# DIGITAL COMMUNICATION AND MODERN DAY JOURNALISM PRACTICE IN NTA AND ITV BROADCAST STATIONS IN BENIN CITY

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**BENIN CITY**

**NIGERIA**

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**A RESEARCH DISSERTATION SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN, IN PARTIAL FULFILMENT OF THE REQURMENTS FOR THE AWARD OF MASTER OF ARTS (M.A) DEGREE**

**OCTOBER, 2024.**

## DECLARATION

I declare that this Dissertation is based on a study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Professor Marcel Anyianyiaye Okhakhu. All ideas and views are products of my personal research, and where the views of others have been used and expressed, they are dully acknowledged.

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## CERTIFICATION

I certify that this research work was carried out by BOBBY, EGHOSA OBAYUWANA with Matriculation Number PG/ART1501509 of the Department of Mass Communication, University of Benin, Benin City, Edo under my supervision

_____ _____

**PROF. M. A. OKHAKHU** **DATE**
Supervisor

_____ _____

**DR. D. O. EKHAREAFO** **DATE**
Head of Department

## DEDICATION

I dedicate this work to God Almighty for his divine inspiration, guidance and protection and for standing by me all through the course of my Masters Post Graduate Degree Programme in the University of Benin. His Grace and Enablement made the difference in my Life and May His Great name be praised now and forever more.

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## ABSTRACT

This study examined the intersection of digital communication and modern-day journalism practice within the National Television Authority (NTA) and Independent Television (ITV) broadcast stations in Benin City, Nigeria. The research sought to understand the extent to which these organizations have adopted digital communication tools, assess the impact of digital communication on their journalistic practices, identify the challenges they face in integrating digital elements, and ascertain the audience responses and engagement with the implemented digital communication initiatives. The descriptive survey research design was adopted for this study and survey was the research instrument. Findings of the Study include that NTA and ITV have made progress in adopting and utilizing various digital communication tools and platforms, such as social media, online news portals, and multimedia content. More so, the the implementation of digital communication channels has influenced the way the audience engages with and responds to the news offerings from NTA and ITV. It was recommended that NTA and ITV management should conduct a comprehensive audit of the organizations' current digital communication capabilities and infrastructure to identify areas for improvement. This should involve evaluating the adoption and utilization of various digital tools and platforms across the newsrooms, and developing a strategic plan to enhance the integration of digital communication into core journalistic workflows.

# CHAPTER ONE

# INTRODUCTION

## 1.1 Background to the Study

Digital communication has had a profound impact on the field of journalism, fundamentally transforming the way news is produced, distributed, and consumed. In the context of Benin City, Edo State, Nigeria, the Nigerian Television Authority (NTA) and Independent Television (ITV) are prominent broadcast media stations that play a crucial role in news dissemination, providing valuable information to a wide audience. The interrelationship between digital communication and modern-day journalism in these stations is of utmost importance, as the digital revolution has necessitated significant changes in journalistic practices and the modes of news delivery.

Digital communication, a term coined to describe the transmission and exchange of information through electronic means, has become an integral part of our society. It encompasses the use of digital technologies such as computers, smartphones, and the internet to facilitate the flow of information (Ibrahim, 2019). This technological revolution has had a profound impact on numerous fields, one of which is journalism. Modern-day journalism, encompassing a wide range of practices, techniques, and ethical standards, revolves around the gathering, analyzing, and dissemination of news and information to the public (Adebowale, 2018).

On the other hand, broadcast stations are media outlets that transmit audio and video content over the airwaves to a wide audience. They play a crucial role in the dissemination of news, entertainment, and information to the public. Broadcast stations utilize various technologies, such as radio waves and television signals, to reach their audience. Radio broadcast stations transmit audio content, including music, talk shows, news, and sports, through radio

frequencies (Ibrahim, 2019). These stations cater to diverse audiences with different interests and preferences. They often have specific formats, such as music genres or talk radio, to target specific demographics. Radio stations also provide a platform for local news, weather updates, and community engagement, serving as a vital source of information for listeners.

Television broadcast stations, on the other hand, transmit audiovisual content, including news, entertainment shows, documentaries, and live events. Television stations air programs across different channels and often have specific programming schedules. They cater to a wide range of interests, from news and current affairs to drama, sports, and reality shows. Television broadcast stations use a variety of production techniques, including live broadcasts, pre-recorded shows, and on-location reporting, to engage their viewers (Okonkwo, 2017).

Broadcast stations are regulated by government authorities to ensure compliance with broadcasting standards, licensing requirements, and content regulations. These regulations aim to promote fairness, accuracy, and public interest in broadcasting. They also play a role in managing broadcasting frequencies and spectrum allocation to avoid interference between different stations. In addition to traditional radio and television stations, the advent of digital technologies has expanded the broadcasting landscape. Digital broadcast stations utilize digital signals and technologies to transmit content, offering improved audio and video quality and additional channels. This includes digital radio stations and digital terrestrial television (DTT) stations (Okonkwo, 2017).

Broadcast stations rely on advertising revenue and audience ratings to sustain their operations. Advertisers purchase airtime on these stations to reach their target audiences, and audience ratings provide insights into the size and demographics of the station's viewership or listenership. These ratings are crucial for setting advertising rates and attracting advertisers.

With the rise of the internet and digital streaming platforms, broadcast stations have also embraced online streaming and on-demand services. Many stations now offer live streaming of their broadcasts on their websites or dedicated streaming platforms, allowing audiences to access their content anywhere, anytime. This enables broadcasters to reach a global audience and adapt to changing consumer preferences for digital media consumption. The advent of digital communication has brought about a paradigm shift in journalism. It has revolutionized the way news is produced, distributed, and consumed. In the pre-digital era, news dissemination was primarily limited to traditional media outlets such as newspapers, radio, and television. However, with the rise of digital technologies, particularly the internet, the landscape of journalism has undergone a significant transformation (Omoregie, 2018).

Digital communication has revolutionized the way news is gathered and reported. Journalists now have access to a vast array of digital resources, including online databases, archives, and real-time data streams, enabling them to gather information quickly and efficiently. The internet has become a treasure trove of information, allowing journalists to delve deep into various topics and provide comprehensive coverage to their readers (Adebowale, 2018).

Furthermore, digital communication has facilitated the analysis and interpretation of news content. Journalists can utilize advanced software and tools to process and analyze large volumes of data, uncovering patterns, trends, and insights that were previously difficult to obtain. This enables them to provide in-depth analysis and context to their readers, enhancing their understanding of complex issues.

The dissemination of news has also been revolutionized by digital communication. Traditional media outlets have embraced digital platforms, creating online portals and mobile applications to reach a wider audience (Omoregie, 2018). This has significantly expanded the

reach of journalism, enabling news articles to be accessed by individuals across the globe in real-time. Moreover, social media platforms have emerged as powerful tools for news distribution. Journalists can now share news stories, engage with their audience, and receive feedback instantaneously through platforms such as Twitter, Facebook, and Instagram.

The impact of digital communication on journalism goes beyond the production and distribution of news. It has also changed the way news is consumed by the public. With the proliferation of smartphones and tablets, individuals have access to news content anytime and anywhere. They can customize their news consumption, selecting specific topics or sources that align with their interests. Additionally, digital technologies have enabled the creation of interactive and immersive news experiences, incorporating multimedia elements such as videos, images, and infographics, thereby enhancing reader engagement.

However, the impact of digital communication on journalism is not without its challenges. The rapid dissemination of news through digital platforms has led to the proliferation of misinformation and fake news, posing a significant threat to the credibility and accuracy of journalistic content. Journalists now face the task of verifying information, navigating through the noise of social media, and upholding journalistic ethics in the digital era. The need to prioritize accuracy and fact-checking has become more critical than ever.

To ensure accurate and reliable news reporting, journalists in broadcast media stations employ various strategies. They prioritize fact-checking and verification processes, cross-referencing information from multiple sources before publishing or broadcasting news stories. They also engage in active monitoring of social media platforms to identify potential news leads and sources (Omoregie, 2018). Additionally, the stations have established policies and guidelines

to ensure ethical conduct in the digital age, emphasizing the importance of responsible journalism and avoiding the spread of misinformation (Omoregie, 2018).

Given the importance of NTA and ITV as broadcast media stations in Benin City, it becomes crucial to examine how these stations have adapted to the digital communication era and how it has influenced their journalism practices. This study aims to investigate the extent to which digital communication tools and platforms are utilized by journalists in NTA and ITV, exploring the challenges they face and the strategies employed to ensure accurate and reliable news reporting.

## 1.2 Statement of the Problem

The study aims to explore the practices of digital communication in the context of modern-day journalism within the National Television Authority (NTA) and Independent Television (ITV) broadcast stations in Benin City. While there is existing research (Adebowale, 2018) on digital communication and journalism, there is a gap in the literature regarding its specific application and impact on the practices of NTA and ITV stations in Benin City. Previous studies on digital communication and journalism have predominantly focused on broader contexts, such as the impact on traditional media, changing news consumption patterns, and the role of social media in news dissemination (Ibrahim, 2019). While these studies provide valuable insights, they often lack a specific examination of the practices within broadcast stations like NTA and ITV. As a result, there is a need for research that delves into the specific application of digital communication tools and strategies within these stations and explores how they affect journalistic practices.

Furthermore, the existing literature such as Okonkwo (2017) does not sufficiently address the unique context of Benin City and its local media landscape. Benin City has its own distinct

media environment and audience preferences, which may influence the adoption and implementation of digital communication practices within NTA and ITV stations. Thus, it is crucial to conduct research that considers the specific challenges, opportunities, and dynamics of these stations in Benin City to provide a comprehensive understanding of the topic.

As such, the current study is necessitated by the rapid growth of digital technologies and their increasing influence on journalism practices. The integration of digital communication tools, such as social media, online platforms, and multimedia content, has the potential to reshape how news is gathered, analyzed, and disseminated. Understanding the extent to which NTA and ITV stations in Benin City have embraced these technologies, the impact on their journalistic practices, and the challenges they encounter is vital for adapting to the evolving media landscape.

## 1.3 Research Objectives

This study will be premised on the following objectives:

1. Examine the extent of adoption of digital communication tools within NTA and ITV, Benin City.
2. Assess the impact of digital communication on modern day journalistic practices of NTA and ITV Benin City.
3. Identify the challenges faced by NTA and ITV stations in integrating digital communication into their modern day journalistic practices.
4. Ascertain the audience responses and engagement with digital communication initiatives implemented by NTA and ITV, Benin City in their modern day journalistic practices.

## 1.4 Research Questions

This study will be guided by the following research questions:

1. To what extent have NTA and ITV stations in Benin City adopted digital communication tools?
2. What is the impact of digital communication on modern-day journalistic practices within NTA and ITV stations in Benin City?
3. What are the challenges faced by NTA and ITV stations in integrating digital communication into their modern-day journalistic practices?
4. How do audiences respond to and engage with digital communication initiatives implemented by NTA and ITV stations in Benin City in their modern-day journalistic practices?

## 1.5 Significance of the Study

This study will be beneficial to various stakeholders in the following ways:

**Broadcast Stations (NTA and ITV):** The findings of the study will provide valuable insights into the adoption, impact, challenges, and opportunities of digital communication within their journalistic practices. This will help the stations understand the effectiveness of their current digital communication strategies and identify areas for improvement. The study will also offer recommendations and best practices to enhance their utilization of digital communication tools, ultimately enabling them to better engage their audience, improve news gathering and production processes, and adapt to the evolving media landscape.

**Journalists and Media Practitioners:** The study will provide journalists and media practitioners working in NTA and ITV stations with a deeper understanding of the role and impact of digital communication in their profession. They will gain insights into how digital tools can enhance their news gathering, storytelling, and audience engagement capabilities. This

knowledge will empower them to explore new approaches, adapt to changing practices, and leverage digital communication strategies effectively in their daily work.

**Audiences and Viewers**: The study will indirectly benefit the audiences and viewers of NTA and ITV stations in Benin City. By examining audience responses and engagement with digital communication initiatives, the study will shed light on the preferences and expectations of the audience in consuming news and media content. This understanding can help broadcasters tailor their digital communication strategies to cater to audience needs, preferences, and behaviors, resulting in more engaging and relevant content.

**Media Researchers and Academics**: The study will contribute to the existing body of knowledge on digital communication and its impact on journalism practices. It will provide researchers and academics with insights into the specific context of NTA and ITV stations in Benin City, enriching their understanding of the adoption and challenges of digital communication in broadcast journalism. The findings can serve as a basis for further research, comparative studies, and academic discussions, fostering knowledge advancement in the field of media and communication studies.

**Policy Makers and Regulators**: The study outcomes can inform policy makers and regulators in the media industry about the evolving practices and challenges related to digital communication in broadcast stations. The insights can guide the formulation of policies and regulations that promote the effective integration of digital technologies while addressing any potential issues or concerns. This can contribute to a more favorable regulatory environment that supports innovation and quality journalism in the digital age.

**Advertising and Marketing Professionals**: The study will provide advertising and marketing professionals with insights into the digital communication practices of NTA and ITV stations in

Benin City. This understanding can help them better align their advertising and marketing strategies with the stations' digital platforms, target specific audiences, and optimize their messaging for maximum impact. By understanding the integration of digital communication in journalistic practices, advertisers can make informed decisions about allocating their budgets and leveraging digital channels effectively.

**Journalism and Communication Students**: The study findings can be valuable for journalism and communication students who are studying or aspiring to work in broadcast journalism. They can gain knowledge about the application of digital communication tools in news organizations, understand the challenges faced by NTA and ITV stations, and learn from best practices. This information can enhance their understanding of the evolving media landscape and equip them with relevant skills for their future careers.

**Media Industry Consultants**: Media industry consultants and experts can leverage the study findings to provide guidance and recommendations to broadcast stations, helping them develop effective strategies for integrating digital communication tools. The insights from the study can support consultants in identifying areas for improvement, optimizing workflows and processes, and driving innovation within NTA and ITV stations.

**Technology Providers**: Companies and organizations that provide digital communication tools and technologies can benefit from the study by gaining insights into the specific needs and challenges faced by NTA and ITV stations in Benin City. This understanding can help technology providers develop solutions tailored to the requirements of broadcast stations, ensuring that their products and services align with the industry's evolving demands.

## 1.6 Limitations of the Study

This study focuses on the geographic scope of Benin City, Nigeria, specifically examining the integration of digital communication tools and practices within the National Television Authority (NTA) and Independent Television (ITV) broadcast stations operating in the city. By narrowing the research to this specific local context, the study aims to provide in-depth insights into the challenges, opportunities, and impact of digital communication on modern-day journalism practices within NTA and ITV stations. This geographic scope ensures relevance, feasibility, and manageability, allowing for focused data collection and collaboration with local broadcasters.

The contextual scope of the study centers on the unique media landscape of Benin City and the specific practices of NTA and ITV stations. By focusing on these stations, the research acknowledges the distinct factors that influence the adoption and utilization of digital communication tools in this context. The study aims to contribute to existing knowledge by filling a research gap and deepening the understanding of how digital communication is shaping modern-day journalism practices in this specific geographic and media environment.

## 1.7 Operational Definition of Terms

The following terms have been defined in this study based on their usage:

**Audience Engagement:** This refers to the active participation, interaction, and response of the audience with the digital communication initiatives implemented by NTA and ITV stations. It involves measures such as comments, likes, shares, and other forms of engagement with the stations' digital content.

**Digital Communication:** This encompasses the use of digital technologies, platforms, and tools to transmit, exchange, and share information. In this study, digital communication specifically refers to the utilization of digital tools within the journalistic practices of NTA and ITV stations.

**Integration**: This refers to the process of incorporating digital communication tools and practices into the existing workflows, processes, and operations of NTA and ITV stations. It involves the seamless incorporation and utilization of digital technologies within the stations' day-to-day journalistic activities.

**ITV (Independent Television):** This represents another significant broadcast station in Nigeria, also operating within Benin City. It serves as a key focus of this study.

**Journalistic Practices**: This denotes the activities, processes, and approaches employed by journalists and media practitioners in producing, gathering, and disseminating news and information. In this study, it specifically refers to the practices within NTA and ITV stations in Benin City.

**Modern-day Journalism**: This refers to the contemporary practices and approaches employed by journalists in response to the evolving media landscape, including the use of digital technologies and platforms to gather, produce, and distribute news content in NTA and ITV, Benin City.

**NTA (National Television Authority):** This represents a major broadcast station in Nigeria, the focus of this study. It is a national television network that operates within Benin City.

# CHAPTER TWO

# LITERATURE REVIEW

## 2.1 Preamble

## 2.2 Conceptual Review

### Overview of Digital Communication

Digital communication refers to the exchange of information, messages, and data through electronic means, utilizing various technologies and digital platforms. It involves the use of devices such as computers, smartphones, tablets, and the internet to transmit and receive content in different formats. Examples of digital communication include email correspondence, instant messaging applications like WhatsApp and Slack, social media platforms such as Facebook and Twitter, video conferencing tools like Zoom and Microsoft Teams, as well as online forums and discussion boards. Additionally, digital communication encompasses the sharing of multimedia content such as images, videos, and audio files through platforms like Instagram, YouTube, and podcasts. These digital channels enable individuals, organizations, and communities to connect, collaborate, and engage with one another in real-time, regardless of geographical limitations, thereby transforming the way we communicate and interact in the digital age.

Digital communication refers to the transmission of information, ideas, and messages through electronic devices and online platforms. It involves the use of technologies such as computers, smartphones, the internet, social media, and other digital tools to exchange, share, and interact with content. In the Nigerian context, authors like Adeyemi and Oloruntoba (2017) emphasize that digital communication has become increasingly prevalent in various sectors, including business, education, governance, and healthcare. It enables real-time connectivity,

instant messaging, multimedia sharing, and collaboration, transforming the way individuals, organizations, and communities communicate and engage with one another.

Ogunleye and Oluwaseun (2018) define digital communication as the strategic use of digital channels and platforms to reach and engage target audiences. It encompasses activities such as email marketing, search engine optimization (SEO), social media marketing, content creation, and website optimization. Digital communication enables organizations to enhance their brand visibility, build relationships with stakeholders, and drive desired actions. It involves leveraging online platforms, analytics, and data-driven insights to tailor messages, target specific demographics, and measure communication effectiveness.

In the context of public relations, digital communication refers to the utilization of digital technologies and online platforms to manage organizational reputation, engage with stakeholders, and disseminate information. According to Ibrahim and Adebayo (2018), digital communication enables healthcare organizations in Nigeria to deliver timely updates, share health-related news, promote services, and address public concerns. It involves the use of websites, social media platforms, blogs, online forums, and mobile applications to establish a digital presence, facilitate two-way communication, and foster transparency and trust.

Digital communication can also be seen as a means of storytelling and narrative building. Davis and Clark (2018) highlight how digital platforms provide opportunities for healthcare organizations in Nigeria to craft compelling narratives, share patient success stories, and highlight their impact. Through multimedia content, including videos, images, and testimonials, digital communication allows organizations to evoke emotions, create meaningful connections, and shape public perceptions. It enables healthcare providers to showcase their expertise, humanize their services, and engage audiences in a more interactive and immersive manner.

From a broader perspective, digital communication encompasses the broader societal implications and challenges arising from the digital age. Scholars like Asemah (2011) discuss how digital communication influences social dynamics, power structures, and information flows in Nigerian society. It raises issues related to digital divide, privacy, data protection, cyberbullying, and the spread of misinformation. Digital communication also presents opportunities for civic engagement, online activism, and participatory decision-making, transforming the way citizens interact with institutions and contribute to public discourse.

**Modern Day Journalism**

Modern-day journalism refers to the contemporary practices and approaches employed in the field of journalism in response to the evolving media landscape and technological advancements. It encompasses the use of digital platforms, multimedia storytelling, audience engagement, and data-driven reporting techniques. Modern-day journalism embraces a wide range of formats, including online news publications, social media, podcasts, video journalism, and interactive storytelling.

One example of modern-day journalism is the rise of online news outlets and digital-first publications. Traditional print newspapers and magazines have expanded their online presence and developed dedicated websites or digital platforms to reach a broader audience. These outlets often provide real-time news updates, interactive features, and multimedia content, allowing readers to engage with news stories in more dynamic and personalized ways.

Modern-day journalism refers to the practice of gathering, verifying, and disseminating news and information using contemporary technologies and platforms. It encompasses the use of digital tools, such as social media, online news outlets, and multimedia storytelling, to deliver news content in real-time. According to Smith and Johnson (2020), modern-day journalism is

characterized by the integration of traditional reporting principles with innovative digital practices, allowing for wider audience reach, interactive engagement, and data-driven storytelling.

In recent years, modern-day journalism has been defined as a dynamic and evolving field that embraces multimedia storytelling techniques and audience participation. Authors Brown and Wilson (2020) emphasize that modern-day journalists utilize a variety of mediums, including text, images, videos, podcasts, and interactive graphics, to convey news stories effectively. This approach aims to cater to the diverse preferences and consumption habits of today's audiences while maintaining the core journalistic values of accuracy, fairness, and accountability. Additionally, modern-day journalism has seen the rise of data-driven reporting and investigative journalism. Journalists analyze large datasets, conduct in-depth research, and utilize data visualization tools to uncover patterns, trends, and insights. This approach allows journalists to present complex information in a more accessible and engaging manner, empowering audiences to understand and interpret the news more effectively.

Also, modern-day journalism also encompasses the concept of citizen journalism, where ordinary individuals can actively participate in the news creation and dissemination process. As highlighted by Lee and Martinez (2019), citizen journalism leverages digital platforms and mobile technology to empower individuals to report on events, share eyewitness accounts, and contribute to public discourse. This democratization of news production has expanded the sources of information and challenged traditional gatekeeping practices within the media industry.

Another aspect of modern-day journalism is the increasing emphasis on data-driven journalism and computational techniques. According to Johnson and Lee (2018), modern

journalists are utilizing data analysis, visualization tools, and computational methods to uncover patterns, trends, and insights within large datasets. This approach enables journalists to report on complex issues, such as investigative reporting, data journalism, and fact-checking, with a greater level of depth and transparency. Overall, modern-day journalism is characterized by the integration of digital technologies, innovative storytelling techniques, audience engagement, and data-driven approaches. It reflects the changing ways in which news is consumed, produced, and shared in the digital age.

**Overview of Broadcasting**

Broadcasting refers to the distribution of audio and visual content to a wide audience through electronic means, typically utilizing radio and television transmission technologies. It involves the transmission of programs, news, entertainment, and other forms of media to reach a large number of people simultaneously. Broadcasting plays a significant role in providing information, entertainment, and cultural content to the public. Broadcasting, as defined by Osagie (2018), is the transmission of audio and visual content to a wide and diverse audience through electronic means. It involves the dissemination of information, entertainment, and educational programming via radio and television networks. Broadcasting plays a crucial role in Nigerian society, offering a platform for news reporting, cultural expression, and public discourse. It enables the mass distribution of content, reaching audiences across geographical, social, and cultural boundaries.

According to Adekunle (2017), broadcasting encompasses the production and transmission of audiovisual content through radio and television stations. It involves the creation of programs, including news bulletins, documentaries, talk shows, dramas, and music broadcasts, to cater to the diverse interests and needs of the Nigerian audience. Broadcasting stations serve

as intermediaries between content creators and the public, playing a vital role in shaping public opinion, disseminating information, and fostering social cohesion.

In the words of Okafor (2018), broadcasting is a medium of communication that utilizes radio and television frequencies to reach a large audience simultaneously. It involves the use of electromagnetic waves to transmit audio and visual signals, which are then decoded and received by radio and television receivers. Broadcasting stations in Nigeria operate under regulatory frameworks to ensure quality standards, media ethics, and adherence to national broadcasting policies. The availability of broadcasting services facilitates the exchange of information, entertainment, and cultural expressions among the diverse population of Nigeria.

In the context of radio broadcasting, stations transmit audio content, including music, talk shows, news bulletins, and sports coverage, over designated frequencies. Listeners tune in to specific radio stations to access their desired content. For instance, a radio station broadcasting news updates every hour, along with music and talk shows, offers a diverse range of programming to cater to various audience preferences.

Television broadcasting involves the transmission of audiovisual content, including television shows, movies, documentaries, live events, and news programs. Television stations broadcast their content through electromagnetic waves, which are received by television sets. Viewers can access a wide array of channels offering different genres, such as news, sports, entertainment, and educational programs. For example, a television network broadcasting a popular sitcom, a live sports event, and a primetime news program provides viewers with a variety of content options.

Broadcasting, as defined by Ibrahim (2016), is a mediated form of communication that employs radio and television technologies to disseminate content to the public. It serves as a

channel for the distribution of news, entertainment, educational programs, and advertisements. Broadcasting stations in Nigeria employ professional journalists, producers, and technicians who curate and deliver content to the audience. The wide reach of broadcasting allows for the simultaneous transmission of information, fostering a sense of shared experiences and collective consciousness among the Nigerian population.

According to Nwabueze (2018), broadcasting encompasses the process of recording, transmitting, and receiving audio and visual content through electronic devices. It involves the utilization of radio and television frequencies allocated by regulatory bodies to broadcast stations. Broadcasting in Nigeria serves as a vital medium for public service announcements, emergency communication, and the promotion of cultural heritage and national unity. It enables the dissemination of information to remote and underserved areas, contributing to the democratization of access to news and entertainment.

Broadcasting also extends to digital platforms. With the rise of the internet, streaming services and online platforms have emerged as significant players in the broadcasting industry. Companies like Netflix, Hulu, and YouTube provide on-demand access to a vast library of films, TV shows, and user-generated content. These digital platforms have expanded the reach and availability of broadcasting, allowing viewers to access content at their convenience across various devices.

Furthermore, broadcasting includes other forms of audio and visual transmission, such as podcasting and live streaming. Podcasts allow individuals and organizations to create and distribute audio content on various topics, from news analysis to storytelling. Live streaming platforms like Twitch and Facebook Live enable real-time broadcasting of events, presentations, and performances to a global audience.

## 2.3 Literature Review

### Digital communication tools for modern-day journalism

Digital communication tools have revolutionized modern-day journalism, offering journalists' new ways to create, distribute, and engage with content. Content Management Systems (CMS) play a vital role by providing user-friendly platforms for organizing, editing, and publishing digital content. According to Boczkowski and Anderson (2018), CMSs enable collaborative workflows, version control, and seamless publication across multiple channels, ensuring efficient content creation and distribution.

Social media platforms have become integral to journalism, allowing journalists to share breaking news, engage with their audience, and source story ideas. As stated by Hermida et al. (2018), social media provides real-time reporting capabilities, facilitates crowd-sourcing of information, and helps build relationships with readers. Platforms like Twitter, Facebook, Instagram, and LinkedIn have transformed the way news is disseminated and consumed.

Live streaming tools have also emerged as powerful digital communication tools in journalism. Platforms such as Facebook Live, YouTube Live, and Periscope enable journalists to broadcast live video content, covering breaking news, events, interviews, and press conferences. According to Bruns and Highfield (2018), live streaming provides immediacy and interactivity, enhancing the viewer's experience and allowing them to engage with the news as it unfolds.

Data visualization software has become increasingly important in modern journalism. With tools like Tableau, Infogram, and Datawrapper, journalists can transform complex data sets into visually appealing and easily understandable graphics. Tufte (2017) emphasizes the significance of data visualization in enhancing storytelling and conveying information effectively.

Journalists utilize charts, graphs, maps, and interactive visualizations to present statistics, trends, and patterns in a compelling and accessible manner.

Mobile journalism apps have empowered journalists to capture, edit, and publish multimedia content directly from their smartphones or tablets. Apps like FiLMiC Pro, Adobe Premiere Rush, and VSCO offer advanced camera controls, video editing features, and social media integration. According to Deuze (2018), mobile journalism apps enable journalists to produce professional-quality content on the go, supporting the creation of visually compelling stories with minimal equipment and resources.

Collaboration and communication tools play a crucial role in facilitating teamwork and coordination among journalists and newsroom staff. Platforms like Slack, Trello, and Google Docs enable real-time messaging, file sharing, task management, and collaborative editing. As highlighted by Domingo et al. (2018), these tools enhance efficiency and productivity in news production, allowing journalists to work together remotely, share feedback, and track progress.

Finally, podcasting platforms have gained popularity as a digital communication tool in journalism. Platforms like Anchor, Libsyn, and Spotify provide tools for recording, editing, and distributing audio content. According to Tandoc et al. (2018), podcasting enables journalists to produce long-form interviews, documentaries, news analysis, and storytelling. These platforms offer hosting services, distribution to various podcast directories, and audience analytics, allowing journalists to reach and engage with their target audience effectively.

In addition to the previously mentioned digital communication tools, there are several other tools used in modern-day journalism. One such tool is artificial intelligence (AI)-powered technology. AI-powered tools, including automated news writing algorithms and chatbots, have gained prominence in journalism. These tools have the ability to generate news articles based on

data inputs or engage in automated conversations with users. Boczkowski and Anderson (2018) discuss the role of AI in news production and its impact on journalistic practices.

Virtual reality (VR) and augmented reality (AR) tools have also become increasingly relevant in journalism. VR technology allows journalists to create immersive storytelling experiences by transporting viewers to remote locations or constructing interactive visualizations. On the other hand, AR overlays digital content onto the real world, enhancing the audience's understanding of a story. Bruns and Highfield (2018) explore the potential of VR and AR in journalism and its implications for audience engagement.

Chat apps and messaging platforms have emerged as significant channels for news distribution and engagement. Journalists utilize platforms like WhatsApp, Telegram, and Signal to share news updates, interact with audience feedback, and even create private communities for discussions. Hermida et al. (2018) discuss the growing role of chat apps in news consumption and audience engagement.

Crowdsourcing platforms also play a crucial role in modern journalism. Platforms such as ProPublica's DocumentCloud and The Guardian's GuardianWitness allow journalists to crowdsource information, documents, and eyewitness accounts from the public. This approach enables collaborative journalism and facilitates the gathering of diverse perspectives. Tandoc et al. (2018) examine the role of crowdsourcing in journalism and its impact on news production.

Analytics and data tracking tools have become essential for journalists in understanding audience behavior and measuring the impact of their digital content. Platforms like Google Analytics and Chartbeat provide insights into website traffic, audience engagement, and content performance. Journalists can leverage these tools to optimize their engagement strategies and

make data-informed decisions. Domingo et al. (2018) analyze the use of analytics in journalism and its implications for newsroom practices.

**Factors facilitating the use of Digital communication in modern-day journalism**

Digital communication in modern-day journalism is facilitated by various factors that have transformed the landscape of news production and dissemination. Technological advancements have been instrumental in enabling journalists to engage in digital communication. The rapid development of internet infrastructure, the availability of high-speed connectivity, and the widespread adoption of smartphones and digital devices have revolutionized the way journalists access, create, and share information. For instance, the rise of mobile journalism (mojo) has empowered journalists to report news in real-time from any location using their smartphones, capturing photos, videos, and conducting interviews on the go (Boczkowski and Anderson, 2018).

Another factor facilitating digital communication is the changing preferences of the audience. Modern audiences increasingly consume news through digital platforms, such as news websites, social media, and mobile applications. This shift has prompted journalists to adapt their practices to meet the demands of digital-savvy audiences. Journalists now employ multimedia storytelling techniques, incorporating videos, infographics, and interactive elements to enhance the audience's engagement and understanding of the news. They also utilize social media platforms to share news updates, engage with the audience, and source information from eyewitnesses and citizen journalists (Hermida et al., 2018).

The rise of social media has had a profound impact on digital communication in journalism. Platforms like Twitter, Facebook, Instagram, and YouTube have become essential channels for news distribution and audience engagement. Journalists leverage these platforms to

share breaking news, provide live updates, and interact with their audience through comments, likes, and shares. Social media also enables journalists to reach a wider audience beyond traditional news outlets, establish personal brands, and foster direct connections with influencers and experts in various fields (Bruns and Highfield, 2018).

Additionally, the availability of digital tools has played a crucial role in facilitating digital communication in journalism. Content Management Systems (CMS) provide journalists with user-friendly platforms for organizing, editing, and publishing digital content. These systems streamline the editorial workflow, allowing collaboration among journalists and enabling seamless publication across multiple platforms. Furthermore, data visualization tools enable journalists to present complex information in a visually appealing and accessible manner, enhancing the audience's understanding of the news. Mobile journalism apps and live streaming tools empower journalists to report news in real-time, capturing and sharing multimedia content directly from the field (Domingo et al., 2018).

Also, technological advancements have not only improved the accessibility of information for journalists but also transformed the way news is consumed. For example, the advent of live streaming technology has allowed journalists to broadcast events in real-time, providing audiences with immediate access to breaking news. Additionally, advancements in data analytics and artificial intelligence (AI) have enabled journalists to gather, analyze, and interpret vast amounts of data, leading to data-driven journalism and more in-depth reporting. News organizations are utilizing AI-powered tools for tasks such as automated fact-checking, natural language processing, and personalized content recommendations, enhancing the efficiency and quality of digital communication in journalism (Boczkowski and Anderson, 2018).

Digital communication in journalism has been influenced by the changing expectations of the audience. Today's audience seeks personalized, interactive, and engaging content. Journalists are utilizing interactive storytelling techniques, such as immersive multimedia experiences, virtual reality (VR), and augmented reality (AR), to captivate and involve their audience. For instance, news organizations are experimenting with VR to provide immersive reporting experiences, enabling viewers to virtually explore a news event or a location. Additionally, audience engagement through comments, shares, and social media interactions has become an integral part of digital journalism, allowing journalists to establish a direct connection with their audience.

The rise of social media platforms has significantly impacted digital communication in journalism. Social media has become a vital source of news for many individuals, with platforms like Twitter becoming a hub for real-time updates and discussions. Journalists are leveraging social media to disseminate news quickly, engage with the audience, and source information from citizen journalists and eyewitnesses. For example, during major events or disasters, social media platforms serve as a valuable resource for journalists to gather on-the-ground reports and images, contributing to a more comprehensive and diverse news coverage (Bruns and Highfield, 2018).

Digital communication has democratized the process of content creation and distribution in journalism. With the availability of affordable and user-friendly digital tools, individuals can now actively participate in journalism by creating and sharing their own news content. This has led to the rise of citizen journalism, where ordinary people contribute news stories, images, and videos, challenging the traditional gatekeeping role of professional journalists. The ease of publishing on platforms like blogs, social media, and video-sharing sites has empowered

individuals to share their perspectives and highlight issues that are often overlooked by mainstream media (Domingo et al., 2018).

Digital communication has expanded the global reach of journalism, allowing news stories to transcend geographical boundaries. Journalists can now collaborate with colleagues from different parts of the world, sharing resources, expertise, and investigative findings. Digital platforms facilitate collaborative journalism projects, enabling journalists to work together on in-depth investigations, data analysis, and cross-border reporting. This collaborative approach enhances the quality and impact of journalism, as it brings together diverse perspectives and resources to tackle complex issues (Domingo et al., 2018).

In sum, digital communication in modern-day journalism is facilitated by various factors, including technological advancements, changing audience preferences, the rise of social media, and the availability of digital tools. These factors have transformed the way journalists access, create, and distribute news content, opening up new possibilities for engagement and interaction with the audience. By embracing these advancements, journalists can harness the power of digital communication to deliver timely, engaging, and impactful news stories.

**Challenges of utilizing digital communication in modern-day journalism practice**

Digital communication has undoubtedly revolutionized journalism, but it also presents several challenges that journalists encounter in their daily practice. Boczkowski and Anderson (2018) shed light on some of these challenges, discussing the potential drawbacks and complexities that arise with the integration of digital communication in journalism.

One significant challenge is the rapid pace of technological advancements. As technology continues to evolve, journalists face the constant need to adapt and keep up with the latest tools, platforms, and formats. This can be overwhelming and time-consuming, requiring journalists to

continuously update their digital skills and stay informed about emerging technologies. Moreover, the rapid pace of technological change can lead to information overload, making it difficult for journalists to discern credible sources and navigate the vast amount of digital information available (Boczkowski and Anderson, 2018).

Another challenge lies in the changing nature of audience behavior and preferences. While digital communication provides opportunities for greater audience engagement, it also presents challenges in terms of audience fragmentation and information bubbles. With the abundance of online platforms and diverse sources of information, audiences can easily curate their own newsfeeds, leading to echo chambers and the reinforcement of existing beliefs. Journalists must navigate this landscape carefully, ensuring they reach diverse audiences and maintain journalistic integrity while competing for attention amidst the noise of information overload (Hermida, 2018).

The rise of social media platforms poses additional challenges for journalists. While these platforms offer new avenues for news distribution and audience interaction, they also present issues related to misinformation and disinformation. False or misleading information can spread rapidly on social media, and journalists must be vigilant in verifying sources and fact-checking in order to maintain accuracy and trustworthiness in their reporting. Furthermore, the reliance on social media as a news source can create challenges in terms of gatekeeping and journalistic ethics. Journalists must navigate the tension between speed and accuracy, ensuring they do not compromise the quality of their reporting in the pursuit of being first to break the news (Hermida, 2018).

Digital communication also raises concerns about privacy and data security. Journalists often rely on digital platforms and tools to communicate, collaborate, and store sensitive

information. However, the vulnerability of digital systems to hacking, surveillance, and data breaches poses risks to the confidentiality and integrity of journalistic work. Journalists must be mindful of cybersecurity measures, such as encryption and secure communication channels, to protect their sources, their work, and the privacy of individuals involved in their reporting (Boczkowski and Anderson, 2018).

Another challenge is the issue of information overload. With the abundance of digital platforms, news sources, and social media feeds, journalists can be overwhelmed by the sheer volume of information available to them. Sorting through this vast amount of data to identify relevant and reliable sources can be time-consuming and challenging. Journalists need to develop strong information literacy skills to effectively filter and verify information, ensuring the accuracy and credibility of their reporting (Boczkowski and Anderson, 2018).

Another challenge lies in the monetization of digital journalism. The shift from traditional print advertising to online advertising models has disrupted the traditional revenue streams for news organizations. As a result, many journalists face financial uncertainties, decreasing job security, and increased pressure to generate revenue through alternative means such as sponsored content or native advertising. Striking a balance between financial sustainability and maintaining journalistic integrity can be a significant challenge in the digital landscape (Boczkowski and Anderson, 2018).

The rise of user-generated content poses its own set of challenges. While citizen journalism and eyewitness accounts can provide valuable insights and perspectives, verifying the authenticity and accuracy of such content can be challenging. Journalists must exercise caution when relying on user-generated content, ensuring that it undergoes rigorous fact-checking and verification processes before being included in their reporting. Additionally, the ethical

considerations surrounding the use of user-generated content, such as obtaining proper permissions and ensuring privacy protection, require careful attention (Hermida et al., 2018).

Digital communication also brings about challenges related to digital literacy and media literacy. While digital tools have made it easier for individuals to produce and share content, not all information available online is accurate, reliable, or unbiased. Journalists must not only possess digital literacy skills themselves but also work towards fostering media literacy among their audience. Educating the public on critical thinking, fact-checking methods, and understanding the nuances of digital communication is crucial in combating misinformation and promoting responsible consumption of news (Boczkowski and Anderson, 2018).

Lastly, the fast-paced nature of digital communication can create pressure on journalists to prioritize speed over accuracy. The demand for immediate news updates and the competition to be the first to break a story can lead to errors, incomplete information, or the spread of unverified information. Journalists must strike a balance between delivering news in a timely manner and ensuring accuracy, upholding their responsibility to provide reliable and verified information to the public (Hermida et al., 2018).

In sum, while digital communication offers numerous benefits and opportunities for modern-day journalism, it also presents challenges that journalists must navigate. These challenges include keeping up with rapid technological advancements, addressing audience fragmentation and information bubbles, combatting misinformation and maintaining trust, and ensuring privacy and data security. By being aware of these challenges and adopting ethical and responsible practices, journalists can effectively leverage digital communication while upholding the values and standards of journalism.

**Potentials of digital communication usage in modern journalism practice**

Digital communication has brought about transformative potentials for modern journalism practice, particularly in Nigeria. Nigerian authors have explored the various ways in which digital communication can enhance journalism in the country. For instance, Asemah and Igbinedion (2018) highlight the potential of digital communication in expanding the reach and audience engagement for Nigerian journalists. With the widespread adoption of digital platforms, journalists can now reach a larger audience beyond traditional print or broadcast mediums. This allows for greater dissemination of news and information, contributing to a more informed society.

Furthermore, digital communication enables Nigerian journalists to leverage multimedia storytelling techniques. Oso and Oso (2017) argue that digital platforms provide opportunities for journalists to incorporate diverse forms of media, such as images, videos, and interactive elements, into their storytelling. This enhances the overall storytelling experience and captures the attention of the audience in a more immersive and engaging manner. Through multimedia storytelling, journalists can effectively convey complex stories, promote understanding, and evoke empathy among their audience.

Digital communication also facilitates real-time reporting and citizen journalism in Nigeria. As highlighted by Asemah and Edegoh (2017), the use of digital platforms, particularly social media, allows journalists to report on events as they unfold. This immediacy enables Nigerian journalists to provide up-to-date news coverage, breaking news, and live event reporting, enhancing the timeliness and relevance of their journalism. Additionally, citizen journalism empowered by digital communication enables ordinary individuals to contribute their perspectives and share firsthand accounts of events, adding diverse voices to the news landscape.

In addition, digital communication has the potential to foster transparency and accountability in Nigerian journalism. Adegoke and Popoola (2017) emphasize the role of digital platforms in promoting transparency by providing a platform for public scrutiny and feedback. Journalists can leverage digital tools to interact with their audience, address concerns, and correct misinformation. This two-way communication enhances trust and credibility between journalists and the public. Furthermore, digital communication facilitates data-driven journalism, allowing journalists to access and analyze vast amounts of data for investigative reporting, exposing corruption, and holding those in power accountable.

Moreover, digital communication empowers Nigerian journalists to overcome traditional gatekeeping limitations and reach marginalized communities. As explored by Olorunnisola (2018), digital platforms provide opportunities for journalists to amplify the voices of marginalized groups and cover stories that are often neglected by mainstream media. Through social media, online forums, and community-driven platforms, journalists can connect directly with these communities, share their stories, and foster a more inclusive and diverse media landscape.

Another potential of digital communication in modern journalism practice in Nigeria is the ability to facilitate audience participation and feedback. Asemah and Igbinedion (2018) emphasize that digital platforms provide opportunities for Nigerian journalists to engage with their audience in real-time through comments, shares, and discussions. This interactive nature of digital communication allows journalists to receive immediate feedback, address concerns, and foster a sense of community. By actively involving the audience in the reporting process, journalists can enhance the relevance and impact of their work.

Additionally, digital communication enables Nigerian journalists to personalize their content and deliver targeted news experiences. Oso and Oso (2017) highlight how digital platforms allow for customized content delivery based on user preferences and interests. Through data analytics and algorithms, journalists can gain insights into the preferences and behavior of their audience, tailoring content to meet their specific needs. This personalized approach enhances audience engagement, as individuals receive news that aligns with their interests, leading to increased loyalty and readership.

Furthermore, digital communication provides Nigerian journalists with opportunities for collaboration and networking. Asemah and Edegoh (2017) point out that digital platforms enable journalists to connect with peers, experts, and sources from around the world. Social media, online forums, and professional networks facilitate the sharing of ideas, resources, and best practices. Collaboration among journalists can lead to cross-border reporting, knowledge exchange, and the development of innovative approaches to journalism, ultimately enhancing the quality and depth of news coverage in Nigeria.

Moreover, digital communication offers Nigerian journalists the potential for data-driven storytelling. Adegoke and Popoola (2017) emphasize that digital tools provide access to vast amounts of data that can be analyzed and visualized to tell compelling stories. Through data journalism techniques, journalists can uncover trends, patterns, and insights that may not be apparent through traditional reporting methods. Data-driven storytelling enhances the credibility and impact of journalism, as it presents evidence-based narratives that resonate with the audience and contribute to informed decision-making.

In all, digital communication holds several additional potentials for modern journalism practice in Nigeria. These include facilitating audience participation and feedback, enabling

personalized news experiences, fostering collaboration and networking among journalists, and empowering data-driven storytelling. By harnessing these potentials, Nigerian journalists can leverage digital platforms to create meaningful engagement with their audience, deliver targeted and relevant content, collaborate with peers, and enhance the credibility and impact of their reporting.

## 2.4 Empirical Review

Adeleke (2021) examined the impact of Social media integration on news production in select Nigerian broadcast stations. This study investigated how the integration of social media platforms influences news production processes in Nigerian broadcast stations. Grounded in the context of Nigerian journalism and on the media ecology theory, the research utilized a mixed-methods approach, combining surveys and interviews with journalists and editors across various Nigerian media outlets. Findings revealed significant transformations in news gathering, verification, and dissemination practices due to social media integration, leading to enhanced audience engagement and expanded news coverage. Recommendations include the development of digital literacy training programs tailored to Nigerian journalists and the formulation of editorial guidelines for responsible social media usage.

Ojo (2022) examined the strategies for audience engagement in digital journalism: Insights from select media outlets. This study aimed to explore the strategies employed by Nigerian media outlets to engage their audiences within the context of digital journalism. Informed by Nigerian journalism practices, the research employed qualitative methods, including content analysis and interviews with audience engagement editors from various Nigerian media organizations. Findings indicated the utilization of interactive features such as live chats, polls, and user-generated content to foster audience participation and feedback. Recommendations include the development of audience engagement strategies tailored to the preferences and behavior patterns of Nigerian audiences.

Olawale (2020) looked ta the perceptions of journalistic ethics in Nigeria's digital media landscape: A survey of journalists. Diffusion of innovation theory was utilized for the study and the research employed a quantitative survey design to assess journalists' attitudes towards ethical

decision-making in the digital age. Findings highlighted concerns regarding issues such as clickbait, misinformation, and privacy violations, emphasizing the need for tailored ethical guidelines for Nigerian digital media platforms. Recommendations include the implementation of regular ethics training workshops and the establishment of an ethics committee to address emerging challenges specific to Nigerian journalism.

Afolabi (2023), assessed digital skills training needs among Nigerian journalists across various media outlets. Diffusion of Innovations theory was utilized for the study and the research utilized a mixed-methods approach, combining surveys and focus group discussions with Nigerian journalists and media trainers. Findings revealed disparities in digital skills proficiency levels among Nigerian journalists, indicating a particular need for training in areas such as data journalism, multimedia storytelling, and social media management. Recommendations include the development of tailored digital skills training programs and the integration of digital literacy education into journalism curricula in Nigerian universities and training institutions.

Ogunlade (2021) examined the organizational adaptation to digital transformation in Nigerian media outlets. It looked at how Nigerian media outlets have adapted their organizational structures and workflows in response to digital transformation. Grounded in organizational theory, the research employed a qualitative case study approach, utilizing interviews with senior managers and document analysis of organizational policies and strategies in Nigerian media organizations. Findings indicated the implementation of structural changes such as the establishment of digital newsrooms and cross-functional teams to enhance agility and innovation in Nigerian media outlets. Recommendations include fostering a culture of experimentation and collaboration to drive continuous adaptation to digital disruptions in the Nigerian media landscape.

Ogundele (2022) conducted a study to investigate the audience preferences and consumption patterns of digital news content among Nigerian media consumers. The research utilized a quantitative survey design to collect data from a representative sample of news consumers in Ibadan. The study aimed to understand the preferences of Nigerian audiences regarding news topics, formats, and sources. The findings emphasized the importance of personalized content delivery and multimedia storytelling in effectively engaging Nigerian audiences. The study recommended the development of audience segmentation strategies and content personalization algorithms tailored to the preferences of Nigerian media consumers.

Adewale (2023) conducted a study to explore the role of digital communication platforms in agenda setting within the Nigerian media landscape. The research employed a qualitative case study approach to analyze the editorial processes and content selection criteria of prominent online news platforms in Nigeria. The study aimed to understand the influence of digital news platforms in shaping public discourse and setting the news agenda, particularly on issues of national relevance and public interest. The findings highlighted the need for transparency and diversity in news coverage and suggested promoting collaboration between traditional and digital media outlets to ensure comprehensive agenda setting.

Oluwafemi (2021) conducted a study to investigate the ethical considerations and practices of citizen journalists operating within the media landscape of Imo State. The research utilized a mixed-methods approach, combining surveys and in-depth interviews with citizen journalists contributing to various online platforms and social media channels. The study aimed to understand the ethical dilemmas faced by citizen journalists, including issues of accuracy, fairness, and accountability. The findings emphasized the importance of ethical guidelines tailored to the unique challenges of citizen journalism in Nigeria. The study recommended

promoting digital literacy and ethical training for citizen journalists and fostering partnerships between citizen journalists and traditional media organizations to uphold journalistic standards.

Okoro (2022) examined the impact of social media platforms on political reporting practices in Nigerian newspapers. The research employed a comparative content analysis of political news coverage in leading Nigerian newspapers, both online and offline. The study aimed to understand the changing strategies of political reporting, with newspapers increasingly utilizing social media channels for news gathering, source verification, and audience engagement. The findings suggested the need for the development of social media policies and guidelines for political reporting in Nigerian newsrooms. The study also recommended the adoption of fact-checking mechanisms to combat misinformation and disinformation.

Olawoyin (2023) conducted a study to explore the challenges and opportunities of data journalism practice in Nigeria. The research utilized qualitative interviews with Nigerian journalists practicing data-driven reporting across various media platforms. The study aimed to understand the barriers to effective data journalism practice in Nigeria, including infrastructure limitations, data access challenges, and digital skills gaps. The findings highlighted opportunities for collaboration, capacity building, and innovation to overcome these challenges and harness the potential of data journalism in advancing accountability and transparency in Nigerian media.

The studies presented above complement the current study by offering broader perspectives and insights into related aspects of digital communication and journalism within the Nigerian context. While the current study focuses specifically on the practices within NTA and ITV broadcast stations in Benin City, the additional studies provide a broader understanding of digital news consumption patterns, ethical considerations in citizen journalism, the impact of

social media on political reporting, and the challenges and opportunities of data journalism across various media outlets and platforms in Nigeria.

These studies contribute to the current research by offering comparative insights and theoretical frameworks that can enrich the analysis of digital communication dynamics within the specific context of NTA and ITV broadcast stations. For instance, the studies on audience preferences and consumption patterns of digital news content, as well as the role of social media in political reporting, can provide comparative benchmarks for understanding audience engagement and news dissemination strategies within the broadcast stations. Similarly, insights into the ethical considerations and challenges faced by citizen journalists and data journalists offer valuable perspectives on professional standards and practices that may inform the current study's analysis of journalistic integrity and digital storytelling practices within NTA and ITV.

## 2.5 Theoretical Framework

### Technological Determinism Theory

Technological determinism is a theory that explores the relationship between technology and society, positing that technology plays a significant role in shaping and influencing social structures, cultural values, and individual behaviors. The theory suggests that technological developments have inherent qualities that drive societal change, shaping the way people think, communicate, and interact with their environment (Winner, 2017).

The concept of technological determinism traces its roots to the works of early theorists such as Karl Marx and Friedrich Engels, who argued that the means of production shape society. However, the formal development of technological determinism as a theory can be attributed to the works of authors such as Thorstein Veblen, Lewis Mumford, and Marshall McLuhan in the mid-20th century (Kline, 2019).

Technological determinism is rooted in the idea that technology plays a significant role in shaping and influencing social structures, cultural values, and individual behaviors. One of the key tenets of the theory is the concept of technology as an autonomous force. According to technological determinism, technology possesses an independent agency capable of driving social change. It suggests that technological advancements have their own logic and trajectory, influencing various aspects of human life.

Another fundamental aspect of technological determinism is its focus on the social impacts of technology. The theory argues that technology shapes social structures, institutions, and cultural values. Changes in technology can disrupt existing social orders, norms, and practices, leading to shifts in power dynamics, economic systems, and cultural beliefs.

Technological determinism also puts forward the idea of technological imperatives. It proposes that once a technology is introduced, it generates its own demands and requirements, compelling society to adapt and reorganize to meet these demands. This can result in unintended consequences and unforeseen societal changes. Additionally, the theory emphasizes the importance of the medium itself. It argues that the characteristics of the technology used for communication influence the messages conveyed and received. The medium shapes the content and its impact on society (Flitchy, 2019).

Despite its significance, technological determinism is not without its criticisms. One of the major criticisms is technological reductionism. Critics argue that the theory oversimplifies complex social phenomena by reducing societal change solely to technological factors. They assert that it disregards the role of human agency, cultural contexts, and other social, economic, and political factors. Another criticism is the notion of a reciprocal relationship between technology and society. Critics contend that the relationship is mutually influential, with

technology being influenced by social, cultural, and economic factors. They argue that society shapes technology as much as technology shapes society (Feenberg, 2017).

Furthermore, critics argue that technological determinism overlooks the presence of multiple determinisms. They suggest that social, cultural, economic, and political factors can also influence technological development and its impacts on society.

Technological determinism finds application in various fields. In media studies, the theory is employed to understand the impact of new communication technologies on media production, consumption patterns, and cultural practices. It helps analyze how the introduction of technologies such as the internet, social media, and mobile devices influence media landscapes and the way people consume and produce information.

The theory is also utilized in the study of innovation and adoption. Researchers apply it to examine how the characteristics of technologies influence their adoption rates and the resulting societal changes. This can be observed in organizational settings, education, healthcare, and other domains. Technological determinism informs discussions around policy and regulation of emerging technologies. Policymakers use the theory to understand the potential societal impacts of new technologies and shape regulatory frameworks that mitigate negative consequences and maximize benefits.

Additionally, the theory has been applied to analyze cultural and social changes resulting from technological advancements. It helps understand how technological innovations shape cultural practices, values, and identity formation processes. The theory of technological determinism can be applied to the current study in several ways. Firstly, technological determinism suggests that technology shapes social structures and institutions. In this context, the introduction of digital communication technologies, such as online platforms, social media,

and digital content production tools, has significantly impacted journalism practice in NTA and ITV. These technologies have influenced the way news is gathered, produced, and disseminated, leading to changes in the organizational structures and workflows within these broadcast stations. It has also affected the relationship between journalists and their audience, as digital platforms enable direct interaction and engagement. The theory helps to analyze how the technological advancements in digital communication have driven changes in the social and professional aspects of journalism practice in these broadcast stations.

Secondly, technological determinism highlights the concept of technological imperatives. With the adoption of digital communication technologies, NTA and ITV may have experienced pressures to adapt and reorganize their operations to meet the demands of these technologies. For instance, the stations may have had to invest in digital infrastructure, train their staff in digital skills, and develop new strategies for content creation and distribution. The theory helps to understand the unintended consequences and unforeseen societal changes that may arise from these technological imperatives. It also provides a framework for analyzing the influence of the medium itself, as the characteristics of digital communication technologies shape the content and its impact on society.

**Diffusion of Innovation Theory**

The Diffusion of Innovation Theory, developed by sociologist Everett Rogers in the 1960s, seeks to explain how new ideas, products, and technologies spread and are adopted within a social system (Valente, 2015). The theory is based on the premise that innovation is not an automatic process but rather a social phenomenon influenced by various factors. The origins of the Diffusion of Innovation Theory can be traced back to Rogers' extensive research on the diffusion of agricultural practices and the adoption of hybrid seed varieties among farmers.

The theory consists of several key tenets. First, it posits that the adoption and diffusion of innovations occur in stages. Rogers identified five stages: knowledge, persuasion, decision, implementation, and confirmation. Individuals or groups go through these stages at different rates, with early adopters being the first to embrace the innovation, followed by the early majority, late majority, and laggards (Ryan, Gross & Agarwal, 2017).

Second, the theory highlights the importance of communication channels in the diffusion process. Different channels, such as interpersonal networks, mass media, and social media, play a role in disseminating information about the innovation, shaping perceptions, and influencing adoption decisions. Third, the theory emphasizes the role of social systems and the influence of social networks on the diffusion process. Individuals are more likely to adopt an innovation if they perceive it as compatible with their existing beliefs, values, and needs. The diffusion of innovation is also influenced by social norms, opinion leaders, and interpersonal influence within social networks (Ryan, Gross & Agarwal, 2017).

Critics of the Diffusion of Innovation Theory have raised several concerns. One criticism is that the theory does not adequately address the complexities of the adoption process and oversimplifies the factors influencing adoption. It may overlook contextual factors, such as cultural, economic, and political dimensions, which can significantly impact the diffusion of innovation.

Another criticism is that the theory assumes a linear and homogeneous adoption process. In reality, the adoption of innovations can be highly varied and non-linear, with different individuals or groups adopting at different rates and in different ways (Mollick, 2020). The theory may not fully capture the diverse patterns of adoption and diffusion observed in real-world contexts. Furthermore, the theory has been criticized for its limited focus on the positive

aspects of innovation. It may not sufficiently address potential negative consequences, such as unintended social or environmental impacts, equity issues, or the potential for resistance and backlash against innovation.

Despite these criticisms, the Diffusion of Innovation Theory has found broad application in various fields. In marketing and business, it is used to understand consumer adoption of new products and services. The theory helps businesses identify target markets, develop effective marketing strategies, and plan for the diffusion of their innovations. In healthcare, the theory is applied to examine the adoption of new medical treatments, technologies, and health behaviors. It helps inform strategies for implementing evidence-based practices and interventions, as well as understanding barriers and facilitators to their adoption within healthcare organizations and among healthcare professionals.

The Diffusion of Innovation Theory is also utilized in the field of education. It helps analyze the adoption and implementation of new teaching methods, technologies, and educational programs. The theory informs efforts to encourage the widespread adoption of effective educational innovations and improve educational outcomes (Damanpour, 2018). Additionally, the theory has been applied in the study of social change and policy development. It helps understand the diffusion of social innovations, such as sustainable practices, renewable energy technologies, or community-based initiatives. The theory informs strategies for promoting social change and shaping policies that facilitate the widespread adoption of beneficial innovations.

The Diffusion of Innovation Theory can be applied to the current study in diverse ways. The theory provides a framework for understanding the adoption and diffusion of digital communication technologies within these broadcast stations. It helps analyze the different stages

of adoption, from the initial knowledge and persuasion stage to the implementation and confirmation stage. The theory suggests that some individuals or groups within the broadcast stations may act as early adopters, embracing digital communication technologies sooner than others. It also highlights the role of communication channels and social networks in the diffusion process, as the spread of these innovations relies on effective communication and the influence of opinion leaders within the organization. By employing the Diffusion of Innovation Theory, the study can gain insights into the factors that facilitate or hinder the adoption of digital communication technologies in NTA and ITV, identify the characteristics of early adopters, and understand the communication dynamics that promote successful diffusion within these broadcast stations.

Furthermore, the Diffusion of Innovation Theory can help shed light on the compatibility and perceived benefits of digital communication technologies within the context of NTA and ITV. The theory suggests that individuals are more likely to adopt innovations that align with their existing values, needs, and practices. By examining the compatibility of digital communication technologies with the current journalism practices in these broadcast stations, the study can identify potential barriers to adoption and develop strategies to address them. Additionally, the theory can inform the study's analysis of the role of social networks and interpersonal influence in the diffusion process. Understanding how opinion leaders and social networks shape the adoption decisions and behaviors of journalists within NTA and ITV can provide valuable insights into the dynamics of innovation diffusion in the context of modern-day journalism practice.

**Media Ecology Theory**

Media ecology theory, first introduced by Marshall McLuhan in the 1960s, explores the complex relationship between media, communication technologies, and human perception, cognition, and social systems (Deuze, 2018). It examines how media environments shape and influence human behavior, culture, and social structures. McLuhan's work, particularly his book "Understanding Media: The Extensions of Man," laid the foundation for media ecology theory. The theory draws on diverse disciplines such as communication studies, sociology, anthropology, and literary theory to understand the interplay between media and society (Couldry, 2016).

The tenets of media ecology theory emphasize the idea that media and communication technologies are not neutral tools but rather active agents that shape and influence human perception, cognition, and social interaction. Media environments are seen as complex ecosystems that interact with individuals and society, creating new forms of communication, altering social structures, and shaping cultural values. Media ecology theory also emphasizes the role of media as extensions of human senses and capabilities. McLuhan famously coined the phrase "the medium is the message" to highlight that the characteristics of the medium itself influence the content and its impact on individuals and society.

Critics of media ecology theory have raised various concerns. One criticism is that the theory oversimplifies the relationship between media and society by focusing primarily on the medium itself, neglecting other important factors such as social, cultural, and economic contexts. Critics argue that media effects are not solely determined by the medium but are influenced by a complex interplay of various social and individual factors.

Another criticism is that the theory does not adequately address the agency and active role of individuals in shaping media environments (Jenkins, Ito & Boyd,, 2016). Critics argue that individuals are not passive recipients of media messages but actively engage with and interpret

media according to their own experiences, values, and cultural backgrounds. This criticism highlights the need to consider the active audience and the complex processes of media consumption and interpretation.

Despite these criticisms, media ecology theory has found application in various fields. In media studies, the theory is used to analyze and understand how media environments shape communication practices, media content, and cultural values. It helps examine the impact of new media technologies and platforms on media landscapes and the way people consume and produce information.

The theory is also applied in the study of technology and society. It helps analyze how changes in media environments, such as the shift from print to digital media, influence social structures, communication patterns, and cultural practices. Media ecology theory provides insights into the effects of these transformations on individual behavior, social interaction, and cultural dynamics (Castells, 2018).

Additionally, media ecology theory informs discussions around media literacy and media education. It emphasizes the need for individuals to critically evaluate and understand the biases, influences, and effects of media environments. The theory helps develop media literacy skills that enable individuals to navigate, interpret, and engage with media in a conscious and informed manner. Furthermore, media ecology theory has been applied in the study of organizational communication and the impact of media on workplace environments. It helps analyze how media technologies shape communication patterns, collaboration, and information flow within organizations. The theory informs strategies for effective communication and the integration of media technologies in organizational settings.

The media ecology theory can be applied to the current study in several ways. The theory provides a framework for understanding how media environments, including digital communication technologies, shape and influence journalism practices within these broadcast stations. It helps analyze the interplay between media technologies, such as online platforms and social media, and the perception, cognition, and social structures within the stations. The theory highlights that the characteristics of these media technologies impact the content produced, the modes of communication, and the relationship between journalists and their audience. By applying the media ecology theory, the study can gain insights into how the media environment of NTA and ITV, driven by digital communication technologies, influences the practices, values, and organizational structures within the broadcast stations. It can also help examine how these media environments shape the ways in which journalists gather, produce, and disseminate news and information, and how they interact with their audience.

Furthermore, the media ecology theory can inform the study's analysis of the cultural and social implications of digital communication and modern-day journalism practice. The theory emphasizes that media environments are not neutral but actively shape cultural values, norms, and social structures. In the context of NTA and ITV, the theory can help investigate how the adoption of digital communication technologies has influenced the cultural practices and values within the broadcast stations. It can explore how these technologies have impacted the relationship between journalists and their audience, the types of content produced, and the ways in which news is presented and consumed. By applying the media ecology theory, the study can provide a nuanced understanding of the broader social and cultural implications of the digital transformation of journalism practice in NTA and ITV broadcast stations in Benin City.

# CHAPTER THREE

# RESEARCH METHODOLOGY

## Introduction

This chapter outlines and discusses in details the methods used in carrying out the research. The chapter thus covers:

- Research Design
- Population of the Study
- Sample Size
- Sampling Technique
- Research Instrument
- Validity of Instrument
- Reliability of Instrument
- Method of Data Collection
- Method of Data Analysis

## 3.1 Research Design

The descriptive survey research design was adopted for this study. The design was selected in order to get the opinions of respondents on the subject matter. The survey included a series of questions designed to collect information from respondents. The questionnaire was close-ended and composed using the 5-rating likert scale format.

## 3.2 Population of the Study

The term "population of study" refers to the entire group of individuals or elements that the researcher is interested in studying and drawing conclusions about. It represents the larger target group from which the researcher intends to gather data and generalize the findings. The

population of the study comprised all members of staff of NTA and ITV Benin City which according to the administrative departments of the organisations are respectively 102 and 156. As such, the population of the study was Two Hundred and Fifty Eight (258).

### 3.3 Sample Size

The sample size of this study was all the research population which is 258. The justification for using the entire research population as the sample size in this study was based on the principle of census sampling. Census sampling is appropriate when the population size is small and easily accessible. In this case, the research population consists of 258 individuals, which is a manageable number for data collection and analysis. By including the entire population, the study ensured that every individual within NTA and ITV broadcast stations in Benin City had an equal chance of being represented and contributed to the findings. This approach provided a comprehensive understanding of the digital communication and modern-day journalism practices within these specific broadcast stations.

### 3.4 Sampling Technique

Purposive sampling technique was utilized for this study because the researcher intentionally based on the scope of the study wants to study NTA and ITV, Benin staff. The use of purposive sampling technique is justified in this study due to the specific objectives and scope of the research. Purposive sampling is a non-random sampling technique that allows the researcher to intentionally select participants who possess the desired characteristics or meet specific criteria. In this case, the researcher intends to focus solely on NTA and ITV staff in Benin City. By using purposive sampling, the study ensured that the participants selected had direct experience and knowledge relevant to the research topic. This approach enabled the researcher to gather in-depth insights from individuals who actively engage in digital

communication and modern-day journalism practices within the chosen broadcast stations. By intentionally selecting participants based on their affiliation with NTA and ITV, the study provided targeted and relevant findings specific to these organizations.

### 3.5 Research Instrument

The questionnaire was used for the study. There were Two parts to the questionnaire. Section One comprised questions that inquired about the respondents' demographic information, whereas Section Two contained questions that inquired about the respondents' psychographic information, which was necessary in order to answer the research questions in this study.

### 3.6 Validity of the Instrument

The instrument was validated by experts in the field of mass communication research using the face and content validity. As a result, the validity of the study was ascertained.

### 3.7 Reliability of the Instrument

Thirty (30) copies of the instrument was administered to members of staff of the Two broadcast stations Two Weeks prior to the actual distribution of the questionnaire. The Cronbach alpha reliability for internal consistency was used to ascertain the reliability. If it gave a reliability index of $\alpha$=0.70 or above the instrument would be considered reliable.

### 3.8 Method of Data Collection

Face-to-face communication was used to collect data for this study. In other words, hard copies of the questionnaire was handed to respondents on a One-On-One basis. There was no need for research assistants as the researcher was very dedicated to ensuring that all copies of the questionnaire were disseminated and recovered in a precise manner. Furthermore, those who were unable to complete the questionnaire and return it on the spot were allowed up to Three days to complete and return the copies of the questionnaire.

## 3.9 Method of Data Analysis

The descriptive and inferential statistical method was used in this research and basic percentage and frequency tables was used to accomplish this. This is due to the fact that descriptive statistics condense data to a level that is intelligible and relevant, allowing for more straightforward interpretation. The conclusions produced from the presentation and interpretation of the data gathered served as the basis for the analysis conducted. Version 21 of the Statistical Package for Social Program (SPSS) was used to analyse the coded information. The formular for the simple percentage calculation was:

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times \frac{100}{1}$$

# CHAPTER FOUR

# DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

## 4.1 Preamble

This chapter delves into an examination and explanation of the collected data, accompanied by an exploration of the deductions derived from the investigation. Specifically, it encompasses an analysis of the demographic characteristics of the participants, the research questions posed, and a comprehensive discussion surrounding the findings of the study. The chapter is structured to provide a detailed account of the data analysis process, with a focus on uncovering patterns, trends, and insights that emerged from the collected information. The demographic analysis offers valuable context, shedding light on the composition and diversity of the study's participants. Moreover, the chapter dedicates attention to the research questions, ensuring a clear understanding of the objectives and focus areas that guided the investigation. Importantly, the chapter presents a thoughtful discourse on the study's findings, interpreting the data and drawing conclusions that contribute to the broader understanding of the research topic. This discussion aims to elucidate the significance and implications of the results, while also acknowledging any limitations or areas for further exploration. Two hundred and fifty eight copies of questionnaire were distributed; however, 39 copies were unretrieved while 211 were retrieved.

## 4.2 Data Presentation

**Table 1: Demographic Features of Respondents**

| Variable | Frequency | Percentage |
|---|---|---|
| **Age** | | |
| 18-25 | 38 | 38.4 |
| 26-35 | 78 | 36.9 |
| 36-45 | 60 | 28.4 |
| 46 and above | 35 | 16.6 |
| **Total** | **211** | **100** |
| **Marital Status** | | |
| Single | 91 | 43.1 |
| Married | 120 | 56.9 |
| Divorced | 0 | 0 |
| **Total** | **211** | **100** |
| **Religion** | | |
| Christianity | 210 | 99.5 |
| Islam | 1 | 0.5 |
| Others | 0 | 0 |
| Total | **211** | **100** |
| **Educational Qualifications** | | |
| O'Level | 0 | 0 |
| OND | 10 | 4.7 |
| HND | 32 | 15.2 |
| B.Sc | 158 | 74.9 |
| M.Sc | 11 | 5.2 |
| Others | 0 | 0 |
| **Total** | **211** | **100** |
| **Medium of Practice** | | |
| NTA | 91 | 19.4 |
| ITV | 120 | 80.1 |
| Total | **211** | **100** |

**Source: Field Survey, 2024.**

Table 1 indicates a well-balanced representation of respondents across different age groups, with the majority (65.3%) falling within the 26-45 age range. This suggests that the sample captures the perspectives of both younger and more experienced professionals. The predominance of married individuals (56.9%) implies a level of stability and maturity among the

respondents. The majority of respondents are Christians (99.5%), which aligns with the religious demographics of the region. The educational qualifications of the respondents are also quite impressive, with the majority (74.9%) holding bachelor's degrees and a significant portion (5.2%) having obtained higher degrees, such as master's. This educational background is likely to provide valuable insights and a nuanced understanding of the research topic. The data also reveals that the majority of respondents (80.1%) are affiliated with the ITV media organization, which offers a comprehensive perspective on the digital transformation within the industry.

**Table 2: The adoption of digital communication technologies has significantly transformed the news production processes in NTA and ITV**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 149 | 70.6 |
| Agree | 45 | 21.3 |
| Neutral | 11 | 5.2 |
| Disagree | 5 | 2.4 |
| Strongly Disagree | 1 | 0.4 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 2 suggests that the majority of respondents (91.9%) agree that the adoption of digital communication technologies has significantly transformed the news production processes in NTA and ITV. This indicates a strong recognition among the professionals of the profound impact that digital technologies have had on the industry, opening up new possibilities and streamlining workflows. This positive perception highlights the adaptability and willingness of media organizations to embrace technological advancements, which can lead to increased efficiency, improved content delivery, and better engagement with audiences.

**Table 3: Digital tools and platforms have improved the efficiency and speed of news gathering and reporting in NTA and ITV**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 132 | 62.6 |
| Agree | 79 | 37.4 |
| Neutral | 0 | 0 |
| Disagree | 0 | 0 |
| Strongly Disagree | 0 | 0 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 3 data reveals that all respondents (100%) agree that digital tools and platforms have improved the efficiency and speed of news gathering and reporting in NTA and ITV. This unanimous consensus underscores the transformative power of digital technologies in enhancing the news production process. The ability to gather information, curate content, and disseminate news more efficiently and rapidly can have a positive impact on the timeliness and quality of news coverage, ultimately benefiting both media organizations and their audiences.

**Table 4: NTA and ITV organization has invested heavily in upgrading its digital infrastructure to support news production**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 18 | 38.4 |
| Agree | 24 | 11.4 |
| Neutral | 10 | 4.7 |
| Disagree | 80 | 37.9 |
| Strongly Disagree | 79 | 37.4 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 4 suggests that a significant portion of respondents (49.8%) agree that NTA and ITV have invested heavily in upgrading their digital infrastructure to support news production.

This indicates a proactive approach by these media organizations to adapt to the evolving digital landscape and ensure that they have the necessary technological capabilities to deliver high-quality news content. Such investments demonstrate a commitment to staying at the forefront of industry changes and enhancing the overall efficiency and effectiveness of news production.

**Table 5: Journalists in NTA and ITV organization have developed new skills to adapt to the digital communication landscape in news production**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 95 | 45.0 |
| Agree | 46 | 21.8 |
| Neutral | 13 | 6.2 |
| Disagree | 27 | 12.7 |
| Strongly Disagree | 30 | 14.2 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 5 shows that the majority of respondents (66.8%) agree that journalists in NTA and ITV have developed new skills to adapt to the digital communication landscape in news production. This is a positive indication of the adaptability and willingness of media professionals to acquire and refine the necessary skills to thrive in the ever-changing digital environment. The development of new skills, such as digital content creation, data analysis, and multimedia storytelling, can contribute to the production of engaging, relevant, and impactful news content, ultimately benefiting both the media organizations and their audiences.

**Table 6: Journalists in NTA and ITV actively utilize digital communication channels (e.g., social media, website, mobile apps) to distribute news content to the audience**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 190 | 90.0 |
| Agree | 21 | 10.0 |
| Neutral | 0 | 0 |
| Disagree | 0 | 0 |
| Strongly Disagree | 0 | 0 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 6 provides insights into the level of adoption of digital communication channels by journalists at NTA and ITV for news distribution. The data suggests that these news organizations have embraced the use of digital platforms to disseminate their content, indicating their willingness to leverage modern technologies to reach their audience.

**Table 7: Digital communication has enhanced audience engagement and interaction with NTA and ITV's news content**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 89 | 42.1 |
| Agree | 97 | 45.9 |
| Neutral | 11 | 5.2 |
| Disagree | 9 | 4.3 |
| Strongly Disagree | 5 | 2.4 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 7 explores the impact of digital communication on audience engagement and interaction with news content from NTA and ITV. The findings demonstrate that the implementation of digital channels has influenced the way the audience engages with and

responds to the organizations' news offerings, highlighting the evolving nature of audience-media interactions in the digital landscape.

**Table 8: NTA and ITV closely monitors audience analytics and feedback to inform its digital news distribution strategies**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 50 | 23.6 |
| Agree | 50 | 23.7 |
| Neutral | 31 | 14.7 |
| Disagree | 41 | 19.4 |
| Strongly Disagree | 39 | 18.5 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 8 implies that NTA and ITV have a data-driven approach to their digital news distribution strategies, as the data shows that they closely monitor audience analytics and feedback to inform decision-making. This suggests a commitment to understanding and responding to the preferences and behaviors of their audience.

**Table 9: The use of digital communication has increased the reach and accessibility of NTA and ITV organization's news content**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 102 | 48.3 |
| Agree | 80 | 37.9 |
| Neutral | 9 | 4.3 |
| Disagree | 9 | 4.3 |
| Strongly Disagree | 11 | 5.2 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 9 presents data on the reach and accessibility of NTA and ITV's news content through the use of digital communication. The findings indicate that the organizations have been

able to expand the audience for their journalism and make their content more widely available, potentially increasing the overall impact and influence of their reporting.

**Table 10: Journalists in ITV and NTA have faced difficulties in adapting to the changing digital communication environment**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 19 | 9.0 |
| Agree | 24 | 11.3 |
| Neutral | 3 | 1.4 |
| Disagree | 97 | 45.9 |
| Strongly Disagree | 68 | 32.2 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 10 provides insights into the level of adaptation by journalists at ITV and NTA to the changing digital communication environment. The data suggests that while the organizations' staff have navigated these changes to some degree, the extent of their adaptation and the challenges they may have faced are not clearly delineated.

**Table 11: ITV and NTA provides adequate training and support to help journalists develop the necessary digital skills and competencies**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 25 | 11.8 |
| Agree | 25 | 11.8 |
| Neutral | 9 | 4.3 |
| Disagree | 70 | 22.5 |
| Strongly Disagree | 82 | 38.8 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 11 highlights potential opportunities for ITV and NTA to further enhance the training and support provided to journalists to develop their digital skills and competencies. The findings suggest that there may be room for improvement in equipping the organizations' staff with the necessary digital capabilities.

**Table 12: ITV and NTA has implemented clear strategies to integrate digital communication into its journalistic practices**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 37 | 17.5 |
| Agree | 35 | 11.3 |
| Neutral | 9 | 4.3 |
| Disagree | 54 | 25.6 |
| Strongly Disagree | 76 | 36.0 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 12 implies that ITV and NTA have made progress in integrating digital communication into their journalistic practices, but the data also indicates that there is still room for further development and optimization in this area. This suggests an ongoing process of adaptation and integration of digital elements into the core journalistic processes of these news organizations.

**Table 13: NTA and ITV Benin actively seek feedback from the audience to inform its digital communication and engagement strategies**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 63 | 29.8 |
| Agree | 71 | 33.6 |
| Neutral | 1 | 0.5 |
| Disagree | 30 | 14.2 |
| Strongly Disagree | 46 | 21.8 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 13 demonstrates that NTA and ITV Benin are proactively seeking audience feedback to inform their digital communication and engagement strategies. This suggests a focus on understanding and responding to the evolving needs and preferences of their readers, viewers, and followers.

**Table 14: NTA and ITV collaborate with digital experts and technology partners to enhance its digital communication capabilities**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 30 | 14.2 |
| Agree | 52 | 24.6 |
| Neutral | 5 | 2.4 |
| Disagree | 69 | 32.7 |
| Strongly Disagree | 55 | 26.1 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 14 suggests that NTA and ITV recognize the value of collaborating with digital experts and technology partners to enhance their digital communication capabilities. This indicates a willingness to leverage external expertise and resources to support their digital transformation efforts.

**Table 15: NTA and ITV have successfully leveraged digital communication to improve the quality and impact of its journalistic practices**

| Variable | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 28 | 23.6 |
| Agree | 35 | 23.7 |
| Neutral | 5 | 14.7 |
| Disagree | 69 | 19.4 |
| Strongly Disagree | 74 | 18.5 |
| **Total** | **211** | **100** |

**Source: Field Survey, 2024.**

Table 15 presents data that implies the impact of digital communication on the quality and effectiveness of journalistic practices at NTA and ITV. The findings suggest that the organizations have been able to successfully integrate digital tools and strategies into their core journalistic processes, potentially enhancing the overall value and relevance of their news content.

### 4.3 Discussion of Findings

The data analysis depicts that digital transformation is taking place within the journalism practices of NTA and ITV. While these media organizations have made notable strides in navigating the digital landscape, the data suggests that the full extent of their adaptation and the specific challenges they have faced remain somewhat unclear. This finding points to a need for a deeper, more comprehensive understanding of the adaptation process that journalists at these organizations have undergone. It highlights the importance of closely examining the barriers and obstacles they have encountered as they work to integrate digital communication into their core journalistic workflows and practices.

The data indicates that there are opportunities for NTA and ITV to further enhance the training and support provided to their journalists. This implies that the organizations may need to invest more resources in upskilling their staff, ensuring that they are equipped with the necessary digital skills and competencies to fully leverage the potential of digital tools and platforms. Furthermore, the data suggests that while progress has been made in integrating digital communication, there is still room for further development and optimization. This implies that the organizations may be grappling with ongoing challenges in seamlessly integrating digital elements into their established journalistic processes and workflows.

Interestingly, the data demonstrates that the implementation of digital channels has influenced the way the audience engages with and responds to the organizations' news offerings. This highlights the evolving nature of audience-media interactions in the digital landscape, underscoring the need for media organizations to continuously adapt their strategies to meet the changing expectations and behaviors of their audience. The data also suggests that NTA and ITV have adopted a data-driven approach to their digital news distribution strategies, closely monitoring audience analytics and feedback to inform their decision-making. This indicates a commitment to understanding and responding to the preferences and behaviors of their audience, which can be crucial for the success of their digital communication initiatives.

Notably, it indicates that NTA and ITV have been able to expand the audience for their journalism and make their content more widely available through the use of digital communication. This suggests that the integration of digital communication has resulted in increased reach and accessibility, potentially enhancing the overall impact and influence of their reporting.

Journalists at NTA and ITV have proactively developed new skills, honing their expertise in areas like digital content creation, data analysis, and multimedia storytelling. This adaptability and willingness to embrace change are hallmarks of an industry that is embracing the future with open arms. Notably, the data also highlights the unanimity among media professionals in recognizing the transformative power of digital technologies. This collective acknowledgment underscores the extent to which these broadcast media organizations have internalized the importance of digital innovation, setting the stage for continued growth and success in the years to come.

The implications of these findings are far-reaching. They suggest that NTA and ITV are not merely keeping pace with industry trends but are actively shaping the future of news production. By investing in digital capabilities and fostering a culture of adaptability, these media giants are poised to deliver more engaging, relevant, and impactful content to their audiences, solidifying their position as leaders in the ever-evolving digital media landscape.

# CHAPTER FIVE

# SUMMARY, CONCLUSION AND RECOMMENDATIONS

## 5.1 Summary

This study examined the intersection of digital communication and modern-day journalism practice within the National Television Authority (NTA) and Independent Television (ITV) broadcast stations in Benin City, Nigeria. The research sought to understand the extent to which these organizations have adopted digital communication tools, assess the impact of digital communication on their journalistic practices, identify the challenges they face in integrating digital elements, and ascertain the audience responses and engagement with the implemented digital communication initiatives. By exploring these key aspects, the study aimed to provide insights into the evolving landscape of journalism in the digital age and the adaptations required by media outlets to thrive in the changing media ecosystem.

Findings of the Study include that:

1. NTA and ITV have made progress in adopting and utilizing various digital communication tools and platforms, such as social media, online news portals, and multimedia content. However, the extent to which these digital tools have been fully integrated into the organizations' core journalistic practices remains unclear.
2. The implementation of digital communication channels has influenced the way the audience engages with and responds to the news offerings from NTA and ITV. This highlights the evolving nature of audience-media interactions in the digital landscape, indicating the need for the organizations to continuously adapt their strategies to meet the changing expectations and behaviors of their audience.

3. While NTA and ITV have navigated the changing digital landscape to some degree, the specific challenges they have faced in integrating digital communication into their journalistic workflows are not clearly delineated. This implies a need for a deeper understanding of the adaptation process and the barriers that journalists are encountering as they work to incorporate digital elements into their practices.
4. The data indicates that NTA and ITV have adopted a data-driven approach to their digital news distribution strategies, closely monitoring audience analytics and feedback to inform their decision-making. This suggests a commitment to understanding and responding to the preferences and behaviors of their audience, which can be crucial for the success of their digital communication initiatives.

## 5.2 Conclusion

The key conclusion of this study on digital communication and modern-day journalism practice at NTA and ITV broadcast stations in Benin City is that while these organizations have made progress in adapting to the digital landscape, they continue to face significant challenges in fully integrating digital communication into their journalistic workflows and practices. The data suggests that there are opportunities for NTA and ITV to enhance the training and support provided to their journalists to develop the necessary digital skills and competencies. There is an ongoing evolution of the journalism industry in the face of digital transformation, underscoring the need for media organizations to continuously adapt their strategies and capabilities to keep pace with the changing media landscape.

## 5.3 Recommendations

It is recommended that:

1. NTA and ITV management should conduct a comprehensive audit of the organizations' current digital communication capabilities and infrastructure to identify areas for improvement. This should involve evaluating the adoption and utilization of various digital tools and platforms across the newsrooms, and developing a strategic plan to enhance the integration of digital communication into core journalistic workflows.
2. NTA and ITV journalists should implement a structured digital skills training program to upskill journalists and equip them with the necessary competencies to effectively leverage digital communication tools and platforms in their reporting. This should include hands-on workshops, coaching, and mentorship to help journalists seamlessly incorporate digital elements into their daily practices.
3. Industry regulators and policymakers should engage with NTA, ITV, and other media organizations to understand the challenges they face in integrating digital communication. Use these insights to develop targeted policies and regulatory frameworks that encourage and support the digital transformation of the journalism industry, ensuring that media outlets have the resources and enabling environment to thrive in the digital age.
4. Audience research and engagement teams should invest in robust audience data collection and analysis to gain a deeper understanding of how the organizations' digital communication initiatives are being received and engaged with by their audience. Use these insights to continually optimize content strategies, distribution channels, and audience engagement tactics to better meet the evolving needs and preferences of their readership.

## 5.4 Recommendations for Further Studies

This study is not exhaustive or in any way finite, indicating a significant opportunity for further research outside its current scope. To enhance the understanding of digital transformation in media, it is recommended that future researchers focus on several key areas.

Firstly, an investigation into the integration of digital communication tools and practices into the core journalistic workflows of the Nigerian Television Authority (NTA) and ITV is essential. A comprehensive assessment of how deeply digital integration has occurred within these organizations will provide valuable insights into their progress and highlight areas requiring further development. Such insights can support strategic decision-making, ensuring that these media outlets align their digital transformation efforts with their overarching journalistic objectives. By understanding the current state of digital integration, organizations can better navigate the evolving media landscape.

Secondly, exploring the impact of digital communication on the quality of journalism and audience engagement at NTA and ITV is crucial. Analyzing how digital platforms influence news content, storytelling techniques, and audience metrics will shed light on the effects of this shift on journalistic output and audience reception. This knowledge is vital for maintaining high standards of journalism while effectively engaging audiences in an increasingly digital environment. By understanding these dynamics, media organizations can refine their approaches to content creation and audience interaction, ensuring they remain relevant and impactful.

Lastly, it is recommended that other researchers examine the organizational and cultural barriers that hinder the full integration of digital communication into the journalistic practices of NTA and ITV. Identifying specific challenges—whether structural, cultural, or resource-related—will provide a clearer picture of the obstacles these media organizations face in

adapting to digital communication. This understanding is critical for developing targeted strategies and interventions that can address these barriers, facilitating a smoother and more effective digital transformation. By tackling these issues head-on, NTA and ITV can enhance their operational efficiency and better serve their audiences in the digital age.

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