

# COMMUNICATION AND THE NEW MEDIA IN NIGERIA

(SOCIAL ENGAGEMENTS, POLITICAL  
DEVELOPMENT AND PUBLIC DISCOURSE)

## ABOUT THE BOOK

This book addresses the changing nature of communication with the emergence of a new type of New Media, Social Media, which have revolutionised the communication industry all over the world. 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. We expect that you will find in this book stimulating discourses on a subject matter that has engaged the attention of communicologists, public affairs analysts, academics and other policy decision makers on public communication. Social Media arrived the communication scene in style but with mixed feelings. Many have offered divergent opinion on where the industry is heading and how to checkmate the growing and “dangerous” influence of Social Media as a new form of New Media. In some extreme cases, we have read and heard loud voices on prior restraint or even outright ban. 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. Certainly, we must not allow dissent to take us to the precipice. The debate is still ongoing and robust on all sides. This is the major reason this book is a must read to all students of communication, policy drivers, media stakeholders, academics, public analysts, and researchers in this phenomenon that is gradually assuming the 10<sup>th</sup> wonder of the world.

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Edited by  
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