedding photography, fashion photography, or photojournalism, finding your niche will help you focus your efforts and develop your expertise.

Build a portfolio: A strong portfolio is essential in showcasing your work to potential clients and employers. You should aim to create a diverse range of images that demonstrate your style, creativity, and technical abilities. Once you have a portfolio and niche, it's time to start marketing yourself by reaching out to potential clients, creating a social media presence, and attending networking events. Showcase your best work on a website or social media platform, provide excellent customer service, and deliver high-quality work.

Network: Building relationships with other photographers, clients, and industry professionals can be crucial to your success as a photographer. This can involve creating a website, using

social media, and networking with potential clients. Attend industry events, join photography groups, and take advantage of social media to connect with others in the field.

Equipment: Starting a photography business can be expensive, and you need to invest in equipment, software, and marketing. Invest in high-quality camera equipment and accessories that will allow you to produce high-quality images and stand out in the field.

Persistence: Success in the photography industry often requires persistence, patience, and the ability to handle rejection and setbacks. It is a field that is constantly evolving, and photographers must stay up-to-date with new trends, techniques, equipment, and technologies. Attend workshops and conferences, follow industry leaders on social media, and invest in new equipment when necessary.

In general, photography is an exciting career choice that offers creative expression, flexibility, and entrepreneurial opportunities. However, it requires a lot of hard work, dedication, perseverance, and continuous learning to succeed in the highly competitive industry. There are many different types of photography, from portrait and wedding photography to fashion and wildlife photography. Whether it's capturing a family or sharing a photo of a memorable event, photography plays an important role in how people share and remember the events of their everyday lives

2.9 Common Misconceptions and Barriers About the Practice of Photography and Photojournalism as Career Choices Among Mass Communication Students

Here are some misconceptions and barriers mass communication students have about the practice of photography or photojournalism as a career choice:

It's a part-time or hobby job: Some individuals think of photography as a side gig or a part-time job that can be pursued casually. However, photography and photojournalism are essential components of mass communication and visual storytelling. They play a crucial role in documenting events, news, and stories that shape our understanding of the world.

Limitations of Visual Storytelling: Another misconception is that photographs can tell the whole story on their own. While powerful images can convey emotions and capture attention, they are often just one part of a larger narrative. Photojournalists need to be skilled in writing captions, conducting interviews, post-processing, editing, marketing, client meetings, researching, and administrative work to provide the necessary context for their images. These activities are crucial for running a photography business.

Access and safety concerns: Photojournalists often work in challenging and sometimes dangerous environments, covering conflicts, disasters, and social issues. Limited access to certain events or locations, concerns for personal safety, and potential legal restrictions can pose barriers to practicing photojournalism effectively.

Lack of awareness: Many students have limited knowledge or exposure to the scope and opportunities within photography and photojournalism. They may not be aware of the diverse career paths, the impact of visual storytelling, or the potential for professional growth and success in these fields.

Affordability vs. Quality: The misconception that high-quality photographs can only be produced with expensive equipment can undermine the notion that skill and creativity play a significant role. This perception can discourage aspiring photojournalists from pursuing the field or undermine their confidence in their abilities.

2.10 Theoretical framework

A theory is a well-substantiated explanation that is based on empirical evidence and has been tested and confirmed through experimentation and observation. Osula (2005) defines theory as an attempt at selecting and putting together, information that has been scientifically tested so that it can clarify and unify all happenings in society. According to Nwodu (2006 p32), theory helps researchers to wisely organize, analyze, and interpret the data, it provides a clear explanation of reality based on objective and sustained observation.

The perception theory was propounded by B.Berelson and G. A. Steiner in the year 1964. Berelson and Steiner (1964) state that perception is the complex process by which people select, organize, and interpret sensory simulations into a meaningful and coherent picture of the world.

Research has identified two types of influence on our perception; structural and functional. Structural influences on perception come from the physical aspect of the stimuli to which we are being exposed while the functional influence on perception is the psychological factors that influence perception. The theory assumes that people react to the same message in different ways. It believes that wants, needs, attitudes, exposure, and other psychological factors influence people's perceptions.

Nweke (2001, p. 132) says persuasion is a systematic and skillful method of creating awareness aimed at changing or strengthening opinions, attitudes, beliefs, or values for a more positive outcome. Cutlip and Centre (1978) provided the guiding principles of persuasion, among them is the Identification Principle which says that most people will ignore an idea or opinion unless they see clearly that it personally affects their personal fears, desire, hope, and aspirations. Yale's attitude change theory is the social psychology study of the conditions under which people are most likely to change their attitude in response to persuasive messages. This approach to persuasive communication was first studied by Carl Hoveland and his colleagues at Yale University in the 1940s and 1950s.

This researcher anchors her study on the perception theory and the persuasion theory. While the perception theory tells us that the process of interpreting a message is complex, meaning the way they see things and attempts to induce change in people and this researcher

believes that this research can change the way mass communication students view photojournalism and photography as career choices.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The research design refers to the overall strategy or plans that a researcher uses to answer their research question or test their hypothesis. It is the blueprint for conducting research. In this research study, the researcher will employ the quantitative research design which is the survey research method.

Asemah, Gujbawu, Ekharefo, and Okpanachi (2012) observed that a survey is an empirical study that uses questionnaires or interviews to discover descriptive characteristics of a phenomenon, enhancing the study of small, basic, and large populations. According to Okwechime (2011), it is used to find out the opinions, attitudes, preferences, knowledge, and levels of a group of people. Obaze and Onosu (2009) citing Wise and Aaron (1970) say the survey research method is a method of collecting and analyzing social data via highly structured and often very detailed interviews or questionnaires to obtain information from a large number of respondents presumed to be a representative of a specific population.

From the above definitions, it is clear that the survey method is a process of gathering data from a large population through questionnaires or interviews and subjecting such data to statistical analysis for research. The survey research design is therefore relevant to achieve the aim of this study. Furthermore, the survey design is the best design affordable for this study because it allows the researcher to collect original data from a population too large to observe directly.

3.2 Population of The Study

Ohaja (2003, p.75) defines a population as all cases or individuals that fit a certain specification. The target population of this study is the students of mass communication at the University of Benin. The total population of full-time students in the Department of Mass

Communication at the University of Benin is 904. This total figure is based on the summation of the population figure of students given to the researcher by the Class Representatives of each full-time level in the department at the time this research was conducted.

3.3 Sample Size

The sample size will be determined using Taro Yamane's sample size formula which is stated below:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = sample size

N = population size

e = sampling error (usually 0.10, 0.05, or 0.01)

1 = constant

Therefore:

$$n = \frac{904}{1 + 904(0.05)^2}$$

$$n = \frac{904}{1 + 2.26}$$

$$n = \frac{904}{3.26}$$

$$n = 277.30$$

Hence the sample size for this study was statically determined to be approximately 277 respondents.

3.4 Area of The Study

This refers to the area or territory where the study is to be conducted (Aaemah, et al, 2012). The area of study for this research work is the University of Benin, Department of Mass Communication, Ekehuan campus.

3.5 Sampling Procedure

According to Wimmer and Dominick (2003:88), the sampling size procedure is the scheme used to select the sample or respondents for the study. In this study, the purposive sampling technique will be adopted. According to Asemah, Gujbawu, Ekhareafo, and Okpanachi (2012), this technique allows the researcher to propose civilly target a group of people, believed to be reliable for the study. The group targeted in this study are the students of Mass Communication at the University of Benin who have previous knowledge in photography and photojournalism.

3.6 Instrument of Data Collection

In this study, the researcher will solicit responses from respondents using questionnaires. The questionnaire instruments have two sections the demographic and psychographic section. The demographic section is used to elicit information about the bio-data of the respondents while the psychographic section focused on the research questions to solve them.

3.7 Reliability and Validity of Research Instruments

Asemah believes that validity refers to the accuracy or truthfulness of a measurement. The instrument used in this research is valid because it contains relevant questions that will elicit the right answers from respondents and before the questionnaire was administered to respondents a copy was given to the project supervisor for correction and certification.

A measure is reliable if it consistently gives the same answer. Asemah (2012) says that reliability is the degree of consistency between two measures of the same thing.

3.8 Method of Data Collection

You Sacha made use of both primary and secondary sources of data for this study. For the primary source of data copies of questionnaires were personally administered to respondents. The secondary data was collected through research in general textbooks, relevant works by previous researchers on the subject matter, the Internet, PDF files, as well as lecturer's notes.

3.9 Method of Data Analysis

The data collected for this study will be analyzed using frequency, tables, and simple percentages while necessary explanations will be given underneath each table for simple understanding the formula for simple percentage is below:

$$\frac{\text{Number of respondents}}{\quad} \times \frac{100}{\quad}$$

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents and analyses the data collated in respect of the demographic and psychographic characteristics of the population of study through the use of questionnaires. The questions aimed at answering the research questions. The data collected were analyzed using the simple percentage method. A total of 277 questionnaires were distributed and properly filled making the sample size a total of 277. Therefore 277 respondents represent 100% of the sample size being studied.

4.2 Data Presentation and Analysis

Section A

This section covers the demography of respondents in the study

Table 1: Distribution of respondents by Age group

Age	No of respondents	Percentage
16 – 20	96	34.7%
21 – 24	94	33.9%
25 – 30	74	26.7%
30 and above	13	4.7%
Total	277	100%

source: field survey 2023

The data presented in Table 1 shows that a majority of the respondents are between the ages of 16 – 20 (34.7%) years and 21 – 24 (33.9%) years. This data indicates that the students of mass communication who partook in this research are within their productive and creative age.

Table 2: Distribution of respondents by Level

Level	No of respondents	Percentage
100 Level	56	20.2
200 Level	108	39
300 Level	67	24.2

400 Level	46	16.6
Total	277	100%

source: field survey 2023

The data presented in Table 2 shows that 108(39%) of the respondents are 200-level students while 67(24.2%) of the respondents are in 300-level and 56(20.2%)of the respondents are in 100-level. The remaining 46(16.6%) are in 400-level. This shows that the majority of respondents available for this study are students in 200-level and 300-level respectively and they will be able to answer the research questions.

Table 3: Distribution of Respondents by Gender

Gender	No of respondents	Percentage
Female	169	61
Male	108	39
Total	277	100%

source: field survey 2023

The data presented in Table 3 shows that 169(61%)of the respondents are female students while 108(39%) of the respondents are male students.

Section B

This section covers the psychographic data of respondents in the study

Table 4:As a student of mass communication are you aware that photojournalism and photography are both relevant in print and broadcast media?

Variables	No of respondents	Percentage
Yes	204	73.6
No	73	26.4
Total	277	100%

source: field survey 2023

The data presented in Table 4 shows that 204(73.6%) of the respondents are aware that photojournalism and photography are relevant in print and broadcast media, while 73(26.4%) of the respondents are not aware that photojournalism and photography are relevant in print and broadcast media.

Table 5:Do you consider photojournalism and photography as careers?

Variables	No of respondents	Percentage
Yes	89	32.1
No	188	67.9
Total	277	100%

source: field survey 2023

The data presented in Table 5 shows that a majority of the total respondents representing 188 (67.9%) do not consider photojournalism and photography as careers. While 89 (32.1%) of the respondents consider photojournalism and photography as careers.

Table 6: What is your perception towards the practice of photojournalism and photography as careers?

Variables	No of respondents	Percentage
Positive	77	27.8
Negative	36	13
Neutral	164	59.2
Total	277	100%

source: field survey 2023

The data presented in Table 6 shows that 77(27.8%) of the respondents have a positive perception towards the practice of photojournalism and photography as careers, while 36(13%) respondents have a negative perception and the majority of the respondents 164(59.2%) perceive or see photojournalism and photography as careers in a neutral way.

Table 7: Will the improvement of the practical aspect of photojournalism and photography-related courses positively influence your perception of them as careers?

Variables	No of respondents	Percentage
Yes	210	75.8

No	21	7.6
Can't Tell	46	16.6
Total	277	100%

source: field survey 2023

The data presented in Table 7 shows that a majority representing 210(75.8%) of the respondents are of believe that the improvement of the practical aspect of photojournalism and photography-related courses will positively influence their perception of them as careers. While 21(7.6%)of the respondentsbelieve that the improvement of the practical aspect of photojournalism and photography-related courses will not influence them the remaining 46(7.6%) could not tell.

Table 8: Photojournalism and photography are self-sufficient career choices

Variables	No of respondents	Percentage
Agree	140	51
Disagree	120	43
Can't Tell	17	6
Total	277	100%

source: field survey 2023

The data presented in Table 8 shows that 120(43%) of the respondents disagree that photojournalism and photography are self-sufficient career choices while 17(6%) of the respondents can't tell disagree that the majority 140(51%)of the respondents agree that photojournalism and photography are self-sufficient career choices.

Table 9: Photojournalism and photography can help reduce unemployment rates in Nigeria

Variables	No of respondents	Percentage
Agree	134	48
Disagree	63	23
Can't Tell	80	29
Total	277	100%

source: field survey 2023

The data presented in Table 9 shows that 134(48%) of the respondents agree and 63(23%) of the respondents disagree that photojournalism and photography can help reduce the unemployment rates in Nigeria, 80(29%)of the respondents can't tell.

Table 10: Gender disparity in photojournalism and photography is a factor that has influenced my perception of them as careers

Variables	No of respondents	Percentage
Agree	144	52

Disagree	69	25
Can't Tell	64	23
Total	277	100%

source: field survey 2023

The data presented in Table 10 shows that a majority 144(52%) of the respondents agree that gender disparity is a factor that has influenced their perception of photojournalism and photography as careers. 69(25%) of the respondents disagree and 64(23%) of the respondents can't tell if gender disparity is a factor that has influenced their perception of photojournalism and photography as career choices.

Table 11: The cost of equipment in photojournalism and photography is a factor that has influenced my perception of them as careers

Variables	No of respondents	Percentage
Agree	143	52
Disagree	75	27
Can't Tell	59	21
Total	277	100%

source: field survey 2023

The data presented in Table 11 shows that 143(52%) of the respondents agree that the cost of equipment has influenced their perception of photojournalism and photography as career choices 75(27%) of the respondents disagree and 59(21%) of the respondents can't tell.

Table 12: Safety concerns about the work environment of photojournalists and photographers have influenced my perception of them as careers

Variables	No of respondents	Percentage
Agree	92	33.2
Disagree	126	45.5
Can't Tell	59	21.3
Total	277	100%

source: field survey 2023

The data presented in Table 12 shows that 92(33.2%) of the respondents are concerned about the safety of the work environment of photojournalists and photographers. The majority of the respondents 126(45.5%) disagree and 59(21.3%) of the respondents can't tell if they are concerned about the safety of the work environment of photojournalists and photographers.

Table 13: There has been significant growth in technological advancement in the field of photography and photojournalism

Variables	No of respondents	Percentage
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Yes	188	68
No	37	13
Can't Tell	52	19
Total	277	100%

source: field survey 2023

The data presented in Table 13 shows that a majority of the total respondents representing 188(68%) are aware that there has been significant growth in technological advancement in the field of photography and photojournalism. While 52(19%) of the respondents can't tell if there has been significant growth in technological advancement in the field of photography and photojournalism, 37(13%) of the respondents believe there has not been any significant change.

Table 14: How have the technological advancements in the field of photography and photojournalism influenced my perception of them as careers

Variables	No of respondents	Percentage
Positively	187	67.5
Negatively	28	10.1
Can't tell	62	22.4
Total	277	100%

source: field survey 2023

The data presented in Table 14 shows that 187(67.5%)of the respondents have been positively influenced by the technological advancements in the field of photography and photojournalism while 28(10.1%)of the respondents have been negatively influenced. The remaining 62(22.4%) of the respondentscan't tell how the technological advancements in the field of photography and photojournalism have influenced their perception of them as careers.

4.3 Discussion of Findings

The findings gathered from the data analyzed will be discussed in an attempt to answer the research questions raised.

Research Question 1: What is the perception of photojournalism and photography as career choices among students of mass communication?

References will be made to Table 4, Table 5, and Table 6 to answer this research question. The data presented in Table 4 indicates that 204 respondents representing 73.6% of the sample size are aware that photojournalism and photography are relevant in print and broadcast media the remaining 73respondents representing 26.4% of the respondents are not aware of the relevance of photojournalism and photography in print and broadcast media.

The data presented in Table 5 showed that 188(67.9%) of the respondents do not consider photojournalism and photography as careers and the remaining 89 (32.1%) of the respondents consider photojournalism and photography as careers.

Table 6 sought to know the perception towards the practice of photojournalism and photography as careers and revealed that few of the students have a negative perception towards the practice of photojournalism and photography as careers. This is evident as 36(13%) respondents have a negative perception while 77(27.8%) have a positive perception, and the majority of them 164(59.2%) feel neutral about the practice of photojournalism and photography as careers.

This result shows that although a majority of the respondents are aware that photojournalism and photography are relevant in print and broadcast media, most mass communication students of the University of Benin do not know their perception of photojournalism and photography as career choices. Hence, they do not consider these fields as career choices.

Research Question 2: Will the improvement of the practical aspect of photojournalism and photography-related courses positively influence students' perception of photography and photojournalism as career choices?

To answer this research question table 7 was selected, studied, and analyzed. The data presented in Table 7 showed that a majority 210(75.8%) of the total respondents believe that the

improvement of the practical aspect of photojournalism and photography-related courses will positively influence their perception of them as careers while the minority 21 respondents (7.6%) do not think that the improvement of the practical aspect of photojournalism and photography-related courses will have any influence on them. The remaining 46 respondents (16.6%) could not tell.

This result implies that the improvement in practicals when teaching courses related to photography and photojournalism will positively influence a majority of the students of mass communication at the University of Benin's perception of photojournalism and photography as career choices.

Research Question 3: Are photography and photojournalism viewed as self-sufficient skills that can help reduce unemployment?

Table 8 and Table 9 will be used to answer this research question. Table 8 showed that 140 respondents representing 51% of the total respondents agree that photojournalism and photography are self-sufficient career choices while 120(43%) of the respondents disagree. 17 of the respondents representing 6% could not tell if they viewed photojournalism and photography as self-sufficient career choices.

The data presented in Table 9 indicates that 134(48%) of the respondents agreed that photojournalism and photography can help reduce the unemployment rates in Nigeria while

63(23%) of the respondents disagreed. The remaining 80(29%) of the respondents could not tell if photojournalism and photography will help reduce unemployment rates in Nigeria.

The results indicate that while a majority of the respondents viewed photography and photojournalism as self-sufficient career choices, a high number of mass communication students do not see the career choice as self-sufficient either and very few could not tell. Still, the majority of students agreed that photography and photojournalism could reduce the unemployment rate in Nigeria. Some of the students disagreed but most could not tell.

Research Question 4: What are the barriers or misconceptions hindering student interest in photojournalism and photography?

References will be made to tables 10, 11, and 12 to answer this research question. Table 10 showed that 144(52%) of the respondents agree that gender disparity is a factor that has influenced their perception of photojournalism and photography as careers. While 69 respondents representing 25% disagreed and the remaining 64(23%) respondents could not tell if gender disparity is a factor that has influenced their perception of photojournalism and photography as career choices.

Table 11 sought to know if the cost of equipment is a factor that has influenced mass communication students' perception of photojournalism and photography as careers. The table showed that 143(52%) of the respondents agreed and 75(27%) of the respondents disagreed that

the cost of equipment has influenced their perception of photojournalism and photography as career choices. The remaining 59(21%) of the respondents could not tell.

Table 12 sought to know if mass communication students are concerned about the safety of the work environment of photojournalists and photographers. A majority 126(45.5%) of the total respondents disagreed while 92(33.2%) of the respondents agreed that they are concerned about the safety of the work environment of photojournalists and photographers. The remaining 59(21.3%) of the respondents could not tell.

This result implies that the majority of mass communication students at the University of Benin are influenced by their perception of various misconceptions that they have about photojournalism and photography as career choices and the barriers that they perceive exist in the fields.

Research Question 5: Do technological advancements in the fields of photojournalism and photography positively influence their perception as career choices among students of mass communication?

To answer this research question references will be made to table 13 and table 14. The data presented in Table 13 indicated that 13% of the respondents representing 37 of the total respondents do not believe there has been a significant technological advancement in the field of photography and photojournalism while 52(19%) of the respondents could not tell. The majority

188 (68%) of the respondents said they are aware that there has been significant growth in technological advancement in the field of photography and photojournalism.

Table 14 sought to know how the technological advancements in the field of photography and photojournalism have influenced mass communication students' perception of them as careers. A majority of 187(67.5%) of the total respondent's perception of photography and photojournalism has been positively influenced by technological advancements in the fields. 62(22.4%) of the respondents could not tell if they have been influenced, and 10.1% representing 28 of the total respondents believed the technological advancements in the field of photography and photojournalism have negatively influenced their perception of them as careers.

This result shows a majority of mass communication students at the University of Benin are aware that there has been significant growth in technological advancement in the field of photography and photojournalism and this has positively influenced their perception of career choices.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary

This chapter summarizes the details of this study, the method used in gathering data, and the findings of collated data. The study aimed at investigating Mass communication students' perception of photography and photojournalism as career choices, using the University of Benin as the scope of the study.

Mass communication is the study and practice of communicating information, ideas, and messages through mass media channels to reach a wide range of people simultaneously, it incorporates different disciplines and areas of study, including journalism, public relations, advertising, broadcasting, film production, digital media, and more. It involves the dissemination of information to a large audience through various channels, such as television, radio, newspapers, magazines, the Internet, and social media. Some of the prominent subfields include broadcasting, journalism, and public relation while the not-so-prominent fields are environmental communication, crisis communication, and surprisingly photography and photojournalism. Photography and photojournalism play a vital role in capturing and conveying important stories, events, and experiences. The high market demand in these fields due to recent industry trends and technological advancement has made them self-sufficient career choices. Thus, this researcher's interest was sparked and the research aimed to find out the perception of photography and photojournalism as career choices among mass communications students.

The research was carried out using the survey research method, and questionnaires were employed as the research instrument to gather data from the respondents which provided the findings of this study. From the responses gathered, the following were the findings of the study

1. Although a majority of mass communication students at the University of Benin are aware that photography and photojournalism are relevant fields in print and broadcast media, most have a neutral perception of them as career choices.
2. Improvement in the practical aspect of photography and photojournalism will positively influence the student's view of them as careers.
3. Although a majority of mass communication students at the University of Benin believe that photojournalism and photography can help reduce the unemployment rates in Nigeria, a lot also believe they are not self-sufficient career choices.
4. A majority of mass communication students at the University of Benin are influenced by gender disparity and the cost of equipment than the safety of the work environment in the field of photography and photojournalism.
5. Mass communication students at the University of Benin accept that there has been significant growth in technological advancement and this technological advancement in the field of photography and photojournalism has influenced their perception of them as careers.

5.2 Conclusion

From the data gathered, studied, and analyzed, the study concludes that mass communication students at the University of Benin have a neutral perception towards photography and photojournalism as careers and the improvement in the practical aspect of photojournalism and

photography-related courses will positively influence their perception of them as career choices. However, certain factors influence the student's perception like technological advancement and safety in the work environment of photographers and photojournalists. A majority of mass communication students at the University of Benin agree that photojournalism and photography are self-sufficient career choices and can help reduce the unemployment rate in Nigeria. They also see gender disparity and the cost of equipment as barriers influencing their pursuance of careers in photography and photojournalism fields.

5.3 Recommendations

From the findings of this study, the following recommendations will be provided with respect to the research objectives:

1. The focus should be put on improving and using practicals when teaching courses relating to the field of photography and photojournalism.
2. Efforts should be put into dispelling student's misconceptions about photography and photojournalism as career choices
3. Photographers and photojournalists that are graduates of mass communication should be invited for seminars and should handle internship programs for students.
4. Universities and lecturers should be provided with the necessary equipment needed for practicals.

5. The Nigerian government should sponsor and provide grants for students to help reduce the high cost of equipment needed to successfully practice in these fields.

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APPENDIX

Department of Mass Communication,
Faculty of Arts,
The University of Benin,

P.M.B 1154,
Benin City.

Dear Respondent,

REQUEST FOR THE COMPLETION OF THE QUESTIONNAIRE

I am a final year student of the above-named Department and University, researching the topic: **Perception of Photojournalism and Photography as a Career Choice Amongst Mass Communication Students Of The University Of Benin.** This is in partial fulfillment of the requirement for the award of a Bachelor of Arts Degree in Mass Communication.

I sincerely solicit your indulgence to help fill out this questionnaire as honestly as possible, to enable me to carry out the research work successfully, your response will be treated with confidentiality and would be used for academic purposes. Your support and time is appreciated.

Yours faithfully,

Adewumi Osieka Osemudiamhen
Researcher

QUESTIONNAIRE

Instruction: Please tick the appropriate option below

Section A: Demographic information

1. Age group (a) 16 - 20 [] (a) 21 - 24 [] (c) 25 – 30 [] (d) 30 and above []
2. Level (a) 100 [] (b) 200 [] (c) 300 [] (d) 400 []
3. Gender (a) female [] (a) male []

Section B: Psychographic information

1. As a student of mass communication are you aware that photojournalism and photography are both relevant in print and broadcast media? (a) yes [] (b) no []
2. Do you consider photojournalism and photography as careers? (a) yes [] (b) no [] (c) can't tell []
3. What is your perception towards the practice of photojournalism and photography as careers? (a) positive [] (b) neutral [] (c) negative [] (d) can't tell []
4. Will the improvement of the practical aspect of photojournalism and photography-related courses positively influence your perception of them as careers?(a) yes [] (b) no [] (c)can't tell []
5. Photojournalism and photography are self-sufficient career choices (a) yes [] (b) no [] (c) can't tell []
6. Photojournalism and photography can help reduce unemployment rates in Nigeria (a) yes [] (b) no [] (c) can't tell []
7. Gender disparity in photojournalism and photography is a factor that has influenced my perception of them as careers (a) yes [] (b) no [] (c) can't tell []
8. The cost of equipment in photojournalism and photography is a factor that has influenced my perception of them as careers (a) yes [] (b) no []
9. Safety concerns about the work environment of photojournalists and photographers have influenced my perception of them as careers (a) yes [] (b) no [] (c) can't tell []
10. There has been significant growth in technological advancement in the field of photography and photojournalism(a) yes [] (b) no [](c) can't tell []
11. How have the technological advancements in the field of photography and photojournalism influenced my perception of them as careers (a) positively [] (b) negatively [] (c) can't tell []