

**CHALLENGES AND PERCEPTIONS OF SOUTH-EAST BROADCASTERS ON THEIR
ADOPTION OF NEW MEDIA TECHNOLOGIES**

SANDRA UGWO UKWURU

**Student, Department of Mass Communication,
Nnamdi Azikiwe University, Awka, Anambra State, Nigeria**

PROFESSOR IFEOMA VIVIAN DUNU

**Lecturer, Department of Mass Communication,
Nnamdi Azikiwe University, Awka, Anambra State, Nigeria**

&

CORNELIUS A. UKWUEZE (PhD)

**Lecturer, Department of Mass Communication,
Nnamdi Azikiwe University, Awka, Anambra State, Nigeria**

ABSTRACT

This study explored the challenges and perceptions of South-East broadcasters on their adoption of new media technologies, the challenges revolving around new media technology cannot be over-emphasized as they continue to evolve daily. The study on the challenges and perceptions of South-East broadcasters on their adoption of new media technologies tried to explore first-hand information from the users of new media technology in broadcasting. The study employed the qualitative research design which is a Key Informant Interview (KII) and a population of fifteen (15) private, state, and federal government radio and television stations across three states in South-East Nigeria which include Anambra, Enugu, and Imo. The study adopted the multi-stage probability sampling technique which commenced from the selection of three states out of the five states in South-East; quota sampling of the federal, state, and private broadcast stations, the study purposively selected a sample size of only fifteen (15) interviewees who are in the managerial cadres in the selected broadcast media. The selection was evenly distributed among the fifteen broadcast stations under study, such that one head of department/manager who is very experienced in broadcasting was sampled. The study found that most public broadcast stations in South-East Nigeria lack adequate training and state-of-the-art technology. The finding of this study which have more effect on the federal broadcast stations, support the need to improve on the extent of use and exposure to new media by broadcasters. However, the findings support the technological determinism theory argument which states that technology is the principal initiator of the society's transformation. This simply means that broadcast stations need to be fully equipped to enable the broadcasters to adopt the application of these technologies in broadcasting. The study recommends that the owners of broadcast stations especially public stations should provide the necessary requirements that will enhance capacity building in the broadcast media industry.

Keywords: challenges, perceptions, South-East, new media and technology.

INTRODUCTION

There are several challenges facing the electronic media industry, and one of them is caused by the sweeping changes, especially in the area of technology (Anderson, 2006). Technological advancement has significantly altered the way that information is received and processed and eventually communicated to the general population. New media technologies have created instances in which broadcasting of content can be done at the multimedia level. The benefit is that it reduces the burden and amount of time required to send out news since every process can be done simultaneously. Thus, the broadcast audience gets the benefit of accessing news information from various sources without limitation of any kind; in terms of the news media

house being able to send out news (Evens, Henderickx & De Marez, 2021). What is notable is that technology is widespread and changing in a manner that broadcast media content can be easily produced, distributed, and consumed. It is also to be noted that the environment is forcing instances in which news media houses have to step up to the demand on the way that news is created and supplied to the general public. It is imperative to recognize that news media technologies present two complications; one is that media houses have to recognize the constraints that may be facing the households, as well as their demands for news. On the other hand, the news media houses may be faced with a shortage of resources for implementation of new media technologies, and insufficiency in terms of skillset. This study considers the second problem more strongly; the possibility that news media houses may lack the necessary requirements for implementing the required technology and meeting up with the demand for news. It is within this context that this study aims to examine the challenges and perceptions of South-East broadcasters on their adoption of new media technologies. The study is guided by the objectives below

- 1 To explore the challenges broadcasters in South-East Nigeria face regarding the application of new media technologies.
2. To explore the views of broadcasters in South-East Nigeria regarding the influence and application of new media technologies in media content distribution.

A REVIEW OF LITERATURE

The new media technologies have created remarkable opportunities for broadcasting and had itself a complexity of challenges surrounding the adoption and use by broadcast media in Nigeria. The complexity of these innovative technologies amidst the environmental and technical challenges in relation to their use and adoption within the Nigerian context seems to pose some threats to broadcasting in the overall view. For instance, the challenges and perception of the use of new media technologies among broadcasters; provisions of adequate conditions for the use of these technologies as well as some other technical and ownership challenges may hamper how these broadcasters use the technologies as well as the level of influence they could impose on the general broadcasting of the various stations in South-East Nigeria. As the literature suggests, the changes brought by new media technologies in the broadcasting sphere cannot be over-emphasized. In fact, it is on the platform of new media technologies that broadcasting as a phenomenon has come to be closer to the people. In the same vein, these new media technologies have also broken the monopoly of who should be broadcasting at any time. For instance, convergence has made it possible for many who hitherto would not have been able to broadcast because of the financial implications of acquiring equipment for the setting up of a modern broadcasting station to 'webcast' using the internet. In addition, new media technologies have enabled the broadcast industry to, among a plethora of other affordances, reach a large number of audiences and also interact and get information from audiences as eyewitnesses of events as they occur. However, while empirical investigations about the effects of new media in broadcasting have yielded a plethora of results in the developed world (Cordeiro, 2012; Pavlik, 2015; Sheresheva, et al, 2021), there seems to be a paucity of research findings in this regard in the Nigerian context, hence the need for this study. Stated differently, there seems to be a paucity of research on broadcasters' views as to whether the application of new media in news dissemination portends more disadvantages than gains for the broadcast industry, their challenges, and opportunities as well as the many phases of the impact of these evolving technologies on the Nigerian broadcast industry.

In a study, Lister et al. (2009) recognized the role that new media technologies play in the dissemination of information, they noted that the migration of both content and intellectual property all over various types of media in a way that compels media producers to operate with the existing knowledge and develop effective collaboration with other individuals. More and more, television has become fragmented, and boundaries have significantly blurred out; for example the rise in the practice of citizen journalists: It has also become evident that there has been a meaningful shift from audiences to the users, and then from consumers to producers. Screens for viewing have become smaller, more informative, and immersive. A popular argument is that networks of several small, and minor niche markets have combined to form media economies that

have significantly replaced mass audiences. Looking at information systems, social media continues to contribute meaningfully in a way that transforms business and communications. A common perception also is that the swiftest way to advance a business is via the use of social media and networking approaches (Simeon, et al., 2011). In order to improve channels of communication between 2001 to 2022, the internet, viewed as a key propelling force of the new media has made it possible for new phenomena by which audiences have become more involved in the production and distribution of news, as well as challenging the role that media organizations and journalists play (Neuberger, 2008; Shivarudrappa, 2014). When viewed from a different perspective, the elaborate utilization of new media platforms such as social media channels has posed a significant threat to the exclusivity that mainstream media channels enjoy, also trained journalists now lack access to the channels of information that are capable of turning things around rapidly; the competition is more fierce than ever before (Bruns et al., 2012). As Jurrat, (2011) highlighted, before now, news and information reached the public only after undergoing any professional scrutiny; presently, it is almost impossible and complex to achieve such a level of scrutiny; so much information reaches the general public without any form of censorship, verification, or validation. These changes are commonly described using terms such as citizen or participatory journalism. This is encouraged by the current advances in technology which are widely accessible to every person for the purpose of creating content. Sharing and managing new forms of citizen and participatory journalism have changed tremendously in recent times. At the same time, the volume of new sources of information and content, most particularly those generated by users has increased tremendously. Each of these new information sources in combination with the growing involvement of various users in the ecosystem of new media has significantly changed the role that journalists play in the process of creating news (Moyo, 2009; Newman, 2011). According to the study by Jack, (2010), the advent of digital media resulted in an increase in the number of user-generated contents that seems to contest with various contents supplied by mainstream media on the basis of speed of dissemination, ubiquity of use, and the ease of access and adoption (Jack, 2010). According to Kramp, (2015), the bottom-up as well as the interactive nature of online media appears to contest with the top-down and hegemonic structure that is seen among conventional media. In other studies, researchers such as Bruns, (2008); and Neuberger, (2008) argued that journalists play an intermediary role in light of the existence of new media, this has given rise to the concept of gatewatching that was argued to have replaced traditional roles. Users of the available information have taken over the role that gatekeepers such as journalists are expected to play. In other words, users now have to decide if the information that is presented to them is credible and reliable. New media is complex by not having sufficient limitations regarding space access; as a result, the users are expected to decide if the information presented to them is reliable or not. According to Bruns, (2003), users watch and compare several first-hand information providers in order to determine which is reliable and relevant. Bruns, (2003), further argued that this approach to information selectivity means that users are actively involved in the process of news selection and creation which are both crucial features of gate-watching. It is important to mention these variations in the approach to the practice, as well as the structure and nature of the digital and mainstream media. In addition, there are other changes that have occurred with new media which have led to the broadcasting and have resulted in the generation of a wide range of interests and concerns within several populations of society. Media practitioners who are locked in the debate regarding the way that the arrival of new media have come to pose a major set of changes to the approaches used for dissemination as well as their involvement in the aspect of contending with the high level of disinformation inflow online. Thus, Keen, (2007) noted that consumers of these media sources are significantly concerned about the extent of authenticity and the amount of limitless information that emanates on a daily basis from these various media platforms (Banda, 2010). It is essential to recognize that several new media technologies are being adopted to transform the broadcasting landscape within Nigeria (Enwinromwankhoe, 2020). According to the study carried out by Akpan, (2004), the findings suggest that prior to the arrival of digital technologies, analog systems that were commonly being used in broadcasting had significantly been saturated when considering the audience and the spectrum that is available to broadcasters. The way Akpan, (2004) viewed the situation was that broadcasters had come to a head regarding the terms required for improvement of the quality of broadcast and the development of broadcast services in an analog system. Within the broadcast ecosystem in Nigeria, utilizing new media technologies can be considered the deregulation of the media industry by the military government in 1992 had

implications on the level of uptake. In the study by Udejah, (2004), the deregulation of the broadcasting sector resulted in a significant feat within Nigeria because it granted constitutional backing that made private ownership of broadcast stations possible, a feature that was only attributable to government-run media. In Nigeria today, the observations are that there is no uncertainty regarding the stiff competition between various owners in the broadcast industry. Both private and government-owned media houses constantly compete with different levels of sophisticated equipment for digital broadcasting. The media houses owned by the government took the first steps towards digitalization of their media houses, this was essential in order to step up and compete meaningfully with various other media houses at the international level. In order to expedite this process of advancement among media houses, the National Broadcasting Commission prior to the year 2017 had instructed that all analogue devices should be removed from the country and replaced with digital technologies. Nigeria made a significant move in transiting from analogue to digital broadcasting on April 30, 2016, in the city of Jos, the Plateau State Capital when it launched the pilot phase of the Federal Government's digital transmission project that kick-started the digitization process in Nigeria. The reason for this may not be unconnected with the idea of the regulatory body to ensure that the opportunities that the new media technologies herald as well as the challenges they pose to the broadcasting industry are taken and maximized for the optimum use of the citizens of Nigeria (Gbam, 2017).

Ahlqvist et. al (2010), describes social media as a group of internet-based applications built on the ideological and technological foundations of Web 2.0. As a functional definition, social media refers to the interaction of users to create, share, and exchange content in virtual communities and networks, and these technologies are usually packed under the umbrella term web 2.0. Three key elements of social media are distinguished here as content, users or audience, and communities; Web 2.0 is the internet technology, proposed by Ahlqvist et. al (2010) in their social media triangle model. Content refers to user-created data of a multimedia nature; such as the use of photos, pictures, videos, animation, tags, reviews, and playlists. Next, Users of social media are based on communities and social interaction among users and audiences. According to Pascu et al. (2008, p. 39), users have three roles: i) users are suppliers of content; ii) users support the distribution of content and service; iii) and users have critical roles in the selection and filtering of relevant content and services. The third element is web 2.0 or broadband internet which permits the conveyance of content directly or mediated by media devices. In the social media triangle, the center space is the social media space visited by all of the three elements at one and the same time. The triangular shape of the outer parameter is fixed and the inner space is enclosed which is limiting and restricts dynamism. Such an enclosure does not illustrate the evolving nature of the three elements of social media and its space. Users of social media refer to the social media audience, content creators, and related communities including broadcasters who are the new active users of social media materials; and Web 2.0 internet network technology, the enabling conduit for social media broadcast as well as entering the broadcast scene with internet protocol IPTV. The social media space in the centre is borderless. It is the technologically evolving space visited and interactive with either or all of the three elements at one and the same time. The shape of the outer and inner circles is irregular and dynamic. Hence, the three elements of social media are actively revolving supporting, and courting each other in the social media space. Such sharing with web technologies and applications facilitates user interactivity and the exchange of volumes of user-generated content sort after beyond social media users (Gunton & Davis 2012). This is why social media is important to broadcasting. Social media as the fastest growing segment of media since the dawn of this millennium has facilitated online broadcasting. Getting broadcast content onto social media would mean an immense addition for broadcasters' reach and popularity through social media platforms such as Facebook and Twitter which has billions of users. Broadcasters all over have in some way testified to this phenomenal development amidst declining ratings and reports of losing audiences to new digital media (Diana, 2012). "Twitter and facebook have quickly become one of the basics of TV news; ... social media has become so important that stations are investing in training talents to use them and, in some cases, mandating it", says Diana (2012) a co-editor of an online news site about the rising status of social media at TV stations. The innovation of new media technologies and the imaginative applications of these new technologies and traditional (old) technologies make it possible for society to be more informed. These technologies also allows information processing, delivery, storage, and retrieval easier. As the world strives towards globalization, new media

technologies are believed to be a great facilitator of these efforts. In the same vein, the new media technology has radically influence the way people think and deliver their daily activities. Observations holds that the distractions from these new technologies among user are quite alarming. Invariably, as new media technologies gain positive effects on users so also the negativity abounds in the application of the new media tools. From the perspective of the electronic media managers, Peter Pringle and Michael E. Starr (2013) opined that new challenges abound as they grapple with how their content products must change and adapt.

According to Gillespie & McLaughlin (2005) Marshall McLuhan's "The medium is the message," was not so much the content communicated by the media that mattered, but how the medium communicated that content and in doing so, how the content worked with audiences, messaging and shaping their capacities in various ways with marked consequences for the organization of social relationships" (pp. 113-144). It is the way media users use and interact with social media gadgets these days that makes it 'world-changing' by being able to speak their minds and move the audience from anywhere. Social media makes interactions possible in various ways as commentator, editor, content creator, producer, or distributor, giving users the edge that will be sustained in the minds of young social media users. Such is the differentiated content that seeks to be published or sought by media organizations. Notably, social media is providing a new dimension to the way mainstream broadcasters present their news. Recently CNN reported the human massacre in Houla, Syria (28th May 2012, 9 pm local time) using graphic images from Twitter contributions. CNN also reported the murder of Nicola Furlong using pictures from Facebook (28th May 2012, 9 pm local time), and footage from YouTube about the Academy Award-winning documentary "Saving Face" on Pakistan's acid attack on women (28th May 2012, 9pm local time). These user-generated social media contributions found their way into worldwide mainstream broadcasts all on the same day. People want to belong and be informed constantly, which has specific implications for social media. Results show that the internet can add 15 points above the TV. Audiences typically will not stay in front of the TV long enough to pay attention but with new media, there is the chance to effectively take advantage of users' time spent online simply because people stay connected seamlessly. The first thing users do at work is to go online and check their email and they stay online the whole day alongside their routine responsibilities. Eastman et al (2006) realize this potential as a marketer that social media has a means of transforming how content can communicate with their consumers. However, promotion and push messages must be brief and not be dominating. Therefore an online broadcast is essential in any case for mainstream broadcasters because the audience are there as well. Mainstream radio and TV broadcasts have become more accessible over the internet services made possible through the convergence of IT and computing services, telecommunications and broadcasting technologies (Asthana & Panda, 2002). This is a major turn for content broadcasting and to influence the attitude and behaviour of audience. Anyone who now has a new media gadget especially a mobile phone with 3G applications can access anything on the net quickly. The new media now have access to a large archive of content from mainstream broadcasters for a feasible coexistence. By promoting each other's physical make-up and efficiency, the richness of content, that is the medium and the message, they can justify audiences' time spent on the media. This further strengthens the benefits that new media presents (Livingstone, 2002, p.89). There are various definitions of new media and they indicate that there has been extensive commitment from scholars looking into the definition of new media.

Diffusion of Innovation Theory

Diffusion of innovations theory: The process by which an innovation can be communicated by utilizing a variety of techniques is referred to as diffusion. Specifically, these innovations are communicated via a range of channels over time and within society. Diffusion is a major form of communication that is related to the spread of messages that can be perceived as new ideas. According to Rogers, (1997:1), innovation is an idea that is viewed as novel by individuals. In addition, it is a form of practice, or object which is believed to be new and can be implemented to make meaningful change. Thus, innovation is expected to have a set of characteristics that have meaningful implications on the rate of adoption. The new media technology is significantly tolerated within society, and specifically that of the journalism industry. Diffusion of innovation is basically a theory of the way, form, and speed by which novel ideas and technologies are adopted and spread through a variety of cultures. According to Rogers in the 1962 book, "Diffusion of Innovations", the

process of communicating an innovation is referred to as diffusion, and it is expected to occur over time (Rogers, 2003). Rogers, (1997) believes that innovation spreads through the society in an S curve in that the early adopters who first began using the technology are subsequently followed by a good number of people that are inclined to adopt the technology later on. Rogers' Diffusion of Innovation theory states that innovation diffusion is a process that occurs over time through five stages: Knowledge, Persuasion, Decision, Implementation, and Confirmation. Accordingly, the innovation-decision process is the process through which an individual or other decision-making unit passes. According to Rogers, (2003), they include; 1. Knowledge of an innovation, 2. Forming an attitude toward the innovation, 3. Decision to adopt or reject, 4. Implementation of the new idea, and 5. Confirmation of this decision. Various computer models have been developed in order to simulate the diffusion of innovations. Veneris (1984) and (1990) developed a systems dynamics computer model that takes into account various diffusion patterns modeled via differential equations. The relationship between the above-discussed theory and the subject of discourse stems from the fact that new media were born out of innovation and their adoption in the broadcast industry will certainly alter some established cultures. Again, the theory is technologically based and the study is centered on the new technologies that have affected the traditional operation of broadcasting all over the world. It is in this wise, that the above-discussed theory is considered appropriate and necessary for this study.

METHODOLOGY

This study employed the qualitative research design which is Key Informant Interview (KII). This is aimed at exploring first-hand information on the challenges and perception of South East broadcasters' adoption of new media technologies from the direct users of new media technologies in the broadcast industry who are the managers, presenters, programme producers, news reporters, and heads of department. The study took a population of fifteen (15) private, state, and federal government radio and television stations across three states in South-East Nigeria.

States: Anambra, Enugu, and Imo.

Ownership: Federal, State, and Private Media: Radio and Television Stations.

STATIONS THAT WERE STUDIED

Anambra State: Anambra Broadcasting Service Radio and Television, Nigeria Television Authority Awka and Ogene Fm Awka. Radio Nigeria Awka was screened out due to the saturation of data during the analysis.

Enugu State: Radio Nigeria Enugu, Nigerian Television Authority Enugu, Dream FM Enugu, Enugu Broadcasting Service Radio and Television,

Imo State: Radio Nigeria Owerri (heartland FM), Orient Television and Radio, Nigerian Television Authority Owerri, Zanders FM

The study adopted the multi-stage probability sampling technique which commenced from the selection of three states out of the five states in South-East; quota sampling of the federal, state, and private broadcast stations, the study purposively selected a sample size of only fifteen (15) interviewees who are in the managerial cadres in the selected broadcast media. The selection was evenly distributed among the fifteen broadcast stations under study, such that one head of department/manager who is very experienced in broadcasting (at least 10 years) was sampled. Those to be sampled in each of those selected stations will include the managers, presenters, programme producers, news reporters, and heads of department.

RESULT

The first objective

Challenges Regarding the Use and Knowledge of New Media

In this section, the respondents provided responses regarding the challenges of new media in broadcasting majority of them attributed the challenges to a lack of training, interest, and inadequate procurement of the new media technologies.

Interviewee 6 ABS Radio/TV Awka said: that some of the challenges revolve around having to train yourself and procuring personal equipment that will make you stand out. My personal experience adopting the new media technology in broadcasting was that I knew I had to do it but for someone who is not ready to learn it was like an uphill task. They didn't think it was actually useful for their job.

Interviewee 4: NTA Enugu said: It still has to do with lack of adequate training, lack of interest. These are things that the younger you are the more interested you are in getting the knowledge, then exposure.

Interviewee 2: ESBS TV/Radio said: This is the age of technology, those of them who have fast fingers, typing on the phone edit and post their news immediately as it breaks. The thing is, with the situation of things as it is now, social media is not the best to fall back on because of fake news and hate speech. The major challenge that is affecting us is that the new media is about taking our jobs from us. This day if you want to check the number of followership on these social media and compare with people who listen to radio and television, you will see that the market is no longer there for the traditional media. The traditional media is only working for the older generation but for the younger ones which happens to be the majority of the population is tilting towards the new media and it's posing a big threat to the traditional media.

Interviewee 1 DFM Said: I am the most senior staff and I'm able to wrap my hands around using the new media technology so it is obvious that the other staff should do better. From my former station, we used the new media which started from bulk SMS to WhatsApp, Facebook, YouTube, Twitter, Telegram, and the rest of them so we grew with them. It wasn't like the media in the 60s where feedback was a challenge. Our generation is the social media generation.

Interviewee 8 Orient TV/FM Owerri said: At first it wasn't easy because people wanted to see that small box they have always been used to. As time went on we discovered that this would help to enhance our work, There were also challenges of providing the computers and internet because they were expensive but because of what the organization stands to gain, media companies were eager to do it.

Interviewee 10 NTA Owerri Said: For me, it wasn't an issue because I was already hungry for it but for some of my colleagues it was a serious problem and still is.

Interviewee 3: Radio Nigeria Enugu said: Training is one thing we are lacking in Nigeria. People need to be trained in digital things like new media. The majority of the senior staff here have little or no knowledge of new media even some other junior staff and this is basically because of a lack of training, non-availability of digitalized equipment, and exposure to new media technologies.

Interviewee 11 Ogene FM: Issues of poor network, sometimes data, fake news reporting, people posting unlawful comments on the platforms, and so on.

Interviewee 9 Zanders FM Owerri said: One of the major challenges is the non-availability of the internet, how cheap is the internet for people? However, the station provides internet for the staff to work on a daily basis.

Interviewee 7 Radio Nigeria (Heartland FM) Owerri said: The major challenge is that the people who get the highest followership on social media are people who spread false news. Then the non-availability of equipment, and no knowledge of the operational use of these new media technologies.

Interviewee 5 NTA AWKA: Some of the major challenges of new media is data, you find out that some people don't even have money to recharge data. Since we are a federal government establishment, people grow from one level to the other, therefore it is the reporters and programmers that are supposed to use this new media but it is not even available.

The second objective

Views of Broadcasters Regarding the Influence and Use of New Media Technologies

The responses of the respondents 'show a great margin and satisfaction with the influence and use of new media technologies in content distribution in Nigeria because;

Interviewee 6 ABS Radio/TV Awka said: For those who know how to use these technologies, it is good and it makes our duty simple and fast. Like what we do here in ABS when we produce we transmit through radio, television, and then online.

Interviewee 4: NTA Enugu said: You know we have a lot of applications now that can help. So we use WhatsApp more to disseminate information.

Interviewee 2: ESBS TV/Radio said: The broadcasters' use and application of the new media technologies is been fun and engaging and it makes the work easier for them.

Interviewee 1 DFM said: Effective, we have a young and vibrant team who are social media inclined, social media is like their everyday thing. They have their own personal accounts and we have the Organization's social media platforms which all the staff use especially the presenters. These platforms are very effective in the distribution of our content because once issues and topics to be discussed in a particular program are shared online, people comment and once it is live streaming it gains more feedback.

Interviewee 8 Orient TV/FM Owerri said: Innovative, effective, and excellent.

Interviewee 10 NTA Owerri Said: Their use and application are not encouraging because at this time and age. People don't care if they know it or not. Many are even afraid of using the new media simply because nobody mandates them to know it.

Interviewee 3: Radio Nigeria said: The truth is that here in Radio Nigeria Enugu, the application is minimal because what we have is still the old technologies that need to be upgraded.

Interviewee 11 Ogene FM: Effective, excellent, innovative.

Interviewee 9 Zanders FM Owerri said: Well I will say excellent, they are young people and are technology savvy generation.

Interviewee 4: NTA Enugu said: They are doing well at list we use WhatsApp a lot so the reporters apply the use of WhatsApp and YouTube to gather and distribute content.

Interviewee 7 Radio Nigeria (Heartland FM) Owerri said: Innovating, excellent, perfect, and duty simplified.

Interviewee 5 NTA AWKA: Not used regularly so their application and use is below 50%.

DISCUSSION AND CONCLUSION

From the result of the study, there seems to be a major gap in the area of training and capacity building in most of the public broadcast stations. The study found that private media organizations apply the new media more and are well-established on social media. Specifically, the study identified lack of training, lack of technological equipment, issues with citizen journalism, and fake news reporting, as the major challenges incurred in the use of new media technologies. Beate Illg and Beatrice Dernbach (2020) in a study opine that free and fair media are at the heart of any democratic setup. A thriving field of journalism, zealous and ethical journalists in that sense become torchbearers of a brighter and promising tomorrow. In this light, the status of journalists, the most important actors in the field becomes increasingly important as a matter of study. They act as gatekeepers of information that is flooding in the era of new media, a wave that is not so new anymore. Their roles remain intact and even become prominent in the chaos of many-to-many communication therefore, the need to keep the broadcasters ahead of the challenges by way of training and exposure to the use of these technologies becomes a matter of concern. This study concludes that broadcasters in the South-East should improve on the use of new media technologies as there is still a major gap between broadcasters in Nigeria and other Climes. Media owners especially the federal government should embark on training broadcasters as well as design programs that will improve their knowledge.

REFERENCE

- Akpan, C. S. (2004). The impact of the new communication technologies on the broadcast industry. *International Journal of Communication*, 1, 70-78
- Anderson ,C.(2006). The long tail. New York: Hyperion.
- Asthana & Panda, (2002). *Technology Convergence: The Human Perspective*.
https://www.delhibusinessreview.org/v_3n1/dbrv3n1a.pdf
- Banda et al (2010). *Picture Exchange Communication System With Individuals With Developmental Disabilities: A Meta-Analysis of Single Subject Studies*.
<https://journals.sagepub.com/doi/abs/10.1177/0741932509338354>.
- Beate Illg and Beatrice Dernbach (2020). *Journalism and Journalism Education In Developing Countries* Manipal Universal Press
- Bruns et al, (2003). *Science Communication: A Contemporary Definition*.
<https://journals.sagepub.com/doi/abs/10.1177/09636625030122004>
- Bruns et al. (2012). *Towards More Systematic Twitter Analysis: Metrics for Tweeting Activities*.
International Journal of Social Research Methodology 16(2):91-108 DOI:
[10.1080/13645579.2012.756095](https://doi.org/10.1080/13645579.2012.756095)
- Chimezie, U.R. (2022) New Media Technology and Its Application to Broadcasting: A Mini- Ethnographic Study. *Open Access Library Journal*, 9: e9059. <https://doi.org/10.4236/oalib.1109059>
- Cordeiro, P. (2012). Radio becoming r@dio: Convergence, interactivity and broadcasting trends in perspective. *Journal of Audience & Reception Studies*, 9(2), 492- 510.
- Diana, (2012). *The Campaign and the Media*. Routledge Taylor & Francis press.
- Evens, T., Henderickx, A., & De Marez, L. (2021). Generation stream : the audiovisual repertoire of teenagers. *Journal of Broadcasting & Electronic Media*, 65(2), 185–204.
<https://doi.org/10.1080/08838151.2021.1944146>.
- Emwinromwankhoe, O. (2020). Media convergence and broadcasting practice in Nigeria: three broadcast stations in focus. *Covenant Journal of Communication (CJOC)*, 7(1), 26-52.
- Eastman et al (2006). *Understanding Internet Shoppers:An Exploratory Study*.
https://www.researchgate.net/profile/Jacqueline-Eastman/publication/288950599_Understanding_internet_shoppers_An_exploratory_study/links/5c3f51f1458515a4c72a7f61/Understanding-internet-shoppers-An-exploratory-study.pdf
- Gbam, B.N. (2017). *The challenges and prospects of the new media in public service broadcasting in Nigeria*. *Global Journals of Arts, Humanities and Social Science*, 5(3), 1-7.
- Gillespie & Mc Laughlin (2005). *Consuming Crime and Avoiding Punishment: Media Influence in the Shaping of Public Perceptions of Crime and Sentencing*. <https://oro.open.ac.uk/9233>
- Gunton & Davis 2012. *Beyond broadcasting: Customer service, community and information experience in the Twittersphere*.
<https://www.emerald.com/insight/content/doi/10.1108/00907321211228282/full/html>
- Jack, (2010). *What is happening to news: The information explosion and the crisis in journalism*. University of Chicago Press.
- Jurrat, (2011). *Mapping Digital Media: Citizen Journalism and The Internet Reference*.
https://www.ritimo.org/IMG/pdf/Mapping_Digital_Media-4.pdf
- Keen et al. (2007). *A Pilot Study Of The Effects Of A Social-Pragmatic Intervention On The Communication And Symbolic Play Of Children With Autism*. journals.sagepub.com.
- Kramp et al (2015). *Subjective Voice Quality, Communicative Ability And Swallowing After Definitive Radio(Chemo)Therapy, Laryngectomy Plus Radio(Chemo)Therapy, Or Organ Conservation Surgery Plus Radio(Chemo)Therapy For Laryngeal And Hypopharyngeal Cancer*. *Journal of Radiation Research*. Vol. 6 Issue 1.
- Lister, M., Dovey, J., Giddins, S., Grant, I. & Kelly, K. (2003). *New media: a critical introduction*. London: Routledge
- Moyo, (2009). *Citizen Journalism and The Parallel Market Of Information In Zimbabwe's 2008 Election*. *Citizen Journalism and the Parallel Mark*. <https://doi.org/10.1080/14616700902797291>

- Newman, (2011). *Social Media in The Changing Ecology of News The Fourth And Fifth Estates In Britain*. <https://ora.ox.ac.uk/objects/uuid:abd7aa83-49fb-47bc-88bf-a71ed8548926>.
- Neuberger, 2018; *Journalism as Multichannel Communication*.
A newsroom survey on the multiple uses of social media.
<https://www.tandfonline.com/doi/abs/10.1080/1461670X.2018.1507685>.
- Peter Pringle & Michael E. Starr (2013). Electronic Media Management, Revised.
https://books.google.com.ng/url?id=sP2XZVC13-IC&pg=PA395&q=http://www.taylorandfrancis.com&linkid=1&usg=AOvVaw2QGe7FzDVHH3K8tE1iMt_w&source=gbs_pub_info_r
- Pavlik, J. V. (2015). Transformation: Examining the implications of emerging technology for journalism, and society. *Athens Journal of Mass Media and Communications*, 1(1), 9-24
- Rogers, (2003). *Diffusion of Innovations*, 5th Edition. Free Press New York.
- Rogers, (1997). *Diffusion of Innovations*. Free Press New York
- Sheresheva, M., Skakovskaya, L., Bryzgalova, E., Antonov-Ovseenko, A., & Shitikova, H. (2021). *The Print Media Convergence: Overall Trends and the COVID-19 Pandemic Impact*, *JRFM, MDPI*, 14(8), 1-17,
- Shivarudrappa, D.S. (2014) Traditional media versus new media: a case study in the Karnataka Urban and Rural Areas. *International Journal of Humanities and Social Science Invention*, 3(8), 12-21
- Simeon, et al., (2011). *The history of social media and its impact on business*. *The Journal of Applied Management and Entrepreneurship* 16(3):79-91
- Udejah, R. A. (2004). *Broadcast and Politics in Nigeria 1963-2003*. Enugu: SNAAP Press Ltd
- Veneris (1984) and (1990). *Intellectual Property in Global Governance: A Development* Taylor & Francis