

**AN ASSESSMENT OF THE RELEVANCE OF MODERN TECHNOLOGIES
IN BROADCAST MEDIA IN NIGERIA: A STUDY OF NTA PORT-
HARCOURT**

BY

OMOKERO OGHENETEJIRI LOVELINA

MAT NO. ICT/213200673

**DEPARTMENT OF MASS COMMUNICATION,
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
AUCHI POLYTECHNIC, AUCHI, EDO STATE, NIGERIA.**

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MAT NO. ICT/213200673**

**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
OF MASS COMMUNICATION, AUCHI POLYTECHNIC, AUCHI,
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OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

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DECLARATION

I hereby declare that this thesis entitled “An assessment of the relevance of modern technologies in Nigeria (A study of NTA Port Harcourt) was written by me and that it is the record of my research. To the best of my knowledge, it has not been presented in any previous application for an academic award. All sources of information have been acknowledged using references.

OMOKERO OGHENETEJIRI LOVELINA

DATE

CERTIFICATION

This project report is certified as having met the requirements of the Department of Mass Communication and the School of information and communication technology, Auchi Polytechnic, Auchi, for the award of the Higher National Diploma (HND) in Mass Communication.

MRS CHIOMA AGBOH
(PROJECT SUPERVISOR)

Date: _____

MR. JOSEPH IKERODAH
(AG HEAD OF DEPARTMENT)

Date: _____

(EXTERNAL EXAMINER)

Date: _____

DEDICATION

This work is dedicated to God Almighty. To my husband, Ighotoma Martin.

To my mother Victoria Omokero, my sister Elizabeth Onokata, and my daughter

Praise Mammi Serwaa Ighotoma.

ACKNOWLEDGEMENTS

No achievement in life is without the contributions of others, who directly or indirectly shared their gifts, talents and wisdom with us. This project work is no exemption. I wish to express my utmost appreciation to God Almighty, the one who has brought me this far and is not willing to let me go until he completes that which he has predestined for me. The Alpha and Omega who has kept alive all my years in Auchi. I say thank you lord.

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ABSTRACT

The advances in new media technologies are an effective catalyst for change across the globe. These technologies have not only radically improved the mode, accuracy and speed of message production and transfer; they have also redefined the concept of broadcasting. However, it remains increasingly difficult to ascertain the place of broadcasting in a world that is overloaded with information. In order to generate data for the study, the survey research method was used to collate relevant data for the study. Findings from the analyzed data show that new media technologies have had a significant influence in output of the stations under study. The problems of lack of technical know-how cost of acquiring these equipment remains the barriers to their effectiveness. Base on the findings, the study recommends, that the government should reduce value added tax on new media equipment, as this will help reduce the overall cost of the equipment in order to lessen the stations financial burdens. New media technologies have the capability to further the scope of broadcasting by broadening their horizon and making Nigeria broadcasting a world contender. This can only be achieved if the broadcast media go out of their way to procure new and better facilities. Attempts should be made to educate old and prospective broadcasters through the use of workshops, symposia, seminars and training courses.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

As the world grows complex and sophisticated, new media technologies are invented. The invention of new media technologies has always been a catalyst for change in the broadcast industry. This change can be attributed to the introduction of new media technologies in broadcasting occasioned by giant technological advancement. The advancement in media technologies has cut the barrier of time and space in our broadcast industry; it has also made communication easier and more democratic and the creation and distribution of media content easier.

No wonder Defleur and Dennis (1991) observed that: Technology has always been a metaphor for change in media industry. As far back as Gutenberg, it was technology: the movable type that spurred change. Later, fast printing presses, the telegraph, zinc engraving, modern photography, radio, television, fibre optics, and other technologies heralded new developments for media and their audience.

The emergence of new media technologies and the imaginative applications of these new technologies and older technologies make it possible for the society to be more informed. It also makes information processing, delivery, storage and retrieval easier. As the world strives towards globalization, the new media technologies are believed to be a great facilitator of this move.

Nsude (2004) believes that the human family is disunited and fragmented into nations and cultures with conflicting interest and perceptions and there is need therefore for a more united world. Throughout history, new media and new forms of media delivery have continually appeared. Today we have witnessed the arrival of a global community brought about by advances in communication technologies. This has invariably brought to fore the concept of globalization. Marshal McLuhan, a Canadian Scholar, who foresaw the effect of technological change in communication, said that the human society has been restored to a „global village“.

The concept of global village assumes that “communication technology” now work like the nervous system in the human family. Messages could be sent and received with surprising speed. This therefore has shrunk the world into a smaller place not because of a contraction in landmass, but due to the marvels in communication technologies.

Baran (2009) citing McLuhan states: The media permit us to experience the world with a scope and depth otherwise impossible. Media, then, are extension of our bodies. Just as clothes

are an extension of our skin, permitting us to wander farther from our warm caves into the cold world; just as the automobile is an extension of our feet, enabling us to travel farther we could ever walk; television extends our vision and hearing, and computers extend our central nervous system. With television we can see and hear around the world, beyond the galaxy, into the future, and into the past. Computers process, sort, categorize, reconfigure, and clarify.

The new media technologies play functional roles and make tremendous contributions to the day to day running of the broadcast industry and society. Each advance in communication increases our power to convey and record information, and each has played a role in prompting significant changes in our culture and society. It is difficult to digest fully the influence of one medium before another comes on the scene. Prior to the arrival of new media technologies, broadcasting equipment has been mechanical or analogue in nature.

These mechanical states of the equipment hinder effective production and dissemination of news and information. Even the transmission of broadcast signals was often affected by wave interference, hedges and unclear signals. The reception of signals was largely limited to the carrying capacity of the transmitter. The arrival of the computer has had enormous influence in the production process in the broadcast industry. The computer has put tremendous speed on news reporting and editing and making the process almost instantaneous.

This process lays a strong emphasis on accuracy as Agba (2001) citing Swinton (1974) observes, "You cannot catch up with an error in an era of satellite circuits and high speed wires" in today cyberspace, high-tech age, the computer has reduced, if not completely removed, the difficulties in the production of media products through the electronic system. For instance, in the past, the production and distribution process in a broadcast industry involved clear definitive steps and employed manual labour. Today, studies have revealed that broadcast industry especially in Europe and North America not only gather information but also have their stories written using computers. This modern technology eliminates the need for compositors to type because reporters have done the key stroking and the story already exists in an electronic form.

In addition, many reporters run their stories through computers that correct spelling and grammar. Also editors plan the pages of stories on computers, further reducing the need for compositors. For instance with the new media technologies AIT news can be accessed from any part of the world. The station's transmission on satellite has broken the barriers inherent in analogue system and non-satellite system.

However, the introduction and acquisition of new media technologies have strongly

influenced broadcast transmission and reception particularly in Nigerian Television Authority (NTA) Port - Harcourt.

According to Agba (2001) technology is integral to a global marketplace wherein media companies and individual media come together and compete across national boundaries in a fashion unheard of only some years back. Broadcasting as a branch of mass communication has witnessed a landmark transformation into a field of vigorous competition with vast liberalization of infrastructure, information can now be digitalized, transported, stored, retrieved, modified and distributed. High speed digital electronic highways serve as the common technology through which these pieces of information are transported.

With the introduction of new media technologies, the broadcast media have penetrated deeply into the basic fabrics of our social institutions in the society by beaming out information and programmes that meet and satisfy the needs and aspirations of their listener and viewer. In the words of Bittner (1989) Technology has aided the media to move from the experimental stage, to the present stage where they now exert great influence on world events.

With the introduction of new technologies in broadcasting, such as the Internet, satellite cable system, fibre optics to mention but a few, journalism practice across national boundaries has taken a drastic turn for the better. Technology has aided broadcast media to establish a strong presence in the Cyberspace. This brings us to the concept of technological convergence.

By technological convergence we mean the continuous development in media technology aimed at bringing about a blend in technologies in the process of message delivery. Okoro (2006) citing Folkerts et al states that in this process, technological changes not only create new forms of media but also cause formally distinct media forms such as newspapers to blend or overlap functions with the new media, as is now the case with news on television and the internet.

Ilo (2000) in Okoro (2006) agrees that this convergence is rooted in technological innovations in microelectronics, telecommunications and the computer. In this mode, all kinds of data, irrespective of their origin can be manipulated and integrated through digitalization on the basis of their common informational structure. With this development they will become instrument for the dissemination and propagation of local Nigerian news and culture across Nigeria borders and thus, maintaining a strategic presence on the information superhighway.

In view of the above submission, it is pertinent for the broadcast media professionals to be acquainted and able to manipulate these technologies and also have good knowledge of the workings of these new technologies employed in broadcasting. This implies that, the media professionals should know the means of acquiring them, installing and maintaining these equipment and the ability to overcome the challenges posed by these innovations as a catalyst for

change and as the pivot around which great competition revolve in the broadcast industry.

To authenticate the above assertion Mbam (2007) affirms that information and communication technology (ICT) is applied in communication profession because media practitioners need organized (systematic or formalized) way of handling information for proper planning, proper decision making, and proper management in organization and individual activities which information are meant for.

It is unarguably becoming a statement of fact that the success of any organization; institution, business, or individual venture depends largely on the level of communication effectiveness and efficiency at its disposal. Every business or organization, regardless of its size or purpose, is concerned with processing of facts (or data) about its operations in order to provide accurate information to its management. This function could be carried out faster through the use of modern communication channels like internet, television, motion picture etc, which disseminate information to all nooks and crannies of the populace. These modern communication devices go a long way to alleviate the numerous human efforts being wasted in our previous (un-organized or non-systematic) manner of running our organizations or collecting our information (Mbam: 2002). The needs in today's organizational and institutional pattern to save time, cost and minimize the process of organizing and coordinating our big activities is the core function of Information and Communication Technologies (ICTs).

However, the story is different in the Nigerian broadcast industry. Even in the face of technological advancement in other countries and the applications of these new technologies in the broadcast media, the acquisition and use in Nigeria is rather slow. Nigerian broadcasters are yet to catch up with the trend in modern technologies, although communication experts foresaw long ago that more private broadcast media will spring up in

Nigeria by 21st century, giving communication its place and priority in the country. The use of new information technologies in Nigeria is a recent phenomenon, as the media are doing their best to catch up with the trend of things in the world in terms of the acquisition and use of these new technologies. These technologies are capable of creating sophistication in the method of broadcasting and also improve the output and quality of programmes.

According to Amuchie (2001), in a world that has become a global village where information travels faster than the speed of light, any country that stand aloof, whether out of ignorance or lack of appreciation of this necessity will certainly contend with backwardness.

The Nigerian broadcast media cannot afford to stand aloof where others are making progress, thus, to fight the shackles of backwardness successfully, there is need to embrace the use of these technologies in order to improve the quality of the programmes and broadcast. The improvement

of the broadcast media all over the world is greatly due to the application of the right technologies and communication system within their broadcast network Malcom (2001).

In view of the foregoing, a problem arises as to how to gauge the influence of these new technologies on broadcast content, message delivery, information reach and quality. Given the startling development of new media technologies and the expectation that proper application of these technologies would improve broadcasting in Nigeria, thus this study will therefore, examine the Influence of new media technologies on broadcasting. A study of Nigerian Television Authority (NTA) Port - Harcourt.

1.2 Statement of the Problem

It is saddening that despite the startling developments in media technology, TV broadcasting in Nigeria is yet to assimilate the new innovation or imbibe the realities of modern broadcasting. The western broadcast media stop at nothing in adopting various opportunities provided by ICTs. On the other hand, broadcast Nigeria and media Africa are not keeping pace as that of the western broadcast media. As Nwafor (2010) argued that only "very few countries in Africa have embarked on the ICT policy formulation process while in many, the machinist still falls short of the required standard". Based on his argument there is need for appraisal.

The advancement in media technology can only be said to be achieving the desired ends when they readily and continuously influence positively the operations of the Nigerian broadcast media. What this translates to, is that the success or otherwise of all these technologies can only be measured in terms of the extent to which they bring improvement on the accuracy, speed and transfer of message and redefine the concept of broadcasting to an enviable height. The use of modern technologies can only be said to be effective when the media professionals and audience benefit from the technologies through improved quality of programmes.

The problem still remains as to how to assess the extent to which the new media technologies have influenced the operation of television stations with regard to Nigerian Television Authority (NTA) Port - Harcourt, the question is; do practitioners have knowledge of the use of ICTs tools such as microwave transmitter, microwave receiver, audio consul, teleprompter, outside broadcasting van, ENG camera, vinyl L. P recorder, magnetic wire recorder etc. in broadcasting.

1.3 Objectives of Study

The objectives of this study include the following;

- (i) To determine the extent to which the new media technologies have influenced the operations of the broadcast media.
- (ii) To examine the level of proficiency of the members of staff in the use of new media

technologies.

(iii) To determine the extent to which new media technologies have been incorporated into the stations operations.

(iv) To determine the challenges posed by new media technologies to broadcast stations

1.4 Research Questions

To realize the objectives of this study, the following research questions were asked;

(1) To what extent have the new media technologies influenced the operations of the broadcast media ?

(2) How proficient are the members of staff in the use of the new media technologies?

(3) To what extent have the stations incorporated new media technologies in their operations?

(4) What are the challenges posed by these new technologies to the broadcast industry?

1.5 Scope of the Study

The interest of this study lies in assessing the influence of new modern technologies in broadcasting with regard to in Nigerian Television Authority (NTA) Port - Harcourt.

The work does not study the generality of influence on all the equipment used in broadcasting; rather it restricts itself to only new media (Internet), satellite technology, cable system, computer, digital cameras, fibre optic, teletext and digital television employed in broadcasting. Analogue equipment and other equipment not mentioned above are not within the scope of this study. The population of this research work comprises of the entire staff of NTA Port Harcourt whom are literates with different qualifications, as it were, they are perceived to be able to provide the necessary data needed for this work.

1.6 Significance of Study

This study will be beneficial in the following ways:

This research work will be a very important material to the River State Government as well as practitioners of broadcast media both in Nigeria and other developing countries. As this will create awareness and accelerate the use of modern technologies in broadcasting media all over the country.

The findings will help to reposition the thought pattern and help media professionals to get acquainted with the new technologies to help produce quality programmes.

The findings of this research will add to the existing literatures and act as a handy material for students of journalism who might have interest in researching further on the topic.

The study shows the extent to which broadcast media have incorporated the use of modern technologies in their operations.

The findings from this research ascertained how favourable or unfavourable these new technologies are to the broadcast media.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

To provide academic background and empirical support to this study, and also to make this work comprehensive, the literature will be reviewed under the following sub headings.

- i. The Concept of Information and Communication Technologies (ICTs)
- ii. The Development of Information and Communication Technologies
- iii. Challenges of New Media Technologies in the Nigerian Broadcast Industry.
- iv. The old and new

2.1 Concepts of Information and Communication Technologies (ICTs)

According to Nwokoye (2003), technology is the academic and practical study of material, source of energy and natural phenomenon with ultimate intention of applying these in the service of man". Put differently, technology connotes the systematic exploration of scientific nature towards achieving the convenience needs of man. In line with this, information technology is that aspect of technology that seeks to explore the scientific nature towards solving the information and communication needs of man.

Nwachukwu (2004) notes, that information communication technologies (ICTs) are all techno – communication gadgets including computers, satellites technologies and other electronic equipment used in the generation, processing, transmission and management of information to achieve desired efficiency and goals attainment.

The above suggest that Information Technologies (ITs) have more to do with the skills, knowledge and understanding needed to employ the information and communication technologies appropriately and efficiently. Thus, the Information Technology Association of America (ITAA) defines information technology (IT) as the study, design, development implementation systems, particularly software applications and computer hardware.

Information technologies encompass many aspects of computing technology and cover many fields, as the term is now more recognizable than ever.

Mbam (2006) collaborates with the above assertion that ICT is the communication and technology that involves the application of electronic equipment, especially the computer, to the gathering, analysis, storage, retrieval and transmission of information as part of man's effort to find solutions to the multifarious problems facing him. Some of the dominant communication technologies employed in broadcasting include internet, satellite technology, cable system computer technology, digital cameras, Digital television, teletext, microwave technology and

fibre optics to mention but a few Development of Information and Communication Technologies (ICTs)

2.1.1 The Internet

The internet service or what is known today as the information Super High Way (ISH) is another vital information communication technology in modern broadcast industry. The international computer network is virtual communication technology which has the ability to exchange information electronically from one part of the earth to another. Nworah (2001) also observes that the internet has provided Nigerian journalists with international exposure, they no longer have to travel to New York or London to be read or heard, they can now file a story from the remotest part of Nigeria and the story is posted on the web .

2.1.2 Satellite Technologies

Satellite is one technology that has contributed monumentally to human development in the areas of telecommunication, defense, transportation (air and water) and so on .

Mbaezue (2006) said satellite communication is a significant concept on international as well as national and regional broadcasting. According to her, “satellites are extending the range and flexibility of conventional broadcasting. On the other hand, Obodoechi (2006) adds that communication satellites serve broadcasters and cable operators as distribution devices for relaying programmes to widely dispersed stations and systems.

Satellites are built and launched into space, where they are positioned in orbits thousands of kilometers from the earth. “They revolve around the earth at the same speed as the earth rotates on its axis. They are constantly in the same position in the rotating of the earth stations. This enables satellites to beam all over the planet with ease”.

Agba (2001) As a communication technology, the satellites have indeed benefit humanity and the broadcast industry. They do not only receive messages from the earth and transmit them back; satellites can equally receive messages from each other.

According to Ibemesi (2007) for satellite communication to happen, two requirements exist; one, there must be a satellite located in space; two there must be an earth station located on the earth. Signals are thus transmitted to the satellite from the earth station. The satellite then re-transmits these signals to the earth for consumption. Taking television for example, pictures picked by the camera are transmitted to the satellite through the earth station. The satellite then powers these picture signals in frequency and beams them back to the earth where they are received by viewers using satellite dishes directed to the space

2.1.3 Cable Technology

The cable technology according Agba (2001) “is a communication mode which uses wire or cable connection in distributing radio and or television signals from a common distribution centre called a head end to a terminal reproduction device which is usually located in a subscriber’s home or some other agreed location. Its history dates back to the 19th century with the invention of the wired telegraph through the contributions of Claude Chappe, Robert Hooke and Samuel Soemmering.

The cable system is distinguishable from other wireless communication by its use of wire “channels” to relay messages rather than airwaves. It involves the use of wire connections to transmit and receive electronic data in communication. It can relay data both in digital and in analogue form.

2.1.4 Computer Technology

Computer is a device that accepts processes and stores data. It is the nucleus of the modern communication technology. Agba (2001) posits that the ability of the computer to process, transmit, store and execute programmes makes it versatile. It speeds up problem solving and increases productivity.

Ochai (2007) opines that the computer can be used to manipulate data according to a list of instructions. The ability of the computer to keep signals in its memory and provide visual and even radio interpretations to such signals makes it an invaluable hardware for information dissemination in broadcast industry. Also, it offers faster, cheaper, more efficient and effective means of achieving quality in news-gathering, processing and dissemination.

Initially, the principal input into computer was number essentially for arithmetical computation. Today, it has gone beyond that. It can now process non-numerical inputs like spoken and written languages. It can translate languages, retrieve information and process pictures

2.1.5 Digital Cameras

Digital is a system where “binary based constant amplitude signals, varying in time, provide signal recording without noise or distortion”, and digitize, is the creation of a “digital equivalent of an analogue image by sampling and converting it to binary system”. (Kindem and Musburger) in journal of the National Broadcasting Commission. Due to digitalization, the work processes of the media industry have changed. Using digital technology in programme production has been considered easier Niina and Sanna (2005). In spite of the hard financial situation posed by digitalization in the broadcast industry, digitalization has led to increased multi-

professionalism and mixed job descriptions, which means for example that in the future journalists in addition to their traditional task will record, film and edit their programmes.

It allows broadcasters to deliver more programmes and added functionality. The three most prominent methods of delivery are digital satellite, digital terrestrial and digital cable.

Digital signals make possible video-on-demand, interactive programme guides. Digital signals create sharper and crisper video and can be compressed, increasing the number of channels that can be transmitted over a single system. Dominick (2002).

2.1.6 Teletext

The teletext was introduced by the British Telecommunication around 1974. The device blends elements of television broadcasting and print. It is a one way system, which sends “electronic pages” over frequencies used for television signals. The pages with the aid of a special decoder appear on home television screen. The teletext offers all the advantages of electronic processing and storage of data. It is a terminal-to-terminal, non-interactive electronic mail service. The teletext user has a hand held remote control and simple button commands change the screen for television image.

2.1.7 Micro-Wave Technology

Micro-waves are very short electromagnetic waves which work by line-of-sight transmission. Microwave systems may be used to send network television (e.g NTA) programmes to thousands of miles before they reach the local TV stations. Micro-wave technology has a device called terrestrial (land) micro-wave system which operates in the same general range of radio frequencies as though communication satellites.

2.1.8 Fibre Optic

This is a device, which uses optical fibres to transmit information over a communication channel. According to Oxford Advanced Learner’s Dictionary ‘it is a process of sending information by means of infrared light signals along a thin glass fibre. Fibre optics is a communication line just like copper wire (cable). As the name suggests, the device uses light to transmit information. Instead of transmitting electrical voltage, it sends light impulses through a fibre with a small aperture through which the light passes. Consequently, of all the things known to man, light has the greatest speed of travel. It underscores the speed at which information is disseminated by means of this device. Fibre optic has the ability to carry increased quantities of information at high speed, such information could be in the form of voice, data or images. The device is capable of carrying any type of signal that can be transmitted on conventional metal wires. It is believed to be the latest technology in wired communication. Agba (2001).

2.2 Development of Information and Communication Technologies (ICTs)

The developments of ICTs have come of age. The level of sophistication and miniaturization associated with modern information and communication technologies have not always been like this, it has progressed from large format, to complete analogue system, which has been transformed by digital technologies.

Furthermore, land base telegraph invention by Morse in 1843 joined the league. The consequence was the establishment of international News Agencies and the rivalry that ensued. This necessitated the modernization of these communication technologies; computer became the central nervous system of the new communication and information technology. Wogu (2006) noted that it provides “cheaper, more effective and efficient means of achieving quality in news gathering, processing and dissemination”. Ever since then, computer has been applied in media industries through such systems as videotext, internet, animation, computerized cameras, telephones and camera automations. It has equally lightened the printing works of typesetting, computerization, key boarding, electronic editing and printing. It has also obliterated the constraints of time and space in the act of information gathering, processing production and dissemination.

Aririguzoh (2006) asserts that the ability to communicate effectively depends on the available technologies that is at one's disposal. He went further to chronicle the development of information and communication technology thus; About 2000 BC, the early humans communicated by first drawing symbols on the walls of their caves, the way they beat their drums and the kind of smoke coming out from their caves communicated different messages among them. These very primitive communication devices laid the foundation of our present day ultra-modern information gathering and processing technologies.

The development of writing dramatically increased the possibilities of coding data in permanent and portable forms. In about 1000 BC; early pictographic writing gave way to alphabets. Paper was invented around 100 AD. The oldest known printed piece is a sutra printed in Korea in 750 AD. Modern printing began in Germany in the mid-15th century even though the Chinese, Japanese and Koreans developed printing much earlier. By 1500 Johannes Gutenberg had completed the printing of a Bible using movable type and a printing process that he had developed. Printing revolutionized the communication process and increased the rate of production of written and visual documents.

Meanwhile, communication technologies were developing. The ancient Greeks built many high walls even into their country side. Different messages were relayed to the people by fire and smoke signals. The Persians and Romans developed a Postal system; official

correspondence was conveyed by horseback between stations on a regular basis. The 1500s and 1600s witnessed the influence of printing as newspapers started appearing in their present day form. In the 1600s; regular mail service was established to link major cities in Europe. The 1700s witnessed the operation of postal services in many countries. The telegraph made its advent in 1794. The 1800s was awakening by the Samuel Morse invention of Morse code in 1837. It allowed the translating of characters into a sequence of long and short electrical impulses (called dots and dashes) that can be sent to a recipient. In 1866 cable was laid across the Atlantic to heighten the rapid transfer of information.

The telephone came in 1876 when Alexander Graham Bell discovered that human voice could be converted directly into electrical energy and this in turn could be transmitted over a wire. In 1895, Marconi discovered the wireless telegraph or radio transmission. This sent human voice on air. These marked the introduction of electronic communication technology.

From the 1930s, television transmission came in. Computer came in the 1940s. The 1950s and 1960s saw the development of communication satellites, which served the same relay function as the early but less sophisticated fire tower of ancient Greece. The use of satellites made it possible to cover the whole world and relay immediately from location. Direct broadcast satellites delivered television signals from the satellites to the homes. The satellite dishes collect faint microwave signals from an orbiting satellite and amplify these about a million times. Microwave technology allows stations not using standard AM, FM and television frequency to transmit at higher frequencies. The higher the frequency, the further the electronic microwave travels.

Recent years have witnessed the emergence of miniaturized transistor radios, stereophonic audio equipment and mini cameras; wireless telephones, digital telephone networks, helicopter borne homing antenna and the compact disk. From the 1980s, computers and telecommunications found new applications in mass communication. Computerized graphics came into existence and changed factual television. Lightweight electronic cameras like beta cam and camcorder means that the television crew do not have to lug heavy equipment to series of events. The introduction of domestic video recorders means that any person with the equipment could time shift: record whatever is of interest to him off the air and watch it later.

The development of technologies change the way we receive and pass messages across. This means that the available ICT resources determine how we consume mass communication products. Today teleconferencing or video communication aims at reducing traveling costs by connecting people with video links. Post and Anderson (2000) notes that large companies have built teleconferencing rooms linked to other similar centres in other parts of the world. They can

also view documents. All communication requires a transmission medium. Signals can be carried by a variety of media, electricity, fibre optics or waves. Signals sent through electricity pass through coaxial wires, example as used in cable television. Fibre optic cables are reflective glass or plastic coatings. They offer the fastest transmission rates with the least interference.

Wave transmission includes radio, microwave or infrared. They do not require cables. The airwaves carry the signals. This is known as “broadcasting”. Any person with a receiver or antenna can pick up the signals. Both microwave and infrared transmission require a clear line of vision. Information communication technology has made electronic publishing easier.

Electronic publishing is the on-line publishing or the electronic delivery of newspapers, magazines, news, books and other information via internet. E-publishing was initially aimed at supporting research through the provision of on-line bibliography and data bases. The coming of the web made e-publishing a most economical and quick way of disseminating information on a mass scale to viewers worldwide.

2.3 Challenges of New Media Technologies in the Nigerian Broadcast Industry

Despite the fact that New Media Technologies are basically of great service, they do have some basic challenges which tend to hamper success and reduce workability. Some of the challenges facing the Nigerian broadcast industry in line with the New Media Technologies include; Lack of Access, has profound effect on the way people learn, conduct research, buy goods, communicate and even listen to radio and television, connectivity to the internet, (in Nigeria, as in other African countries) has remained low”. This lack of access to the New Media Technologies is probably the worst problem faced by Nigerian broadcast industry even in Africa. Although there has been an upsurge in computer knowledge and usage in Africa, the infrastructure is inadequate.

In relaying other expressions, of concern by people over the delay in internet connections, the statistics given by International Telecommunication Union (ITU) as at September 2006, noted that there were only 5 million internet users in Nigeria representing 3.1 percent of the whole population of Nigeria.

Because of this obvious lack of infrastructure, and subsequent lack of access to the internet, many users in broadcast industries cannot log on to the internet stations. Unstable Power Supply is another problem suffered in the third world countries especially in Nigeria. In a situation where there is unsteady power supply to power the computers or to recharge the UPS, most broadcast station find it a waste of resources to subscribe to the service providers. This in turn, means that they cannot be connected to the internet which is at the centre of the New Media Technologies.

When this happens, the stations are unable to tune in internet stations. This is because as in most developing countries, the cost of getting connected to the internet is so enormous that one can hardly waste it with the prevalent epileptic power supply. Information Overload, as a result of the new media technologies, is also one of the challenges faced by the Nigerian broadcast industry. The present age has begun to suffer from information overload, which in turn leads to information anxiety. "Information overload refers to the state of having too much information to make a decision or remain informed" (Wikipedia, the free Encyclopedia). Put differently, the present world has got overwhelmed by so much information that makes it difficult to make meaning out of them. The Wikipedia explains this thus; "information overload comes from having more information available than one can readily assimilate. This phenomenon is sometimes referred to as "techno stress" techno stress induces a correlated perception that users of New Media Technologies are controlled by new media technologies rather than being empowered by it. Like any kind of stress, techno stress results in reduced interpretative performance and poor judgment, this is well known to cognitive psychologists.

Baran (2009) puts it that too much choice leads to information overload. There is a big difference between having more understanding or comprehension. Thus, the receivers of information are so much bombarded with information that they become "obsessed" with them and find it difficult to put them into constructive use. This situation is known as information overload or information anxiety. With increasingly more sophisticated technological back up, broadcasting is becoming a very serious factor in these unfavourable phenomena of information overload and anxiety. With greater news coverage ability, expanded network and virtually limitless reach, television and radio stations continue to fast create a world overwhelmed with information. The satellite, microwave, cable and internet technologies speak very loudly here.

Though information overload may be seen as a western world phenomenon, one finds it easily agreeable that the fast rate of information availability in our part of the world is leading us to the door-step of information overload and anxiety. The country's broadcast industry stirred up by growing internal competition is fast rising after the fashion of the western experience. One fears today that in no distant time, we like the western world will become "obsessed" with information coming from our broadcast industry that continues to grow in size and sophistication.

High Cost of equipment and accessories poses a lot of challenges to the computers, internet connection, (broadband) internet browser (internet explorer software) sound cards for playing music on external speakers, and computer speakers. All these are expensive as most media people already have the good old-fashioned traditional television and radio sets, and may

have to buy the modern equipment that will help them broadcast to their audience efficiently. This is very discouraging, as many broadcast station cannot afford this.

Irrespective of the Human Factor in communication, one of the “ills” of the new media technologies is their tendency to ignore the human factor in communication. In this case attention is focused more on the machine that relays information and on the marveling mechanical processes involved in it than on the human for whom the communication is made. More emphasis is here placed on how fast and how technically well packaged an information is in getting to the human audience. The human capacity to understand and make constructive use of the information is almost ignored.

Agba (2001) presents the picture clearly thus; “there is more emphasis on the „how“ of presenting news than on the vital ingredients of journalistic reporting; hence more attention is paid to the equipment which presents the news in a dramatic form than to news writer”. Still on this neglect of human value in favour of technology, Tom Petit, the Executive Vice – President of NBC News writes thus;

As television becomes more sophisticated, the packaging element overtaking the information it is supposed to convey. That is, pictures are now more important than facts. Thus the focus is now on the “look” of the news and not on its content.

Consequently, the value of news is here sacrificed on the altar of “good” packaging and the human value swallowed up by quest for technological wonders. The news is here entirely stripped off every human value. As the increasingly large number of stations aim is to out-smart each other in the areas of technical excellence and speed in message packaging and delivery, the very fundamental human factor is neglected in favour of these technological values.

Another challenge posed by the application of the new media technologies is skillful reportage, with live reporting you report events as they are happening. This means that you are precluded from script writing, editing and re-shooting. In the bid to stay on top of the news and in a highly competitive field, reporters can make mistakes. A defamatory statement cannot be withdrawn neither can wrongs turn into rights. Where the reporter is unable to adlib an unfolding news event in an accurate and effective manner, using Electronic News Gathering becomes a challenge. Where the reporter is an inexperienced journalist with a poor background in diverse fields, he may not be properly informed or at most be very poor in live reporting.

Technical Complications may frustrate the best effort of a field reporter to report from a live location. Where communications with the news anchor is by satellite, a delay of one or half second may occur between the time the anchor speaks and the time the reporter hears his voice.

Similarly, the reporter may hear his own voice a second or half after he has spoken. Sound engineers may minus out the reporter's voice by technical adjustments so that the anchor and the viewers do not experience this lag, but the field reporter is still left with distraction of hearing his own words on delay.

Facts not properly investigated are reported, chaos may erupt in the society especially in an ethnically volatile country like Nigeria. The reach and speed of these technologies can be used to mislead and deceive others. Skillful editing can remove flaws or tell totally misleading stories. Spliced pictures can be presented as whole pictures. Picture can be made to lie. Lies mislead and may cause societal disharmony. Another obvious challenge the new media technologies are posing to our present age is that of cultural and moral harm. Precisely in the aspect broadcasting, this challenge has made itself felt as radio and television stations become more and more insensitive to morality and culture in their message delivery. Ibemesi (2007) citing David Shank was apt in describing the phenomenon thus:

“Society, as we all know from experience, is becoming inexorably crass. We are witnessing the new reign of trash TV, hate radio, tort litigation, publicity stunts, excessively violent and sarcastic rhetorics. Films are ever more sexually explicit and violent. Advertising is noisier, more invasive, and frequently skirting the bounds of taste ...profanity is up, and common decency is down... What others have called our „crisis in family values“ has more to do with the information revolution than it does with Hollywood“ slack of respect for the traditional family model”.

Our own situation in Nigeria becomes more pitiable considering the fact that we seem to always be more at receiving end as our acquiring of the modern technologies expose us more to the rampaging forces of western cultural invasion.

2.4. The Old and New

New media has emerged along with the development of new technology, especially the Internet. However, it has not taken new media as much time as it took for conventional media to grow. The acceptance of new technology by the audience was faster than before. The Internet gained 50 million users in seven year; however, to gain as much consumers would take 50 years for telephone or 20 years for television (Bakker & Sadaba, 2008). With existing structures and markets, new media changed from an alternative to a media that grew powerful enough to influence the conventional media.

The most significant effect is that new media revolutionizes how conventional media is distributed. Usually conventional media only has one channel to deliver their content.

Textual and pictorial media content are distributed to audiences through printing on

newspaper. By transforming to electronic signals, motion pictures distributes through channels like cable or satellite to TV set, which converts signals back to motion pictures and displays to audience. The point is conventional media content could only be distributed through a single distribution channel with one featured outlet: the television set, newspaper, radio, or movie screen. The Internet broadens the way media content is reaching the audience. Since media content have been digitized, it easily reaches the audience through multi-platforms - computer, laptop, smartphone, and game console - besides the traditional ways. The viewing time and place also become more flexible, especially as media devices become more portable.

Information or programs are not distributing or broadcasting at a certain time on the Internet because digital files could be retrieved without any limitation on time. Multi-platforms also make them available to more than one outlet.

Conventional media used to reach audience, both locally and nationally. Even though the globalization strategy from big media conglomerates made media content available internationally, the high distribution costs still built a limitation to that. There is less limitation, however, for distribution through the Internet. Audiences are no longer segmented by nations. New media appeals to audiences international. New media also speeds the pace of the updating media content, especially the news. For instance, the news from a physical newspaper normally comes from the previous day. If some breaking news happens after the day's paper was already printed, it has to wait for the next printing. On the Internet, news can be updated instantaneously instead. As mentioned, the Internet also reduces the distribution cost because media content is distributed digitally rather than physically.

However, with the convergence of new media, technology is pushing journalists to multi-tasking. Killebrew (2002) indicates journalists "are tasked with moving the information environment from traditional platforms to a technologically changed environment of convergence". Usually news reports from either newspaper or television are characterized by thoughtful and dense content, which requires journalists to take more time to write or produce (Killebrew, 2002). Consumers are more attracted to simplified information (Killebrew, 2002) with more visuals and less texts.

A journalist Jackie Barron (2000) described that a murder trial she was reporting on, needed her to report in multimedia platforms including television, newspaper, and web blog at the same time. In the past she would normally do one form of report. She points out that multi-platform reporting is more time consuming, energy exhausting, and requires high quality. In other words, a revolution of new technology means more work for media workers.

Eludu, Mbazie and Ndinojuo (2016) in their study found out that ICTs have been widely applied in television broadcasting by broadcast professionals at Nigeria Television Authority, NT A, Channel 10, Port Harcourt. Study results also showed that NTA Port Harcourt does not have a website whereas the benefits of using ICTs by broadcast professionals of NTA Port Harcourt include ease of communication and easier access to information using the internet and shared network, amongst a host of other benefits.

One good thing that technology brings to audiences is that it makes their life more convenient. For instance, interactivity and immediate feedback as well as teleconferencing is enabled. For example people can communicate in real time with others in different countries using technologies such as instant messaging, voice over IP (VOIP), video-conferencing, social networking websites like Facebook allows users from all over the world remain in contact and communicate on a regular basis.

Irrespective of the challenges posed by the new media, its advantages outweighs its limitations. In support of the idea, Biri (2007) asserts that ICTs have changed the circumstance in broad communications emphatically, in different parts of their activity all inclusive.

2.5 Theoretical Frame Work

Theory according to Kerlinger as cited in Okenwa (2000) is “a set of information constructs, concepts and postulations that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting the phenomena” Based on the above clarifications, The technological Determinism Theory was chosen as a guide to the study.

2.5.1. The Technological Determinism Theory

This theory as cited in Nwodu (2004) was propounded by Marshall Mc Luhan (et al) the theorist probed the casual relationship between technologies and culture. He described the impact of communication technology on our daily life’s challenges. The theory proposed that advancement in Information and Communication Technologies (ICTs) would broaden the world view around us. The main thrust of the theory is to draw the attention of media and the audience to the hidden effect of communication technologies.

In line with this study, the theory becomes very relevant in the sense that technological background would turn the world into a global village. As a result of this, the impact of Information and Communication Technologies on broadcasting especially in NTA Port Harcourt would increase the media output and therefore foster audience accessibility to the station’s messages.

Furthermore, the relevance of this theory on this study is that it however clarify the relevance Technology asserts on the operation of broadcast stations particularly NTA Port Harcourt as well as how it enables their audience to easily access media programmes and messages emanating from its station.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter is a description of the methods that was used in collection and analysis of data. It discussed the research design, population of the study, sampling techniques, sample size, instrument for data collection, validation of research instrument, reliability of research instrument and method of analysis and presentation of data.

3.1 Research Design

Research design is a plan or blue print which specifies how data relating to a given problem should be collected and analyzed. It provides the procedure for the conduct of any given investigation. Thus, this research adopted the survey research method; the rationale for adopting the survey method was that it helped to elicit responses from the sample respondents. Okoro (2001), states that survey research is a very vital method structured for collecting data for the purpose of describing a population too large to be observed directly, through a careful sampling and good construction of a standardized questionnaire. It becomes possible to gather data from a group of respondents whose characteristics may be taken as being representative of those larger populations.

To buttress this fact further, Okoro (2001) says surveys are useful in the measurement of public opinion, attitudes and orientation which are dominant among a large population at a particular period.

Asika (2006) aptly wrote that "survey research focuses on the population or the universe and data are collected from the population for intensive study and analysis. He went further to say that more often than not; the researcher finds out that he cannot possibly study all the subject or items in the population. Same vein, Ohaja (2003) also explains that survey is a study of the characteristics of a sample through questioning that enables the researcher to make generalization concerning the population of interest.

Therefore, survey is highly useful in the field of social and behavioural sciences and indeed, in any study that has to do with human action and studies that have individual as unit of analysis. This method was considered appropriate for this study since, it provided all demographic and psychographic information, judgmental views and opinions from respondents on the topic that was investigated.

3.2 Population of the Study

Wimmer and Dominick (2003) defined population as a group or class of subjects, variables, concepts or phenomena.

The population of this research work is 124 comprising of the entire staff of NTA Port -Harcourt . By virtue of the fact that they are in the right position and stand a better chance to supply the needed data for this study.

3.3 Sampling Technique

Sampling means selecting a part or portion of a given population as a representative picture of the entire population. From the selected part, generalizations applicable to the population from where the sample was drawn were made.

In Ohaja's perspective "sampling is the selection of some members or elements from the population for actual investigation".

For the purpose of this study, purposive sampling was used to study Nigerian Television Authority (NTA) Port Harcourt. The reason was that the researcher sought certain characteristics in his sampling elements. NTA Port- Harcourt were considered by the researcher as having those characteristics the researcher needed since the topic had a direct bearing on them.

3.4 Sample Size

A sample size of 124 respondents was used for this research comprising of the entire staff of NTA Port Harcourt. The returns from the respondents were used in the data analysis of this study.

3.5 Validity of Research Instrument

To ensure the validity of the research instrument, the researcher presented it to the project supervisor who looked critically, through the instrument in order to point out to the researcher statements that are poorly worded, and those that do not correspond with the purpose of the study.

3.6 Reliability of Research Instrument: The reliability of the instrument was confirmed by carrying out a pilot test with 20% of the population (25 staff), and the results of the pilot test were found to be consistent, then the instrument was deemed reliable.

3.7 Instrument for Data Collection

This survey was conducted using the questionnaire as the main instrument for data collection. According to Okoro (2001), "the questionnaire is a vital instrument for gathering information from people about their opinions, attitudes, behaviours and perceptions on a given phenomena". The questionnaire contained both structured and unstructured questions which were geared towards answering the research questions. The close-ended questions required the respondents to choose from the list of options by checking and ticking correctly already structured responses.

The open-ended questions created room for advancement of reasons by the respondents by giving them the opportunity to report in writing their responses to the questions. Thus, the instrument was administered to the respondents physically. It sought to elicit the respondents' views and feeling about the issue under investigation

3.8 Method of Data Collection

The copies of the questionnaire were administered personally by the researcher to the respondents. This is because the researcher wanted to ensure that there was no mutilation and to ensure early and high return rate.

3.9 Method of Analysis and Presentation of Data

To analyze the raw data, simple frequencies, numbers and percentages and tables was used where necessary. The percentage method was adopted for presentation of data that was analyzed with regards to its efficiency, wide use and ease of understanding

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

4.1 Data Presentation

This chapter presents and analyses the data collected by the researcher in the course of the study. It shows the computation and analysis of data using tables, frequency scores and simple percentages.

A total of 124 copies of the questionnaire were administered for this study. Out of the 124 copies distributed, all were returned although Eight (8) were invalid, making the return rate of copies of questionnaire distributed 116, representing a response rate of 94% percent of the respondents. Below is the table showing the return rate of copies of the questionnaire distributed to staff of NTA Port-Harcourt.

Table I: Return Rate of Copies of Questionnaire Distributed

No Of Respondent	No Of Questionnaire.	Percentage %	No Of Questionnaire Returned	Percentage%	No Of Questionnaire Not Returned	Percentage%	No Of Questionnaire Analyzed	Percentage%
Workers In Nigeria Television Authority (Nta) Port Harcourt.	124	100%	124	100%	-	-	116	94%
	124	100%	124	100%	-	-	116	94%

Table 2: Demographic Distribution of Respondents

Code number	Questions	Options	Frequency	Percentage
1	Sex	Female	85	73.2%
		Males	31	26.7%
		Total	116	100%
2	Age	a)20-30	20	17.2%
		b)30-40	65	56.0%
		c)40-50	31	26.7%
		d)50-60	-	-
		Total	116	100%
3	Qualifications	First School Leaving Certificate	-	-
		WASC/SSCE/NECO Certificate	10	8.6%
		OND/NCE	35	30.1%
		HND/BA/BSC	61	52.5%
		Masters and above	10	8.6%
		Total	116	100%
4	Marital status	Single	41	35.3%
		Married	65	56.0%
		Widow/widower	5	4.3%
		Divorced	5	4.3%
		Total	116	100%
5	Length of service	0-1	5	4.3%
		1-5	26	22.4%
		6-10	50	43.1%
		11-15	20	17.2%
		16-20	5	4.3%
		21years and above	10	8.6%
		None of the above	-	-
		Total	116	100%

From the above table, it is evident that all the demographic information of the respondents is contained therein.

Looking at the sex distribution table, it shows that 31 respondents, representing 27% are males while 85 respondents representing 73% are females. This gives a fair representation of both sexes. In as much as sex has little or nothing to do with the study, it was believed that there was a need for a fair representation of both sexes. In other words the result from the data shows that the females are greater in number.

The age distribution table reveals that the sampled population, as shown in the table above is made up of respondents between the ages of 20-30 years that is 20 respondents (17%) 65 respondents (56%) were between 30 -40 years,31 respondents (27%) were between 40– 50 years.

As was deduced from the age distribution, it could be said that the major work force of the stations under study is between 30-40 years of age. In other words it could be said that respondents for this study cut across different age groups

On the educational qualification of respondents, the table shows that all the respondents sampled are literate, as they received formal education to some level. 61 respondents (53%) have their first degree. 35 respondents (30%) have OND/NCE, 10 respondents (9%) have their higher degree while 10 respondents (9%) have O'level qualification.

From the result above, we can safely deduce that the respondents sampled are literates.

The table on marital status reveals that there are more married people among the respondents. 65 respondents (56%) were married, 41 respondents (35%) were single, 5 respondents (4%) were divorced, while 5 respondents (4%) are widow/widower. It is evident from the result above that all the category of marital status is represented among the sampled respondents.

On the length of service with the organization; the table reveals that 5 respondents (4%,) have worked with the organization for 0-1 year, while 26 respondent (22%) have worked with the organisation within 1-5 years ,50 respondents (43%) have worked with the organization for 6-10years ,20 respondents have worked between 11-15 years (17%), 5 respondents(4%) have worked between 16-20years, while 10 respondents (9%) have worked over 21 years with the organisation.

It is worthy of note that more than average (43%) of the respondents have worked with their organization within 1- 5years. The import of the respondents length of service with the organization lies in the fact that since they have worked with the organization for those numbers of years, it is long enough to give adequate assessment of the relevance, influence and possible shortcomings of the new media technologies. If they are aware of these, they are in good stead to offer useful suggestions for the improvement of their organizations via new media technologies.

Table 3

Code number	Questions	Options	Frequency	Percentage
10	How has the use of the new media technologies contributed to the success of your job?	a)It saves time	10	8.6%
		b)It makes delivery easy	10	8.6%
		c) it increases efficiency	16	13.7%
		d)it reduces error	10	8.6%
		e) It has cut the barriers of distance	20	17.2%
		f) All of the above	50	43.1%
		TOTAL	116	100%
19	In what ways have the new media technologies contributed to your station's quality of programmes generally	a) There's increase in the number of quality programmes as a result of the speed at which these machine work	25	21.5%
		b) There's clarity in picture as a result of the use of digital video cameras. 10 3.6%	8	6.8%
		c)Digital editing of programmes have removed unwanted elements and made programmes more palatable	20	17.3%
		d) As a result of digital editing sound effects can now be incorporated in to programmes to depict real life experiences	23	19.8%
		e) All of the above	40	34.4%
		f) none of the above	–	–
		Total	116	100%

The above table shows that new media technologies have contributed to the success of the broadcasters' job; 10 respondents (9%) contend that the new media technologies have contributed to the success of their job by saving them time. 10 respondents (9%) agreed that the modern technologies have contributed to the success of the broadcasters' job by making delivery easy. 16 respondents (14%) affirms that it contributed by increasing efficiency in their job. 10 respondents (9%) states that one of the achievements of the use of new media technology is the reduction of error in scripts. 20 respondents (17%) observed that the new technologies, have cut the barriers of distance while 50 respondents(43%) opined that the new media technologies have contributed to the success of their job in the various ways identified in the options.

Eliciting information from the respondents, as to what ways have the new media technologies contributed to the station's delivery of quality programmes generally, 25 respondents (22%) observed that there is increase in the number of quality programmes as a result of the speed at which these machines works. Another 20 respondents (17%) reveal that digital editing of programmes has removed unwanted elements and made programmes more palatable. 8 respondents (7%) assert that the modern technologies have helped in the clarity of the pictures as a result of the use of digital video and cameras. 23 respondents (20%) agreed that as a result of digital editing, sound effects can now be incorporated into programmes to depict real life experiences. 40 respondents (34%) reveal that all the items identified are the contributions of new media technologies.

Table 4

Code number	Questions	Options	Frequency	Percentage
7	Which new media technologies do you use in your station? List.	a) Desktop/Laptop Computer	20	17.2%
		b) Digital Camera	10	8.6%
		c) Flash Drive	35	30.1%
		d) Internet	20	17.2%
		e) Digital Studio	5	4.3%
		f) Digital Television	3	2.5%
		g) CD-ROMS	-	-
		h) Satellite/Cable system	5	4.3%
		D) Video/Audio	5	4.3%
		All of the above	13	11.2%
	Total	116	100%	
8	How many of these new media technologies can you operate efficiently? List	a) One	37	31.8%
		b) Two	20	17.2%
		c) Three	35	30.1%
		d) Four	14	12.0%
		e) All	10	8.6%
		Total	116	100%
13	How often do you make use of the internet in your office?	a) Once a week	16	13.7%
		b) Twice a week	28	24.1%
		c) Thrice a week	10	8.6%
		d) Four Times a week	-	-
		e) Five times a week	10	8.6%
		f) Uncertain	42	36.2%
		g) Everyday	10	8.6%
		Total	116	100%

The above table shows the available new media technologies in use in the sampled stations as given by the respondents. The Flash drive is largely in use, as 35 respondents (30%) mentioned it. It was followed by , Desktop/laptop computer, and the internet with 20 respondents (17%) making mention of it, it was followed by Digital Camera, satellite/cable system, video/Audio mixer, in that order while 13 respondents (11%) make use of all the new media equipment in their station.

Probing further from the respondents how many of these new media technologies they can operate efficiently, 37 respondents (32%) contend that they can operate only one equipment, 20 respondents (17%) revealed that they can operate two (2) of the new media equipment. 35 respondents (30%) affirm that they can operate three (3) of the new media equipment efficiently. 14 respondents (12%) were of the view that they can operate 4 of the equipment. Only 10 respondents (9%) said they can operate all the equipment.

To find out the frequency level at which the respondents make use of the internet facilities in their station; 16 respondents or (14%) observed that they make use of the internet facilities once a week. 28 respondents or (24%) asserted that they make use of the internet facilities twice a week. Another 10 respondents (8.6%) agreed that they use the internet thrice a week. 10 respondents (9%) were of the opinion that they use the internet five times a week. 42 respondents (36%) said the number of times they make use of the internet is uncertain. 10 respondents (9%) contend that they make use of the internet facilities every day.

Table 5

Code number	Questions	Options	Frequency	Percentage
5	Do you have access to any new media technology in your office?	a) Yes	110	94.8%
		b) No	6	5.1%
		c) No idea	-	-
		Total	116	100%
6	If yes, which of the new media technology do you have access to?	a) Computer	35	30.1%
		b) CD-ROMS	-	-
		c) Digital Television	18	11.1%
		d) internet	20	17.2%
		e) Satellite Technology	8	6.8%
		f) Cable System	-	-
		g) Digital Camera	15	12.9%

		h)All of the above	25	21.5%
		I)None of the above	–	–
		j)Any other Specify	–	–
		Total	116	100%
11	What type of studio does your station operate with?	a) Digital	70	60.3%
		b) Analogue	36	31.0%
		c) No idea	10	8.6%
		Total	116	100%
12	Is your station connected to the internet?	a) Yes	96	82.7%
		b) No	-	-
		c) No idea	20	17.2%
		Total	116	100%
14	Are all the computers in your station connected to the internet	a) Yes	30	25.8%
		b) No	65	56.0%
		c) Not sure	10	8.6%
		d) No idea	11	9.4%
		Total	116	100%

In determining the extent to which new media technologies have been incorporated into the stations' operations; 110 respondents (95%) agreed that they have access to the new media technologies in their office. 6 respondents (5%) asserted that they do not have access to any of the new media technologies.

On which of the new media technologies they have access to, 35 respondents (30%) were of the view that they have access to computer, 2 respondents (5%) opined that they have access to CD-ROMs, another 18 respondents (11%) revealed that they have access to digital television, 20 respondents (17%) affirmed that they have access to the internet, 8 respondents (7%) asserted that they have access to satellite technology, 15 respondents (13%) agreed that they have access to digital camera while 25 respondents (22%) said that they have access to all the technologies.

Eliciting information on what types of studios the stations operate with, 70 respondents (60%) affirmed that their stations operate with digital studio, 36 respondents (31%) observed that their station operates with analogue studio while 10 respondents (9%) said they have no idea of the kind of studio their station operates with.

To ascertain further if the stations are connected to the internet, 96 respondents (83%) agreed that the station is connected to the internet while 20 respondents (17%) said they had no idea if the station is connected to the internet.

In verifying if all the computers in the broadcast stations are connected to the internet; 30 respondents (26%) opined that all the computers are connected to the internet, 65 respondents (56%) said no it isn't, 10 respondents (9%) said they were not sure if all the computers are

connected to the internet, while 11 respondents (9%) pointed out that they have no idea if all the computers in the Station are connected to the Internet.

Table 6

Code number	Questions	Options	Frequency	Percentage
20	What are the difficulties posed by these new technologies to the broadcast stations?	a) High Cost of accessories	47	40.52%
		b)ignorance/lack of technical know-how about the new technologies	35	30.17%
		b) Lack of access	20	17.24%
		c) Any other, Specify.	14	12.07%
		Total	39	100%

The above table shows that 47 respondents or (41%) revealed that the high cost of accessories is another problem encountered by the broadcast stations. 35 respondents (30%) contend that ignorance/lack of technical know-how about the new media technologies on the part of members of staff is another challenge, 20respondents (17%) asserted that lack of access to new media equipment is another challenge they face, while 14 representing (13%) could not identify difficulty.

4.3 Discussion of findings

From the data gathered, presented and analyzed so far, the following findings emerged.

Research question 1 to what extent have the new media technologies influenced the operations of the broadcast media.

For clarity of reason the researcher first ascertained the views of the respondents on whether the use of the new media technologies has contributed to the success of their job. The data contained in table 3 give the responses of majority of the respondents' understanding of new media technologies' contribution to the success of their job as 50 respondents or 43%. it is also evident that in the second item on table 3, responses provided from 25 or 22% respondents reveal that new media technologies have contributed to the quality of programme generally. The data presented in table 3 points out further that new media technologies have had great influence on the work performance of broadcasters and on the general output of broadcast stations. This is seen by over 34% of the respondents to the first question analyzed in table 3 that new media technologies have helped to achieve all the items identified in the options. In the second item on the table over 60% respondents affirmed that new media technologies have created clarity and

fidelity in programme transmission, improved the speed of productions and helped to promote richness and variety of broadcast programmes. It implies that new media technologies have been very effective in view of their level of influence on broadcast media stations.

Research question 2 how proficient are the members of staff in the use of the new media equipment in the sampled stations. As given by the respondents, the Flash Drive is largely in use as 35 respondents or 30% mentioned. It was followed by computer /laptop and the internet 20 respondents (17%) each, followed by Digital Studio 5 respondents (4%), Satellite Cable system 5 respondents (4%) and Video/ Audio Mixer 5 respondents or 4%, while 13 respondents or (11%) pointed that they use all the listed equipment.

It is obvious from the table that these new media equipment are in use in these stations but considering the number of respondents that make use of each of them. It implies that the level of usage is low.

Code No.8 on the same table probe further from the respondents how many of these new media technologies they can operate efficiently. It is glaring from the data analyzed that 35 respondents or 30% agreed that they can operate three (3) of the new media equipment, 14 respondents or 12% were of the view that they can operate four (4) new media equipment 20 respondents or 17% reveal they can operate two (2) of the new media equipment while 37 respondents or 33% pointed out that they can operate one (1) of the new media equipment while 10 respondents or 8.6% said they can operate all the new media technologies.

A critical look at code no.8 in table 4 above, we will understand that the number of these new media equipment that the respondents revealed that they can operate is not good enough to say that they are proficient in the use of new media equipment. The implication of this to the broadcast stations is that the success of any broadcast organization depends solely on the level of use and application of the right equipment to improve their output. This affirms the view of Defleur and Dennis (1991) that information technologies have more to do with the skills, knowledge and understanding needed to employ the information and communication technologies appropriately and efficiently

Code no.13 in table 4 above, sought the frequency level at which the respondents make use of the internet facilities in their station. It was glaring from the data analyzed that 42 respondents or 36% said the number of times they make use of the internet is uncertain, 10 respondents or 7% were of the opinion that they use the internet facilities three times a week. 16 respondents or 14% observed that they make use of the internet facilities once a week. 28 respondents or 24% asserted

that they make use of the facilities twice a week. 10 respondents or 9% agreed they make use of the internet facilities every day.

The above data implies that the Nigerian broadcast industry is gradually adopting the use of new media technologies and is applying its use moderately. Since only 42 respondents representing 36% of the total respondents agreed that the number of times which they make use of the internet facilities is uncertain and 10 respondents representing 9% of the total respondents said that they make use of the internet facilities every day then one can conclude that the media personnel are not highly proficient in the use of the new media technologies and lack access to these equipment because is not at their disposal to use it whenever they require it.

Research question 3 set to determine the extent to which new media technologies have been incorporated into the stations' operations. To answer this question response from 110 respondents or 95% of the total respondents agreed that they have access to new media technologies in their stations. Therefore it can be said that they have incorporated the use of the new media technologies into their operations.

It is evident from code no.11 of the table 5 above that 70 respondents or 60% agreed that their stations make use of digital studio. 30 respondents or 26% of the view that all the computers in the station are connected to the internet, 10 respondents or 9% pointed out that they were not sure.

From the data presented in table 5 above it could be deduced that the broadcast media have incorporated the use of new media technologies into their operations. However, the level of compliance is low since the respondents could still identify some new media equipment like the cable system not in use in the stations and some computers not still connected to the internet which is the centre of the new media technologies in the television station under study.

Research question 4 was aimed at finding out the challenge posed by new media technologies to the broadcast industry. It is obvious from table 6 above that 47 respondents or 41% attest that high cost of acquiring the equipment has stood as an impediment to the use of new media technologies. Lack of technical skill to manipulate the equipment as pointed out by 35 respondents or 30% is another challenge encountered in the use of new media technologies. 20 respondents 17% asserted that lack of access is an impediment which they face in the use of new media technologies. It is evident from the table that until this equipment become affordable and at the beck and call of every media personnel, Nigerian broadcast industry cannot become a world contender in the sphere of broadcasting. This lends credence to what Dominick (1990) wrote that „new media technologies have gone a long way in bridging the gap between nations, and subsequently accelerating economic and social growth among countries. It changes the basic

elements of communication, and has been said to provide human development and eradicate poverty.

This implies that if these equipment are not affordable and accessible in these broadcast stations they will still remain backward in the sphere of broadcasting making them totally dependent on the international news agencies as the case has always been because they lack the right media equipment .

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The essence of this study is to ascertain the influence which new media technologies have had on the Nigerian broadcast media. To achieve this, a statement of problem was formulated with four research questions drawn to guide the research.

However for clarity of purpose, television station NTA Port-Harcourt was used as the study unit for the research and relevant literatures on ICT and broadcasting were reviewed.

In order to elicit the relevant data, the survey method of research was deployed using the instrument of the questionnaire to formulate questions in line with the research objectives.

The results showed, among other things, that the Nigerian broadcast media have accepted and adopted the use of some relevant new media technologies, particularly the extensive application of the computer and the internet in various areas of broadcasting.

The study also found out that this application has been very gradual, though moderate in Nigeria. It was also revealed that most of the broadcast personnel are not proficient in the use of the new media technologies. High cost of the equipment and lack of access are the possible challenges encountered by the broadcast media in the application of the new media technologies as was further revealed by the study.

5.2 Conclusion

It is clear that new media technologies have great influence on the operations of the broadcast media. This of course, is the monumental capabilities of the new media technologies in the Nigerian broadcast media. This realization has led to the acceptance and use of some of the relevant technologies, such as computer, the internet, digital studio and recorders. This infers that the media have fought the shackles of backwardness as implied by Amuchie (2001) when he said, "in a world that has become a global village any country that stands aloof, whether out of ignorance or lack of appreciation of this basic necessity will certainly contend with backwardness".

The rate of adoption and usage of these technologies in Nigerian broadcast industry has been very gradual as broadcasters are yet to be fully acquainted with the technologies, thus, they apply them as moderately as their limited knowledge will allow.

Despite, the reluctance in the adoption of these media technologies there has been a significant improvement in the work performance of broadcasters. New media technologies have gone a long way to improve content, delivery and quality of broadcast programmes.

This affirms the opinion of Malcom (2001) that “the position of broadcast media all over the world would improve once they apply the correct technology and communication system within their network”. Being a developing phenomenon, the use of new media technologies in Nigeria is plagued with some problems, which are not really insurmountable, but requires some level of hard work and commitment to overcome.

5.3 Recommendations

From the facts emanating from this study, it is clear that broadcasting in itself is technology-driven. It is thus inevitable that the future of broadcasting in Nigeria will be digital. In the light of this, the researcher recommends the following:

- a) The government should reduce value added tax on new media equipment, as this will help reduce the overall cost of the equipment in order to lessen the stations financial burdens.
- b) New media technologies have the capability to further the scope of broadcasting by broadening their horizon and making Nigerian broadcasting a world contender. This can only be achieved if the broadcast media go out of their way to procure new and better facilities.
- c) Lack of technical know-how is also a great impediment to the use of new media technologies in the broadcast media. Attempts should be made to educate broadcasters and other media personnel’s through the use of workshops, symposia, seminars and training courses.
- d) The Nigerian government should try to formulate policies that will give prominence to the promotion of research in science and technology. This will improve the outlook of Nigerians on technological innovations, and help to improve their general awareness and acceptance.
- e) Broadcast media should provide their staff with training and refresher IT centres in their organization. This would help to refresh and update their knowledge of new media technologies as new innovations emerge.
- f) Private, state and federal media stations should invest in the procurement of new media technologies that are in tune with modern technological advances.
- e) In order to completely eliminate ICT illiteracy among broadcasters, the government through the federal ministry of education should make IT literacy training a mandatory course in every tertiary institution, and even incorporated into the introductory technology subject of the secondary and primary schools.

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APPENDIX I

Department of Mass Communication,
School of ICT,
Auchi Polytechnic,
Auchi.
Edo state.
November, 2022.

Dear Respondents,

I am **Omokero Oghenetejiri Lovelina**, a student of the above-mentioned Department.

I am conducting a research on the topic “An Assessment of the Relevance of Modern Technologies in Broadcast media in Nigeria; A Study of NTA Television Station in Port-Harcourt”.

Kindly assist me by providing your honest opinions and views on the various issues raised in this questionnaire.

Your confidentiality is highly assured as the information given will be used for purely academic reasons.

Thanking you for the anticipated co-operation.

Yours faithfully,

**Omokero Oghenetejiri
Lovelina.**

APPENDIX II INSTRUCTIONS

Please ticks (√) in any of the boxes prov

SECTION A: DEMOGRAPHIC DATA.

- (1) Sex: (a) Male (b) Female
- (2) Age : (a) 20 –30 years (b) 30 –40 years (c) 40 –50 years
 (d) 50 –60 years (e) 60 years and above
- (3) Educational qualification:
- (a) First school leaving certificate
 - (b) WASC/SSCE/NECO
 - (c) National Diploma / National Certificate in Education
 - (d) HND, BA or BSc
 - (e) Master"s and above
- (4) Marital Status:
- (a) Single
 - (b) Married
 - (c) Divorced
 - (d) Widow/Widower
- (5) Length of service with your organization:
- (a) 0 –1 year
 - (b) 1- 5 years
 - (c) 6 -10 years
 - (d) 11- 15 years
 - (e) 16 –20 years
 - (f) 21 years and above
 - (g) None of above

SECTION B: PSYCHOGRAPHIC DATA.

- (6) Do you have access to any new media technology in your office?
- (a) Yes (b)No (c) No idea
- (7) If yes, which of the new media technology do you have access to?
- (a) Computer
 - (b) CD –ROMS
 - (c) Digital Television
 - (d) Internet
 - (e) Satellite Technology

- (f) Cable System
- (g) Digital Camera
- (h) All of the above
- (i) None of the above
- (j) Any other specify -----

(8) Which new media technologies do you use in your station? List -----

(9) How many of these new media technologies can you operate efficiently? List -----

(10) How many do you have a little knowledge of their operations? List-----

(11) How has the use of the new media technology contributed to the success of your job?

- (a) It saves time
- (b) It makes delivery easy
- (c) It increases efficiency
- (d) It reduces error
- (e) It has cut the barriers of distant
- (f) All of the above
- (g) None of the above

(12) What type of studio does your station operate with?

- (a) Digital (b) Analogue (c) NO Idea

(13) Is your station connected to the internet?

- (a) Yes (b) No (c) No Idea

(14) How often do you make use of the internet in your office?

- (a) Once a week
- (b) Twice a week
- (c) Thrice a week
- (d) Four times a week
- (e) Uncertain
- (f) Every day

(15) Are all the computers in your station connected to the internet?

(a) Yes (b) No (c) No idea

(16) Are you conversant with the workings and operations of such new media technologies in your broadcast station?

(a) Yes (b) No (c) Not Sure (d) No Idea

(17) If no to question 16 above, why?-----

(18) What are staff attitude to the use of these new media technologies?

- (a) Poor
- (b) Receptive
- (c) Poorly Receptive
- (d) Complacent
- (e) None of the above
- (f) All of the above

(19) What measures have been put in place by your organization to expose members of staff to advancements in new media technologies in order to meet the challenges of modern broadcasting?

- (a) Arrangement of in-house training scheme
- (b) Arrangement of external training scheme
- (c) Advice to staff to be computer literate on a personal level
- (d) A and B above
- (e) A, B and C above
- (f) None of the above
- (g) All of the above

(20) In what ways have the new media technologies contributed to your station's delivery of quality programmes generally?

- (a) There's increase in the number of quality programmes as a result of speed at which these machine works.
- (b) There's clarity in pictures as a result of the use of digital video cameras.
- (c) Digital editing of programmes has removed unwanted elements and made programmes more palatable.
- (d) As a result of digital editing, sound effects can now be incorporated in programmes to depict real life experiences.
- (e) All of the above
- (f) None of the above

(21) What are the difficulties posed by these new technologies to the members of staff?

- (a) Unstable power supply
- (b) High cost accessories
- (c) Ignorance / lack of technical know –how about the new technologies
- (d) Lack of access
- (e) All of the above
- (f) None of the above
- (g) Any other specify-----

(22) What influence do you think the sophistication occasioned by new media technologies; has in the operations of your station?

- (a) Remove drudgery
- (b) Enhance production/delivery of programme
- (c) Reduced human involvement
- (d) None of the above
- (e) All of the above

(23) What influence has the new media technologies on members of staff?

- (a) Positive influence (b) Negative influence (c) No idea

(24) If negative, why? -----

(25) What do you think are the gains of the use of the new media technologies for staff and the broadcast industry in Nigeria?

- (a) Easy switch from one station to another
- (b) Continuity in terms of operations
- (c) Easy creation and distribution of media contents
- (d) Production and post-production are less expensive
- (e) High sound and picture qualities
- (f) All of the above
- (g) None of the above