

New Media in Old Media:

The Nigerian Case.

By Adegbilero-Iwari, Idowu and
Ikenwe, I. Joy

Introduction

- The internet has maintained a rising weight of impact on the global community
- internet and its component technologies have reshaped or rather continue to reshape our civilization
- The internet is described as the second division of the mass media by Mittal and Mittal (2013)
- The internet is the prototypical new medium (Siaspera, 2012)

Introduction cont'd.

- Social media is the major beneficiary of the renascent interactive Web dubbed Web 2.0
- Social media technology now occupy a germane position in the new media revolution
- With the advent of social media the mass media ecosystem have changed drastically
- Many people now prefer digital news than its usual traditional form as newspaper publication or radio/television broadcast

Introduction cont'd.

- Yet, the new media invasion have not captured all
- In fact, Americans over 50 are still somewhat less likely to consume news digitally as those under 50 (Sasseen, Olmstead and Mitchell, 2013)
- And the figure if available will be higher for that age bracket in Nigeria
- In fact, it is expected that most news consumer in Nigeria still largely depend on the old media
- But in Nigeria there seem to be a symbiotic relationship between the new media and the old
- This study, thus, aims to see the presence or availability of new media in old media, the latter having not left us

Objective

- To report the use of or rather the availability of new media technologies such as the internet and especially social media in traditional media in Nigeria

Background Information/ Literature Review

- What is new media?
- New media is defined as “a generic term for the many different forms of electronic communication that are made possible through the use of computer technology
- The term is in relation to "old" media forms, such as print newspapers and magazines that are static representations of text and graphics
- Logan (2010) sees new media as a term that will in general refer to those digital media that are interactive, incorporate two-way communication, and involve some form of computing as opposed to “old media” such as the telephone, radio, and TV

Literatures cont'd

- These older media, which in their original incarnation did not require computer technology, now in their present configuration do make use of computer technology
- The internet described as the second division of mass media by Mittal and Mittal (2013) is in many ways according to Siaspera (2012) the prototypical new medium

Mass media

- This study therefore focuses more on the web 2.0 component of the internet with specific emphasis on social media
- Mass Media plays a crucial role in connecting the World of individuals
- The Mass Media has at least three important roles to play: to inform, educate and influence opinion
- According to Mittal and Mittal (2013) mass media can be divided into two main categories: traditional media (Folk, TV, Radio, and Newspaper etc.) and New Media (Internet)

Social media

- There is no doubt today, that we are witnessing a huge shift in media
- people are migrating to the use of smart phones and social media
- Today, social media is the most engaging and interactive form of communication or public relations
- Social media is defined as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content (“Social Media”, 2013)

Social media cont'd

- Social media technologies are in different forms such as; social blogs, weblogs, podcast, internet, social bookmarking, news portals or social news, wikis, social networking (like Facebook, e-mail etc.,) social photo (like Youtube) among others
- Social media like Facebook has improved communication or interaction between people all over the globe

Channels Television

- Channels Television is one of the 13 independent television stations currently broadcasting in Nigeria, since the Federal Government deregulated the broadcast media in 1992

Channels Television cont'd

- The establishment of Channels Television as a news station was in response to the yearning of Nigerians for a TV station that will among other things:
 - * Give an alternative medium of communication to the government and its policies, and hold public officers accountable to the people;
 - * Accommodate opposing views;
 - * Inform and educate the general public on how they are governed as well as, what their civic responsibilities are;
- Uphold the ideals of balanced reporting, objectivity, fairness and the right of the individual to communicate.

Channels Television (2014)

The Punch Newspaper

- The Punch newspaper was founded by two friends, James Aboderin, an accountant and Sam Amuka, a columnist and editor at the Daily Times in early 1970s
- The paper sustains itself by delving into broad issues that interests a myriad of people (Adigun, 1990)
- The Punch has since been dubbed the “most widely read newspaper” in Nigeria.

Methodology

- Newspapers with national coverage subscribed to by our universities were selected as the print media surveyed for the study
- Also, Channels Television (Channels TV), a national privately owned media outfit was selected as the electronic media for the study been a specialized news television station
- The Punch Newspaper (Punch) was however selected for the print media category having met our selection criteria

Methodology cont'd selection criteria:

- The media shall possess section(s) for new media reporting in its daily publication
- The media shall possess section(s) for social media reportage in its daily publication
- The media shall have adequate use of social media in its daily production

Findings

- It was found that The Punch has a section, **i-Punch**, dedicated to new media in its daily publication Monday to Friday
- The i-Punch is equally dubbed by The Punch as “... *your daily internet monitor*”
- The i-Punch was incorporated into the newspaper in February, 2013
- The i-Punch has since maintained a steady appearance on pages 14 and 15 of the Punch newspaper Monday to Friday.

Findings cont'd.

- The i-Punch captures new media issues under seven (7) subsections, viz,
 1. *i-tip*, on the top of page 14, a kind of quotable quote on social media or technology;
 2. Technology news usually culled from the internet, on the far left of page 14;
 3. *“Buzz... social media diary”*, at the base spreading across pages 14 and 15, it garners the comments of the internet public from blogs, online communities and social media networks on at least three topical issues bothering on Nigeria said or done by the elite class;
 4. Report bothering on comments from Twitter and Facebook on major political or trending matter in the society; and also on an important personalities activities on Twitter or Facebook;
 5. *“Trending- Nigeria”*, at the top of page 15, with popular names making the headlines bulleted as it would appear on Twitter;
 6. An educative corner on the far right hand side of page 15 just below “Trending- Nigeria” to teach on the use of social media and other internet technologies;
 7. *Photo of the day* section that captures incredibly funny picture sourced from Facebook, BBM, blogs and other social media platforms.

Findings cont'd

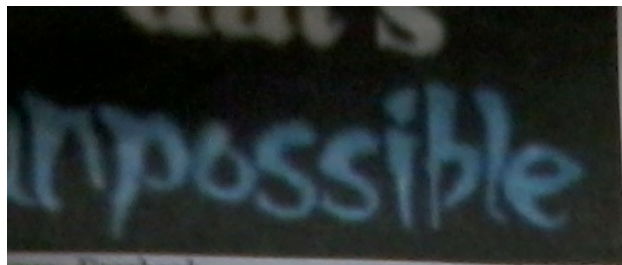
- The figure below shows a pictorial explanation of the i-Punch explained above.



Subsections of the i-Punch shown below



Buzz- another subsection of the i-Punch



Source: Facebook

...the organisation and its customers only makes social media even more likely to be used by customers who regard this medium (social media) as a genuine customer touch point or as a channel to get back at the organisation.

Some organisations have also been known to manipulate these channels to de-market

...many of us are stuck with the government of the day even when we are very displeased with their policies and actions – at least until the next elections.

A growing number of for-profit private institutions have been able to better manage their corporate brands and generally relate better with their customers across social media platforms

...all the facts and even when the facts are presented, some would never believe reports presented by public institutions especially if the reality on the ground is otherwise.

This increases the possibility of conflict with individuals and groups on social media channels. The corporate communications director I mentioned earlier was able to put his house in order.

...press handlers at voice of the c that can be h profitably.

Ignore, ignore, I thrice, post once. N or everyone merit Let it go in the li pletum. Rise above that exist and i Authentic, Bel Credible ways of bend a doing in

Buzz... social media diary

A boy or girl as first-born

WHICH is better: having a first born or first child? Here are views from nairaland.

amzy19: A girl is better as the first because she will begin to pull you out at a very young age. She will organise things and help to keep you in check for you when you aren't looking. Girls are known to be "strong" in nature and

not very helpful around the house. And as the saying goes 'boys will be boys.'

Olalan: The idea of a boy being superior to a girl child should be discarded in this age, given the fact that many girls are doing very well in all fields even in the so-called male dominated fields. The prayer should be for the Lord to grant us children who will make us proud parents irrespective of their gender.

Muskham: Why can't a

woman simply pray to God to grant her pregnancy first, a safe delivery next and a peaceful home? The rest is nothing. Loads of boys are out there that are nothing but agberos while some are vagabonds.

Many women had fantastic weddings, enjoyable honeymoon but no baby after several years. Either male or female child that God gives us, we should accept with a thankful heart.

Jonathan's 11th presidential j

THE Presidency has made a proposal for an upfront deposit of N1.5billion for a brand new private jet, which will become the Presidential Air Fleet's (PAF) 11th aircraft. The Jonathan administration has budgeted another N1.52b for the maintenance of the 10 aircraft currently in the PAF in 2014.

Comments:

Babakeu: Another N1.5bn for an 11th aircraft in this country where there is lingering poverty, insecurity, unemployment,

dwinding economy, corruption, lack of proper welfare and health care services?

In fact, each time I see this man calling God in churches, I nearly weep for this nation. A man that will go to churches and Jerusalem is still the same man buying vanities upon vanities. Where will he take all those vanities to?

That is why many of his general overseer godfathers also ride in private jets all around the globe. They are all

jet-freaks? If you can't guide their lives, they will harm to buy for them!

Simone: Surprised is budget his 2014 forge words to us Def

Findings cont'd

- ChannelsTV also uses social media like the Punch



Findings cont'd

- Channels have social media accounts with Twitter, YouTube, Google+, Facebook and others



Findings cont'd

Channels Social media

- Channels on most Fridays of the week, engages audience through Hangout on Google+ to discuss serious trending national issues

Channels' i-Witness technology

- The *i-Witness* enable the general public to report/upload pictures and videos of events real time



Conclusion

- Our attempts to take the full advantage of technological innovations has made us to be “ever learning” in a “chameleonic era” we now live in.
- Meanwhile in Nigeria, new media have a symbiotic relationship with the traditional media.
- And there is ample presence of new media in old media.

Recommendations

- Other newspapers in Nigeria should emulate The Punch in capturing and publishing new media in their daily print contents.
- Other television stations in Nigeria should take a cue from Channels TV.
- Channels TV should up their effort and fully deploy social media by using social tools like Skype, YouTube and others for live programming and news correspondence like global giants as CNN, Aljazeera and so on.

References

- Adigun A. (1990). Freedom of the Press and Party Politics in Nigeria: Precepts, Retrospect and Prospects. *African Affairs*. Vol. 89, No. 355
- Channels Television (2014). Corporate profile. Retrieved 22-01-2014 from <http://www.channelstv.com/home/aboutus/>
- Logan, R. K. (2010). Understanding New Media: Extending Marshall McLuhan. Retrieved 22-01-2014 from http://www.peterlang.com/download/extract/58328/extract_311125.pdf
- Mittal R. and Mittal C. G. (2013). Traditional and new media are friends. *International Journal of Research & Development in Technology and Management Sciences*. 19 (25). Retrieved 24-01-2014 from <http://journal.rtmonline.in/vol19iss25/05224.pdf>
- New Media (nd). New media. In Webopedia Retrieved 22-01-2014 from http://www.webopedia.com/TERM/N/new_media.html
- Sasseen, J., Olmstead, K and Mitchell, A. (2013). Digital: As Mobile Grows Rapidly, the Pressures on News Intensify. Retrieved 23-01-2014 from <http://stateofthedia.org/2013/digital-as-mobile-grows-rapidly-the-pressures-on-news-intensify/>
- Siaspera, E. (2012). Understanding new media. Retrieved 22-01-2014 from http://www.sagepub.com/upm-data/44073_Siapera.pdf
- Social Media (2013). Social media. In Wikipedia. Retrieved 29-01-2014 from http://en.wikipedia.org/wiki/Social_media

THANK YOU

