PROBLEMS OF BOOK PUBLISHING INDUSTRY IN NIGERIA

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Abstract
The study examines the problems of book publishing industry in Nigeria as books are effective medium of communication for intellectualism. Issues like poor financing, government regulation, poor reading culture, piracy and dearth of expertise were interrogated. The study is descriptive and data sourced from secondary sources. The paper concludes that stakeholders should come up with interesting solutions that can cater for human and material needs of the industry. The study recommends that the stakeholders in the publishing industry should be co-operative towards the building of a virile publishing industry. Private investors such as financial institutions and influential individuals should participate in terms of massive capital injection. Government should embark on the formulation of developmental policies that can eliminate the piracy scourge and charge less import duties on publishing equipment and accessories. Finally, publishing firms should make it a policy to give their technical staff up-to-date professional trainings.

Keywords: Piracy, Financing, Reading Culture Government regulation.

1. Introduction
Book is seen as a catalyst for mental growth and social integration. Book is a medium of mass communication which propels effective utilization of other media. It is also a fountain for national integration and development, the grand index of technology, government, politics, religion, economy, sociology, medicine, engineering to mention but a few [Awoniyi, 1979]. The book as elucidated by Kalejaye and Akangbe (2007), described it as a multi-faceted, dynamic product and a monumental asset of every society. They opine:
“ It is (the book) a veritable source of information to the teachers and students, a gold mine of knowledge for researchers and scholars and a fountain of pleasure and leisure to general readers. Books are indices of progress, pivots of stability, catalysts for social development as well as springboards of advancement and galvanisers to breakthrough.”
The impact of book in literacy development is unquantifiable and this is why the degree of development in a nation can be strictly attached to its degree of literacy which book stimulates. So, a developed society is a book glued society, a developing society is a less book conscious society. Therefore, book publishing plays a significant role in the growth of a nation. Through book publishing, records as well as the academic information and theories of those education legends like Aristotle, Socrates, Decartes would not have been noted for posterity but lost to humanity. Moreover, publishing is an intellectual and social responsibility for keeping human activities for posterity. According to Nyeko (1991);

“\textit{It is the process of producing for dissemination; book, films, computer programmes, records, Newspapers, periodicals, discs, bulleting, magazines and other literacy materials}”

Thus, publishing is a generic term used to describe the process of producing literacy and information materials for public utility [Carter and Pattis, 2001]. It becomes meaningfully focused whenever it is contextualized. Pathetically, publishing has come a long way in Nigeria, to be précised it commenced about 162 years ago when the pressybitarian floated the historic printing press in 1846 (Omu, 1978). Regrettably, the industry has been bedevilled by various challenges inspite of its grown in size and structure. Today, more than ever before as kalejaye and akangbe (2007) agrees that it has more formidable constraints to wrest with. Based on this premise, this paper examines and explores the avalanche of problems which undermine and cripple the prospects of the industry and the need to tackle those constraints headlong by finding lasting solution to them as the writer aspires to do in the paper’s recommendations.

2. Methodology

The Researchers uses a descriptive method and sourced from both the primary source – interviews and secondary source – Newspapers, Magazines, Libraries, Archives and other desk studies- to drive home their points.

3. Theoretical Framework

3.1 Value Change Theory

The study utilizes Value Change Theory. Value Change Theory is a variant of the psychodynamic model which falls under the platform of social- scientific thinking on persuasion. Persuasion according to Brandley (1984:351) may be defined as the process whereby an attempt is made to induce changes in attitude and behaviour through involvement of a person or group of persons cognitive and affective processes. Value Change theory uses “Comparative Feedback” to induce attitudinal and behavioural change in the society. It believes in informing people about the harmful and beneficial effect of an entity such as the book publishing industry in Nigeria. Through communication, it challenges the authority involved which are presumed to be socially responsible for the running of such corporate existence. The theory advocate a value change in individual or group in order to eliminate “self - dissatisfaction and will” since values underlie attitudes which triggers positive response or behaviour towards the burning issue. The theory assumed that conscious intent message transmission and behavioural influence are catalysts for change in value which leads to corresponding changes in attitudes and behaviour towards the issue. It establishes that individual(s) must first have clear information on the subject matter before striving for value change.

4. Literature Review

4.1 Meaning Of Book

The United Nations Education, scientific and cultural Organization studies the availability of books around the world and defined a book as non-periodical printed publication of at least 49 pages excluding cover page.
They broke this definition into five important parts that comes together to distinguish a book from other media, these are;
1. A book is printed: It is created using one or more machines rather than written or painted by hand.
2. A book is a publication: It is printed in multiple copies for circulation to more than its creators.
3. A book comprises at least 49 pages: The UNESCO definers evidently meant to exclude short documents that can be called pamphlets, not book.
4. A book has cover.
5. A book is not a periodical: That is, it is not updated under the same title on a regular basis like magazines and Newspapers.

4.2 History Of Book
While the history of the book can be traced back only about 500 years, the idea of the book is much older. Scholars consider the papyrus roll in Egypt around 3000 B.C as an early ancestor of the modern book. Papyrus was made from a reed-like plant in the Nile valley and its resembled paper. Scribes laid out sheet of papyrus, wrote on them, copy a text on one side of the sheet and then rolled up the finished manuscripts. The Greek also adopted the papyrus roll from the Egyptians. They stored their rolls in great libraries. In fact, the Greek considered the book so important that they began to use it rather than the memory of speeches (oral tradition) as the main way to make ideas public or available to large number of people. Large libraries maintain scriptoria where many large books were copied by hand. Unfortunately, little of this materials have survived [Grannis, 1967].
The Romans also took up the idea of papyrus rolls from the Greeks and apart from libraries, a fairly large number of romans especially those of the upper class, owned manuscripts. The interest in those works led to a small scale Roman industry of papyrus roll. Publishing entrepreneurs used slave labour to create multiple copies at relatively low prices. Interestingly, in many ways these enterprises were prototype for modern publishing. Roman publishing selected the manuscripts to be published or produced.

It was a long way from the slave driven papyrus rolls businesses to random house. Part of the different has to do with the look of the book (its format) and the technology to it. Manuscript began to take on the look of a book around AD 100, when Christians invented the Codex – a document in which papyrus pages faced one another and were bound together instead of rolled up. This form made it easier to find a particular passage quickly - the readers did not have to unravel a large roll and it enable writer to write on both sides of pages. The codex was followed by innovations in the materials used for the manuscripts – animal skins (vellum and patchment) and then by the 15 century, the paper [Olaniawo, 1996].
The Chinese also made their books with wood and bamboo around 1300BC. Many books were burnt then by Emperor Shih Hung Ti in 213 BC yet some of them survived. The conflict of library collection between protemy V of Egypt and EumenesII of Pergamum in around 190BC led to the said invention of the skin animal. It awes invented when protemy placed embargo on papyrus in order to prevent Eumenes from having more library collections.

Interestingly, the invention of movable type of printing press by Johannes Guttenberg gave birth to the growth of modern book publishing. The printing Guru since then had the credit of making mass production of printing documents more Gutenberg’s most famous creations, his forty-two lines bible s are quite beautiful even by today’s printing standards. Printing with movable type was immediately recognised as a truly extra- ordinary technological advance over woodblock printing. His ideas caught on quickly and by 1500, printing presses had been established in 242 cities across various countries [Oso, 2002].
4.3 Evolution Of Book Publishing In Nigeria.
The history of book publishing can be traced to the establishment of first press in Nigeria at Calabar in 1846 by the Presbyterian mission. It was set up then with the aim of propagating Christianity by providing literature to the new converts. In 1959, Henry Townsent also set up another press at Abeokuta which eventually produced the first newspaper in Nigeria called IweIrohin Fun AwonAraEgbaAti Yoruba [Adelekan, 1995].

The missionary press was also used cunningly as tool for political propagation in the hand of the colonialists. Not quite long, notable Nigerians like Herbert Macauley established the first indigenous newspaper in 1926 called Lagos Daily News, the same year Daily Times made its debut (Ojeniyi, 2002). In 1949, Oxford University Press (OUP) floated a sales outlet in Nigeria, this action attracted many foreign based publishing firm to Nigeria such as Macmillian, Longman and others. The first published book in Nigeria by the foreign firm was in 1963 when the local branch of OUP published Ijala Ere Ode, a Yoruba poetry genre by Yemitan.

Aside from the foreign companies, many other home based publishing houses were architected by indigenous entrepreneurs. Some of these were fourth Dimention, Aromolaran, Ilesanmi, Literame and a host of others. It is important to note, however, that book publishing has continue to enjoy drastic growth in Nigeria ever since [Adegoke, 2001].

4.4 Kinds Of Book
Book publishing is a growing and generally healthy industry, so there is need to make a variety of distinctions among types of book [EncyclopediaBratannica, 1998]. The notable ones are:

**Education And Professional Books**: Education and professional books focus on training and most of them are marked by their use of pedagogy (Learning materials) which include certain features like learning objectives, chapters recaps, question for discussion and others. This kind of books point to corporate training manual, college course packs, online version of textbooks and text related video. People that work in industries, corporate entities, government parastatals, non-governmental establishment recognised this form of books.

**Higher Education Material Books**: These are books that focus on teaching students in colleges and post college learning. These books are good for academic research in finding new discoveries in all areas of academic endeavours.

**El-Hi Books**: These are books published for use by elementary, middle and higher school students. These books are majorly created for pupils in kindagarten. The usual increase in number of students in the educational system resulted in increased orders for El-Hi textbooks. These kind of books facilitate general commitment to improving education of state level of government. It helps district schools to be able to keep buying textbooks and materials that involves evaluation and testing of students knowledge based on the texts.

**Consumer Books**: Consumer Books publishers deliberately aimed their products at the general public. They target readers in their private lives. Outside their roles as students and highly trained workers, informal teaching and non-educational genres are also major parts of consumer books publishing ranging from romance novels, jokes books to travel books.

**Outsourced corporate Books**: These books help people to keep people in the working class up-to-date in their areas of specialization as well as bringing them to the next level of knowledge. Outsourced means hiring a company to train a firm employee rather than doing it within the company. Many corporations sponsored these kind of educational projects either in classroom setting or through programmes taught over the internet.

**Trade Books**: It usually has general interest titles including both fiction and non-fiction and they are sold typically to consumers through retail book stores (Both traditional and web based) and to libraries.
Mass Market Paperback Books: These are books that are standardized size books that have flexible cover, smaller and pocket size. They are designed to be sold primarily in places like News stand, drugstores, discount stores and supermarkets.

4.5 Impact Of Book Publishing Industry On society.

Book publishing has a tremendous impact on the society. According to Lai Oso (2000); “Book publishing is a serious business, a benchmark of a nation education, one of the basement block in cultural building and an important index of national development”

Some of the significant impact of book publishing industry on the society according to him are;

i. Book Publishing As a Business: Book publishing contribution to the nation’s economic growth is enormous. It is an important business venture and it enhances literacy development in the areas of science and technology, humanities, sociology, medicine, law, politics and others. Of course, it serves as benchmark for socio-economic growth of the nation. Manuscripts are considered due to their profit tendencies, a publisher must make profit, therefore, it is important for him to be business conscious at all times. Publishers work tirelessly with the sponsoring Editor who must stand to convince the editorial board of his organization on the commercial viability of a book before before it could be published. Other areas to be considered in the book costing are; cost of production, cost of editing, author’s royalties, cost of promotion, overhead cost and others. However, all these are geared towards making profits from the business.

ii. Book Publishing As Tool Of Development: Book publishing facilitate literacy which in turn fast-track national development. Valdehusa (1985) relays the impact of books in the national integration. He opines; “The quality, quantity and diversity of books produced by a society are important indicators of that society’s level of development, intellectual sophistication, capacity for technological innovation and industriousness”.

Valdehusa was trying to establish that book publishing is an effective vehicle for development and positive change in the behavioural attitude of the people. Notwithstanding, book publishing is the nerve –centre of education and it helps people to gain full control of their environment. For instance, Nigerian nationalists were able to challenge and agitate for independent due to their grace of western education. Roger (2002) admits that; “Development is widely participatory process of social change in society intended to bring about both socio and materials advancement or greater quality, freedom and other valued qualities for the majority of people through their gaining greater control over their environment”.

iii. Book Publishing As A Cultural Basement Block: Book publishing enhances cultural heritage and values. Culture is described as a way of life of a particular group of people. Customs, tradition, language and arts are its key drivers, its components are subject such as history, political science, philosophy, language, anthropology and others. Publication of books in these academic areas have allowed our cultural values to thrive systematically. The literary works of our known authors like Wole Soyinka, Chinua Achebe, NgugiWaThiongg, AkinwumiIshola, Adebayo Faleti and so on popularized various Nigeria artifacts, songs and proverbs. These creative work have turned out to be a medium of instruction used to counsel the young ones today. To cap it up, book publishing navigate culture towards civilization and it reflects and enhances people understanding of the customs, tradition, norms and values of their given society.

iv. Book Publishing As a Source of employment: The fact that book publishers have not been glamorously showcased like their counterparts in the movies industry or any other areas of human endeavours does not make the industry a toothless bulldog when it comes to gainful employment (Carte and Williams, 2001). Book publishing industry provides job opportunities for many young graduates and professionals who studied related courses. Opportunities such as Publishers, Manuscript acquisition personnel, literary agent editors, Designers, artists, Typographers, Printers, Binders, Marketers, Sales Representatives, Promotion officers, public Relations Officers and a host of others.
v. Book Publishing As A means Of record Keeping; publication of books in any academic area is a record kept for the generation to come. Books that were published centuries are still standing as a reference point. For instance, if our oral tradition were to be published, most of them would have been scientifically assed and standardized. The activities of prophet Mohammed and that of Jesus Christ that ere recorded and published facilitate the creed of Islam and Christianity practice today. Therefore, whatever that is published today forms the book of what becomes the acceptable standard tomorrow.

4.6 Problems Of Book Publishing In Nigeria
Scholars of book publishing in Nigeria have come up with some of the challenges that bedevilled the industry. Thomas (1984) and Adesanoye (1995) have written about these constraints that stand as stumbling stone to the growth of the industry in Nigeria. Rather than abating, the problems are getting more unbearable and threatening. These are:

Finance
Book publishing is adjudged a capital intensive venture that profit but little. Due to this, most publishers find it uneasy to raise enough fund to finance their activities. Moreover, financial institution like banks are usually reluctant to loan publishers money with the fear of not yielding the aimed profit or better still lose such money completely. This attitude of the financial institutions has eroded the financial strength of the publishers, making operations difficult for them and the turn-over will be nothing to write home about. (Uwalaka,2000).

Government
Government attitude towards the building of the book publishing industry in Nigeria is not encouraging. Policies on the industry are not well implemented talk more of giving adequate monitoring. The government at all levels has not been known to be key-drivers and enablers on the book publishing. Adesanoye, (1995) states;

“... this policies change as unpredictably as women fashion in clothes, although, of course, with more devastating negative in terms of the publishing efforts”

He noted that the incessant revision of policies by the successive government undermines the publishing business in no small measure. For instance, the change from the educational system 6-5-4 to 6-3-3-4 and now to basic 1-9 seems not showing seriousness on the part of government.

The Economy
The country’s economy is in shambles and it devises all methods for apublisher to survive the ugly trend. To compound the publisher’s dilemma, according to Kalejaiye and akangbe (2007), the value added Tax (VAT) was introduced in 1996, high tarrif placed on imported printing materials such as ink, plates, papers, films, boards and acquisition of machineries. It is this bad economy that leads to high cost of production. High cost of production is soaring higher and further deteriorated by the usual power outage in the country.

Poor Reading Culture
The reading culture and attitude is stamping out by the day especially in this era of digital age. Reading in Nigeria is majorly for examination or certificate inclined. According to Tiamiyu (2005), a good book reading culture is the spinal cord for growth and development of book industry. He also established that the market for book publishing in Nigeria is limited as Nigerians attitude towards habit of reading is discouraging.

Piracy
Piracy has become an institution in Nigerian publishing industry. It is neck-deep in eroding publishers’ profit. Book sellers conniving with pirates and several allegations of book sellers pirating best selling titles at ridiculous prices. (Tiamiyu, 2005). The consequence is that the publishers stocks are retarded while pirates enjoy patronage. It is unfortunate that government and
the regulatory agencies like the Nigerian copyright Commission, Book Publishers association Of Nigeria and others are yet to find a lasting solution to the burning and worrisome issue.

**Infrastructural Decay**
Generally, the infrastructural standard in Nigeria is in a sorry case and despair. The power sector which is the catalyst of industrial development is in comatose, water has since become an history, roads are in a sympathetic state while the railways are fading out by the day (Sonowo, 2007). Today, industrialists have to develop and build their own infrastructure in order to be able to meet up with their consumers’ demand. In his address at the opening ceremony of the 21st Lagos International Trade Fair on November 2, 2007, the then president, late Umaru Musa Yar’Adua asserted that;

“…lack of adequate infrastructure has acted as a break on economic initiatives and limited the capacity of entrepreneurial activities to stimulate qualitative growth.”

Moreover Okunbokun and Iwopin Paper mills, the two significant paper manufacturing companies are moribund, publishing materials have to be imported at a provocative cost.

**Dearth Of Expertise**
Book publishing industry in Nigeria lacks technical expertise in the various department of the industry. The upshot is the poor-editing, badly written and sub-standard books in the market places. The industry is financially incapacitated to meet the demands of these professions in terms of remuneration, allowances, housing, welfarism and many others. Also, profit made on book publishing is quite ridiculous and this goes a long way in hampering the efforts of injecting the expertise into the systems.

**Incessant Rancour Among The Major Stakeholders**
The relationship between the authors and publishers are hardly healthy. For instance, many of the authors are of the opinion that the publishers do cheat them by making huge amount of money but give peanut as royalty, publishers on the other hand alleged authors of double deals. The consequent of this misunderstanding is that times without number, laudable and viable projects are jettisoned for lack of mutual understanding and co-operations. The said skirmishes among the key and principal actors in the industry is auguring well for the sector’s growth [Ekwueme, 1984].

**Technology**
The process of book publishing is changing globally, technology has transformed its operations and the effects are noticeable across the world. That is why book publishing has grown beyond the traditional practice. Modern equipment make book production easier and faster especially in the developed world. Nigerian publishing industry is suffering from epileptic technology and there is an urgent need for acquisition of modern technology by Nigerian publishing firms in a bid to compete with the global trend.[Awoniyi, 1997].

6. **Conclusion**
The fundamental purpose of book publishing is basically to extend the frontier of knowledge from one generation to the other, thereby bring about continuous intellectual development. Publishing is channelled towards promoting learning and expanding knowledge. Based on this premise, the issue of book publishing must be taken more seriously than before. The stakeholders in the business should jointly comes up with interesting solutions to those constraints that are ravaging the industry. It is high time for Nigerian government to borrow leaf from their foreign counterparts such as Britain and United StatesOf America book policies. The study also conclude that the industry should be adequately monitored and well regulated since the industry has so much to offer in terms of mental development of the people and the socio-economic advancement of the Nation. It is a process that involves a nexus of activities. (Okwilagwe, 2001).
6. Recommendations
1. The study recommends that the stakeholders such as government, publishers, authors, regulators, booksellers, readers and others should co-operate among themselves and contribute their quota immensely towards the building of a virile publishing industry.
2. Private investors such as banks, finance houses, and influential individuals should participate especially in terms of massive capital injection.
3. Also, government should partner with notable non-governmental organizations in the establishment of book clubs in our schools across the nation, this will promote reading culture among youths.
4. Government should embark on the formulation of developmental policies that would eliminate the scourge of book piracy and place full weight of law on pirates by bringing them to book.
5. Government should charge less import duties on book publishing equipment and accessories in order to encourage hitch-free importation of any of them.
6. Publishing firms should make it a policy to give their technical staff up-to-date professional trainings to ensure efficiency.

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