



# COMMUNICATION AND THE NEW MEDIA IN NIGERIA

[SOCIAL ENGAGEMENTS, POLITICAL  
DEVELOPMENT AND PUBLIC DISCOURSE]

Edited by  
Des Wilson, Ph.D.



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# **Communication and the New Media in Nigeria**

*(Social Engagements, Political  
Development and Public Discourse)*

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## **DEDICATION**

This edition is published in memory of our fallen heroes:  
the eminent and indefatigable Professor Alfred Opubor  
and Professor Fidelis Amatokwu

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## **PREFACE**

The new title in your hands is the product of our Federal University of Technology (FUT) Minna conference in 2012. The contributors to this edition are a mix of budding scholars, researchers and academics that have cut their teeth at the feet of their teachers. In eleven robust chapters, they have skilfully addressed the themes of their contributions to this book. In all there are 22 contributors who, either in joint or co-authored chapters or as single-authors have made this text, “*Communication and the New Media in Nigeria (Social Engagements, Political Development and Public Discourse)*”, the great resource that it promises to be.

In the first chapter, Okoro, Ukonu and Agbo discuss the issue of “Media Convergence and the New Shape of Public Communication” and conclude that the true picture of the level influence of media convergence on public communication is still emerging and is likely to continue for a long time.

In the second chapter on “Prospects and Challenges of Media Convergence in Nigeria”, Dr. Ladi Adamu examines both the prospects and challenges of the phenomenon of media convergence in her study in Kaduna metropolis. She argues that even if a nation wished, it does not have the capacity to resist change in the direction of the evolving developments.

Chapter three takes up the issue of “*Social Media and Political Participation in Africa*”. Five budding scholars: Nwafor, Odoemelam, Orji-Egwu, Nwankwo & Nweze jointly authored the chapter and argue that since the use of social media is fast becoming a common practice in African politics, there should be a massive education and orientation of the citizens in every country on how to exercise social responsibility in the use of social media platforms.

In chapter four, Ozuru and Ekeanyanwu attempt to analyze the current Influence of Social Media Networks on the Global News Flow Controversy. From their article, social media platforms have increased the capacity of developing societies and people to tell

their own stories, generate their own news and disseminate same without the traditional gatekeeping process managed by the developed nations for their selfish and individual national interests.

Dr. Acholonu's discourse on social media and their influence on the behaviour of students at Caritas University is presented in chapter five. The chapter provides an interesting comparative perspective, which further expands on the extensive use and role of social media while in chapter six, Ezea, Ozibo and Hassan discuss the Internet, the New Media and current approaches to business advertising in Nigeria. In the chapter, they argue for an aggressive development of ICTs especially in the area of standardisation of local brands.

Chapter seven discusses the role of social media in youth culture. In this chapter, Haruna and Danladi profile the youths and the influence social media exercises on their cultural engagements. They assert that social media have become mainstream media for the youths and point to some of the dangers this situation portends.

In chapter eight, Aishat Abdulrauf-Salau examines *Twitter* as a news source in her study of a select Ilorin population. While her study points to impact of the emerging social networking site (*Twitter*), it advises against a neglect of the traditional mass communication media as source of serious communication messages.

Dr. Agboola in chapter nine discussed the roles of Citizens Journalism as a catalyst for social development and transformation. He extols the benefits of this new genre of journalism and seems to gloss over some of the harsh criticisms of the this practice which some in Nigeria have christened 'Amebo' journalism after the TV gossip series in the Village Headmaster series of the 1970s.

Asemah and Edogoh did an appraisal of the role of social media in enhancing or diminishing national security. They raised concerns over the unregulated aspects of social media practice, which may endanger national security. They also advise youth



restraint in the use of the social media channels.

In the last chapter, Dr. Omale presents an expert view from the standpoint of restorative justice and victimology. He calls for the institution of collaborative journalism in African media practice.

In “*Communication and the New Media in Nigeria*”, we have attempted to distil the thoughts of 22 scholars into a veritable homogenous corpus in spite of the different schools of orientation of the contributors. Readers may also find some common strands between this work and the previous one which was a product of our Ota conference at Covenant University. We expect that you will find in it stimulating discourses on a subject matter which has engaged the attention of communicologists, public affairs analysts and other policy decision makers and implementers on public communication. In some extreme cases, we have read and heard loud voices on prior restraint or even outright ban. Certainly, we must not allow dissent to take us to the precipice. The debate is still ongoing and robust on all sides.

An immediate consensus may not be feasible for now. After all, there are still persons who, when piqued by unfavourable reports in our traditional mass media, do not hesitate to call for the hangman's noose. In spite of their seeming brusqueness and inconsistencies, there is yet so much to be gained by allowing almost a free rein in our marketplace of our ideas. Sooner than later, the wheat will be sorted from the chaff. Welcome to our world of intellectual turbulence.

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