

## Independent Writing and Publishing as Panacea for Unemployment In Nigeria

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### ABSTRACT

People can write on different areas such as family, business, economy, farming, politics, education, religion and so on in order to earn a living. To be a good independent writer and publisher, you need qualities such as good understanding of language skills, being a researcher, being reliable, understanding your immediate environment, understanding your audience and many more. This paper is hinged on The Incentive Theory of Motivation, alternatively called the Reward Motivation Theory is used. This offers the belief that motivation is largely fueled by the prospect of an external reward or incentive. This incentive may be a material object such as money, or an intangible one such as positive reception from a significant person. Also, Economic Theory of Entrepreneurship is of the view that economic incentive is the main factor that influences entrepreneurial activities. Economic gains spontaneously develop the willingness among the entrepreneurs to undertake diverse entrepreneurial initiatives. Entrepreneurship development and economic growth takes place whenever certain economic conditions are favourable. The paper posits self-publishing your work in e-book format eliminates the costs associated with printing and distributing physical copies and can also make it more globally accessible. It is portable (can be viewed on tablets, laptops and phones among others); it is cheaper than paper publishing; it is affordable for readers. It is therefore recommended that, government at all levels need to build more public libraries with digital facilities and fix existing ones to accommodate e-books and other materials for the consumption of our teeming readers. Fixing power and making appropriate legislation that would aid independent writing and publishing for sustainability is also crucial.

**Keywords:** Independent Publishing, E-publishing, Panacea.

### iSTEAMS Proceedings Reference Format

Adegboye, R.S. & Olowookere, B.O. (2019): Independent Writing and Publishing as Panacea for Unemployment In Nigeria. Proceedings of the 19<sup>th</sup> iSTEAMS Multidisciplinary Conference, The Federal Polytechnic, Offa, Kwara State, Nigeria. 7<sup>th</sup> – 9<sup>th</sup> August, 2019. Pp 65-70. [www.isteam.net/offa2019](http://www.isteam.net/offa2019) - DOI Affix - <https://doi.org/10.22624/AIMS/iSTEAMS-2019/V19N2P7>

## 1. INTRODUCTION

Much has been said about skills acquisition especially now that white collar jobs are no longer enough or sufficient for the increasing number of graduates in this country. There is a need to become self-employed and also to be an employer of labour. Okwuagbala (2019) noted that skill acquisition is very important in the life of every citizen. He further stressed that it is the ability to be trained on a particular task or function and become expert in it. It is a pity that there is huge parading of unemployment in many parts of the world today. It is one of the causes of rapid growth in crimes in many parts of the world (Okwuagbala, 2019). Do you think there is any relationship between someone who has acquired skill on how to perform a particular job and make money from it and unemployment, the scholar asked rhetorically as he argued in the affirmative that 'the answer is NO' because the skill the person has already acquired can always speak for

the person. Dollarhide (2019) wrote that a self-employed individual does not work for a specific employer who pays them a consistent salary or wage. Self-employed individuals, or independent contractors, earn income by contracting with a trade or business directly. A writer who makes income from their own writing in any form that may take is an entrepreneurial writer. it could be ghost writing, blog writing, book writing or more. it could be very generalized writing or writing for a specific niche (Entrepreneurshiplife,2019). Irrespective of one's discipline; it is now very expedient to be self-employed. This can only be possible if one is creative and determined. Creativity in one's area of calling is sacrosanct for one's sustenance. There are quite a number of people in our society today, who are very talented and gifted in writing. Some of them wished they could sustain this gift but could not. Some people writes throw it away, some just for fun, some just to satisfy their instinct. Whatever the reason, those write-ups can help in making ends means.

Writing is vital and sacrosanct for literates especially for the academics. Hardly can anyone survive in the academia without writing and publishing. This is because; the entirety of academic is based on research. Research findings are meant to be reported in writing and published. The relevance of an erudite or academic is measured by research, writing and publishing. Writing is not only meant for those in the academia but for the educated. Writing connects people across time, space and culture. Because of the influence of writing, individuals can learn from yesterday, gain knowledge about today and design for tomorrow. Getting published is the goal of every book writer. for older writers, publishing that first book may be the fulfillment of lifelong dream. for young writers, it can be an achievement that launches a career as a professional writer (Strathy,2019).

### 1.1 Statement of the Problem

In this time and age of digital revolution, The need for e-book services in libraries has grown tremendously. Most academic works are published in academic journals , books or thesis form. Caincross(2001) in Ifeduba (2010) observed that, the internet has become the most powerful driver of innovation the world has seen. One result has been to change the structure of the communication industry, shifting the focus of innovation away from the old giants and to drive forward communications technology at a formidable pace. Therefore, the need to utilize this technology advancement as brought by internet in printing and publishing for entrepreneurship opportunities and sustainability formed the basis for this paper.

## 2. CONCEPTUAL ANALYSIS AND THEORETICAL FRAMEWORK

Boit (2019) explained that self-publishing as the act of independently publishing your book on a platform like Amazon without the need of a traditional publishing house. Self-publishing is the publication of media by its author without the involvement of an established publisher. In common parlance, the term usually refers to physical written media, such as books and magazines, or digital media, such as e-books and websites. It can also apply to albums, pamphlets, brochures, video content, or uploading images to a website.

Ifeduba (2010) observed that books in digital form, distributed through the internet as on-line books are now common and sold directly by authors and publishers, or through on-line bookshops such as Amazon.com. Recently, publishers have introduced small, book-sized hand-held electronic books known as e-book. To distinguish the downloadable on-line book from the ones printed on demand, the former is increasingly being referred to as D-book. In other words, electronic publishing, as operationalised in this paper covers the whole gamut of books distributed by any form of electronic device. They include books on tape, books on CD, microfilm, etc. McLachlin (nd) posited that In recent years, the popularity of self-publishing methods has risen dramatically. While there was once only a niche audience for self-published books, large platforms (such as Amazon Kindle) have expanded this market significantly. As a self-publishing author, you must produce the final draft and supply the funds required to design, market, and distribute your book. You must also decide how many copies will be printed and pay for each one.

To minimize time and cost, more and more authors are turning away from print and looking to e-book publishing. There is now a large readership for these types of books, which are supported by many e-readers (such as the Kobo and Nook lines). Self-publishing your work in e-book format eliminates the costs associated with printing and distributing physical copies and can also make it more globally accessible. Readers around the world can simply find a copy online rather than having to order it and pay the (often exorbitant) shipping costs (McLachlin, [www.scribendi.com](http://www.scribendi.com)).

## 2.1 Electronic Publishing (E-Publishing)

Electronic publishing can be referred to as digital manufacturing as well as distribution of content such as books, music, videos and other publishable materials. Communication industry has been greatly transformed by digital technologies. Publishing industry is a vital part of communication industry. We cannot talk about Independent Publishing without discussing Electronic Publishing. As a matter of fact, the technological advancement has aided in no small amount, the self-publishing we are talking about. The internet is the key bedrock of electronic publishing.

Caincross (2001) in Ifeduba (2010) posited that; the book industry is part of the communications industry being transformed by the internet. The conclusion of Caincross on the value of internet-related innovations is that: "Those parts of the world that embrace the internet will find themselves better able to compete than those that lag behind". The internet, a super network of globally interconnected computers, has the capacity to convey any information that can be stored in digital form. This includes books set digitally with the relevant programmes. It is, in fact, the digitization of books and their distribution through the internet that enabled Amazon.com (an American internet bookstore) to account, within five years, for four per cent of American book sales.

Abulude (2014) observed that: Digital publishing has come of age, no doubt it has surpassed the use of book publishing. In Africa especially Nigeria this phenomenon of publishing has increased. Reading is increasing, e-journals, e-books, EPUBs, digital magazines, digital libraries and catalogues are the products of digital publishing which can be referred to as electronic publishing has become common especially in scientific publishing compared to about Five years back. Books, magazines, and newspapers are now read through tablet reading devices which are generated by online vendors. The scholar explained that internet power equipped Amazon.com to do better than off-line bookstores quoted in the stock exchange. Her words: "Amazon.com's capital value overtook that of all America's off-line bookstores, including Barnes & Noble and Borders, put together." In response to the realities of the electronic book marketing era made possible by the internet, America's leading book marketer, Barnes & Noble has found ways to use visits to its physical bookstores to recruit on-line customers" (Caincross 2001 in Ifeduba 2010). Abulude concluded that The impact of digital publishing in Nigeria is felt, although it may not be as the experience in the developed countries, but there is steady progress in the use. No doubt, Nigeria is experiencing digital revolution. An internet revolution is in West Africa with the arrival in recent years of optic-fibre cabling.

## 2.2 Steps in E-publishing

Caincross (2001) in Ifeduba (2010) The following are the areas in which the internet is facilitating the publishing of books: Typesetting, layout and editing, On-line distribution, On-line ordering, Marketing, Advertising, Pricing, Payments and Hiring. The following steps can be adopted for e-publishing.

**Creation:** Oxford Dictionary defines creation as the act or process of making that is new or causing something to exist that did not exist before. Longman Dictionary says to create is to make something exist that did not exist before; to invent or design something. This means figuring out whether your book is going to be interesting to the reader. Do some research to figure out if there is even a point in publishing your book in the first place. It is very important to know what you are writing about, otherwise it might seem like you have no clue what you are talking about. You cannot publish something you have not written.

**Editing:** Anaeto, Solo-Anaeto. & Tejumaiye (2009) observed editing to be the process of checking a copy to improve it and make it suitable for publication. Almost all copies require editing. they are edited to strengthen the language, correct spellings, reduce a long article to acceptable length or make the article easier to understand. Adegboye & Adegboye (2018) submitted that copyediting is the art of removing errors, unwanted things or materials, adding something needed, reorganising, restructuring and fine-tuning a composition written or type-written by a reporter, author, writer or communicator submitted for publication or dissemination. Editing is multifaceted. That is why it is a careful, sensitive and sensible engagement. An editor must be an easy-going and careful rider on manuscripts.

**Distribution:** Longman Dictionary describes distribution as the act of sharing things among a large group of people in a planned way. to distribute means to send or upload a ready book to the potential buyers, subscribers, readers or downloaders.

### 2.3 Benefits Of E-Publishing

- It is portable( can be viewed on tablets, laptops and phones among others)
- it is cheaper than paper publishing
- it is affordable for readers
- it gives room for a large number of authors to publish quality book.

### Reasons to Write

Kerstetter (2013) identified that writers write to inform, educate, entertain, persuade and motivate.

**Information:** Writing to inform the audience about a person, place, thing or idea in a neutral, unbiased and fair manner. Informative writing seeks fairness. Informed writing requires honest self-analysis, plus accuracy in research, followed by the services of a skilled editor to eliminate any biases.

**Education:** Educational writing begins at the knowledge level of the audience and increases their learning. More than reporting information, writing to educate explains the meanings of personalities, locations, events, objects and concepts. The educational writer studies audiences to meet their intellectual expectations. Researching with accuracy keeps this type of writing interesting and fair.

**Entertainment:** Writing to entertain is often the most effective means of transmitting a message. While there is no guarantee of successful results, amusing the audience may open otherwise closed minds. Writing to lighten the heart has the ability to remove the dread from frightening events and alarming ideas.

**Persuasion:** Persuasive writing presents supportive arguments for a specific point of view. These favorable defenses must be, if not logical, at least thoughtful and reasonable. Importantly, this type of writing should acknowledge the positive values in other opinions. Showing this courtesy to alternative viewpoints adds confident strength to any argument. It also requires the foundation of accurate research.

**Motivation:** Motivational writing seeks to prompt people to action. Where persuasive writing asks for consideration of an opinion, writing to motivate requests changes in behavior. Appeals for emotional responses are common, often disregarding sensible evidence. Conversely, calls for action can result from carefully considered lines of reasoning. Whether emotional or rational, motivational writing requires careful research and thought.

## 2.4 Incentive Theory of Motivation

According to The Psychology Notes (2017) an online page, Motivation is the force that prompts, guides and sustains goal-oriented behaviors of people. It is what causes people to perform an action or engage in a behavior, whether such action involves minor choices such as buying a shirt, or more major ones such as pursuing a degree, seeking employment or starting a vocation. Because there are diverse forces that underline and influence motivation, from physiological, emotional, to social or cognitive forces, a number of alternative theories to explain motivation have evolved. One of these is the Incentive Theory of Motivation. The Incentive Theory of Motivation, alternatively called the Reward Motivation Theory, offers the belief that motivation is largely fueled by the prospect of an external reward or incentive. An incentive is therefore an object or an event present in the environment that encourages an individual to perform an action in the absence of any apparent physiological need. This incentive may be a material object such as money, or an intangible one such as positive reception from a significant person.

## 2.5 Economic Theory of Entrepreneurship

Papanek (1962) and Harris (1970) in Mayuri (nd) were of the view that economic incentive is the main factor that influences entrepreneurial activities. Economic gains spontaneously develop the willingness among the entrepreneurs to undertake diverse entrepreneurial initiatives. The relationship between an individual's inner urge and the desired economic gains has a profound influence in the development of entrepreneurial competencies. Entrepreneurship development and economic growth takes place whenever certain economic conditions are favourable.

## 3. SUMMARY AND CONCLUSION

The imperativeness of independent writing and publishing needs to be encouraged. Sustenance meant a lot to people. To be a good independent writer and publisher, you need qualities such as good understanding of language skills, be a researcher, being reliable, understanding your immediate environment, understanding your audience and many more. Self-employment is not the same as business ownership. For example, a business owner has an ownership stake but may not be involved in day to day operations of the company. In contrast, a person who is self-employed both owns the business, but they are also the primary or sole operator (Dollarhide, 2019).

Self-publishing your work in e-book format eliminates the costs associated with printing and distributing physical copies and can also make it more globally accessible. It is portable (can be viewed on tablets, laptops and phones among others); it is cheaper than paper publishing; it is affordable for readers. Young adults and graduates do not need to stay idle or wait for jobs that are not readily available. They can engage in creative writing and publishing motivational ideas on diverse topics.

## 4. RECOMMENDATIONS

Both upcoming writers and others should develop their writing skills and employ some principles and guidelines identified in this paper. Nigerian government should equip existing public libraries with digital facilities that can facilitate e-books. Government at all levels should establish more libraries with technological innovations that can sustain independent writing and publishing in this digital age. Fixing power and making appropriate legislation that would aid independent writing and publishing for sustainability.

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