ICTs and Broadcast Media Production in Nigeria: A Study of *NTA* and *Jay FM*, Jos

Suleiman GARBA, Stephen NYAMKYUME & Zainab ANZAKU,

Abstract

This paper appraised the use of ICTs in enhancing broadcast media production in Nigeria with a focus on NTA and Jay FM Jos, Plateau State.Survey research method was adopted. A sample size of 400 was drawn from the population. Technological determinism and Diffusion of innovations served as the theoretical leaning. Questionnaire served as instrument for data collection. Findings indicate that Information and Communication Technologies (ICTs) are rapidly enhancing efficiency in media productions of the stations. The stations specifically apply the new technologies for news gathering, editing, production and circulation. The study recommends that journalists must bear in mind at all times that the Internet has weak gate-keeping for now;thus, anybody can post any contents on the cyber space. Therefore, it is the responsibility of media practitioners to always verify information and their authenticity before placing them in the media so as to enhance more professionalism and uphold the integrity of the profession.

Key Words: ICTs, Broadcasting, media productions, Internet, New Media

Introduction

Information and Communication Technology (ICT) is a generic term used to express the convergence of telecommunications, information, broadcasting and communications. According to Rodriguez and Wilson (2000, p.17) ICT is seen as a set of activities which facilitate and enhance the processing, transmission and dissemination of information by electronic means. ESCAP (2000, p.12) also perceived ICT as techniques people use in order to share, distribute, and gather information for communicating through computers and computer networks. Promoting Information and Communication Technology as an integral part for enhancing timely news delivery in the broadcast industry was articulated by Samadar (1995, p.52); he submitted that ICTs are tools for facilitating the creation, storage, management and dissemination of information by electronic means. Meanwhile, Marcelle (2000) did not only see ICTs as complex entity but an application and services used for the production, distribution, processing,

transformation of information with the aid of ICT tools.

Nevertheless, Ogunsola and Aboyade (2005, p.44) are of the opinion that ICTs came into being as a result of related technologies clearly stated by their functional usage in information access and communication is centralized through the Internet. As far as the digital age is concerned, the benefits accrue from ICTs are enormous. One of the sectors that has benefited immensely from the use of ICTs is the broadcast industry. With the use of ICTs, news processing and reporting is immediate, timely, and helps reduce the space constraints 'the death of distance'.

ICTs are gradually changing every sphere of our human lives. Due to tremendous progress in internet technologies, ICTs have a big impact on both urban and rural areas. In the mass media sector, there are significant roles of ICTs in the upliftment of the both the electronic and the print media in every nook and cranny of Nigeria (Wattegama, 2005, p.5). Emphasizing the effect of ICTs in the development of the media industry, Maida (1996, p. 9), as cited in Idemili and Sambe (2007, p.181) states that:

> The invention of some electromagnetic technologies such as micro-circuiting, micro-graphics, holographic memory, micro-electronics, optic-fibre-satellites, video discs, telex, view data, digital broadcast systems, facsimiles, videophones, computers and micro-processors, etc., has no doubt revolutionized information gathering, processing, storage, retrieval and transmission; making information available ever more widely, rapidly and less expensive (Maida, 1996, p. 9).

As noted by Lwoga (2010, p. 112), 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. 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.

According to Geetika et al (2008, p.55), information is perceived to be the primary input as well as the final output of a broadcast industry, because it converts raw information into categorized, defined and useful pieces of information. Similarly, for timely dissemination and easy access to information, Samah et al (2009) cited in Noor (2006, p.52) states that ICTs are important components that aid the accessing, recording, arranging, manipulating and presenting data or information using tools and software. More importantly, in terms of cost of production Adigwe (2010) pointed that ICTs facilitates news processing and reporting thereby ensuring immediacy and timeliness of news content to its audience

In the past few decades, Information and Communication Technologies have transformed the world in all spheres of life. It's potential for reducing manual operations and fostering growth in the media has increased rapidly. With the

Internet, journalists can now click on relevant sites to source for foreign or even local news for subsequent broadcast.

Statement of the Problem

The world today is speedily transforming into a global village since the arrival of Information and Communication Technologies (ICTs) as they make it easier for information of any kind to be easily accessed. Before the advent of ICTs, the coverage in terms of reach, content, speed and ease of information gathering and dissemination was not as effective as it appears to be with the advent of technology. Going by global trends, which foretell an increase in the employment and the deployment of ICTs in news processing, in order to achieve better efficiency, accuracy, and speed up operations of news processing. Arguably the employment of ICTs in the newsroom and in news processing activities will increase cost, as money would have to be invested into acquiring both hardware and software. Apart from the impact of ICTs on the media, they have similarly been deployed in other sectors of life such as agriculture, science, politics, commerce, geography and so many other sectors to mention but just a few.

Malhan and Rao (2007) states that, judging by the high level of poverty, illiteracy, paralytic or lack of electricity supply and technophobia among some members of the society, the ability of the broadcast media to effectively employ the use of ICTs that will speedily enhance development for the generality of Nigeria remains challenging. Also, the Nigerian broadcast and print media like other facet of life and human endeavour in the country have embraced Information and Communication Technologies to a very large extent. The question of whether these technological advancements have been completely effective in developing and transforming the media without hitches seems largely doubtful. Hence, it is against the backdrop that this study tends to appraise the use of Information and Communication Technologies in enhancing broadcast media production of NTA and Jay FM Jos, Plateau State.

Objectives of the Study

1. To ascertain the level of application of ICTs in the operation of the broadcast media with regards NTA and Jay FM Jos.
2. To examine the level of proficiency of the members of staff of NTA and Jay FM Jos in the use of new media technologies.
3. To assess the implication of the present level of ICTs application in NTA and Jay FM Jos.
4. To recommend ways of improving the adoption and enhanced application of ICTs in NTA and Jay FM Jos.

Research Questions

1. What is the level of application of ICTs in the operation of the broadcast media with regards to NTA and Jay FM Jos?
2. How proficient are the members of staff of NTA and Jay FM Jos in the use of the new media technologies?
3. What implication does the present level of ICTs application have on NTA

and Jay FM Jos?

4. What practical measures could be taken to enhance the application of ICTs in NTA and Jay FM Jos?

Review of Related Literature

The impact of Information and Communication Technology (ICT) has been felt in almost all sectors that are particularly important in human development. According to Selinger (2009, p. 47), ICT enhances learning and fills a large gap by encouraging distant learning; it is a suitable means of distributing and accessing information and learning resources which in turn have great learning potential in human capital development where resources such as books and libraries are scarce but ICT infrastructure is present. As noted by Guillen and Suarez (2005):

> Today, we are living in a world where Information and Communication Technology (ICT) is being diffused into almost all spheres of human activity at an unprecedented magnitude. Alongside this development, is an intense debate on the contribution of this technology towards productivity and growth on the one hand; and human welfare on the other in both developed and developing countries. Internationally, the spread and appropriation of ICTs has been a key dimension of globalization, urging societies to build communications systems, manage them well; develop infrastructure and capacity to use it; and implement good policy and regulation.

Information and Communication Technologies and News Gathering, Reporting and Dissemination

To many, ICTs are seen as more of a convergence of technologies rather than a mechanism that can help transport, convey or disseminate timely information. One key impact of ICTs on news gathering is not only to improve quality news delivery but also facilitates the creation and dissemination of information, by electronic means. In this regard, Dugo (2008, p.121) maintains that Information and Communication Technologies have transformed the world in all spheres of life in time past. He further elucidates that the potential of ICTs in reducing manual operations in fostering the growth in the media has increased rapidly. For this reason, ICTs bridge the constraints of distance and time by possibly bringing news sources closer than ever before to the news gatherers and reporters.

Mugo (2006, p.94) is of the view that the telephone has bridged the time between the reporter and the source, reporter and editor, saving costs such as travel logistics as news can be reported from any location and at any given point in time. Still, cost is one of the immediate impacts of ICTs on news gathering, as the cost of gathering news has drastically and significantly reduced with the advent of information and communication technologies. In addition to improving the delivery

of news, computer and telecommunication technology serve as a medium for improving both the quality and quantity of information in broadcast media. This serves as a springboard to the fact that broadcast stations reports live incidence of occurrence of any sort in real-time.

Chan-de Liu (2006, p.142) also affirms that Information and Communication Technology improves news reporting. He argues that:

> Participation which necessitates reasoning and moreover trust, will help reduce the social distance between communicators and receivers, between teachers and learners, between leaders and followers as well as facilitate a more equitable exchange of ideals Chan-de Liu (2006, p.142).

Timeliness and immediacy is one of the challenging features rocking ICTs in news reporting. It is imperative to say that ICTs have had a magnificent and tremendous impact on how fast news content reaches the target audience. Before now, audience mainly rely on newspapers for most recent happenings and broadcasters to present information or news the following day through special editions, and at the slotted news hour. ICTs have made it even easier to publish information in real time, updating breaking news and events as they occur (Mugo 2006, p.99). Garrison (2000, p.73) justifies that the abundance of online content and facilities in news reporting gave rise to a high productivity and efficiency at a reduced cost. Therefore, the high sophisticated equipment used in recording, editing and transmission of news provides cutting edge facilities to broadcast industry. Similarly, computers and computer networks are adopted in the newsroom for news processing. Garrison (2000, p.51) noted that Internet technologies are most commonly adopted in newsroom because they facilitate electronic mail, file transfer protocol, bulletin board systems, audio streaming, push technology, audio and video conferencing and internet telephony.

Challenges of Information and Communication Technologies in the Nigerian Broadcast Industry

Despite the fact that ICTs 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;

Unstable Power Supply is a 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 stations find it a waste of resources to subscribe to the service providers.

Information Overload, as a result of the ICTs, 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. The present world has got overwhelmed by so much information that makes it difficult to make meaning out of them.

High cost of equipment and accessories as well as technical complications may frustrate the best effort of a field reporter to report from a live location also pose a huge challenge 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 stations cannot afford this.

Another challenge posed by the application of the new media technologies is skilful reportage, with live reporting you report events as they are happening. This means that you are precluded from script writing, editing and re-shooting. Cremer, Keistead and Yoakam (1996, p.234) are of the opinion that news is usually fast moving, spontaneous and chaotic. In the bid to stay on top of the news and in a highly competitive field, reporters can make mistakes.

Another obvious challenge the ICTs are posing to our present age is that of cultural and moral harm. Precisely in the aspect of broadcasting, this challenge has made itself swell felt as radio and television stations become more and more insensitive to morality and culture in their message delivery. 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.

Review of Empirical Studies

Nyekwere Ogedi of the Department of Mass Communication, University of Nigeria Nsukka in 2009 conducted a study on "Influence of New Media Technologies in Broadcasting: A Study of Television Stations in Port-Harcourt Metropolis". The objective of the study was to evaluate the impact of New Media Technologies on broadcast media development in Nigeria. In order to generate data for the study, the survey research method was used to collate relevant data for the study while the development media theory was used to support the study theoretically.

The study found that 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. 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 amongst others 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.

In 2012, Ifeanyi Adigwe of the Africa Regional Centre for Information Science (ARCIS), University of Ibadan, Nigeria carried out a study on "The impact of Information and Communication Technology (ICT) on News Processing, Reporting and Dissemination on Broadcast Stations in Lagos, Nigeria". The objective of the study was to ascertain the impact of Information and Communication Technology (ICT) in news processing in Nigeria and investigate

the constraints to the use of Information and Communication Technology in news processing in Nigeria and identify the various ways ICT enhances news processing in Nigeria. The descriptive survey research was used in this study collate relevant data for the study and the social responsibility theory anchored the study and was supported by the agenda-setting theory.

Findings from the study found that the adoption and absorption of Information and Communication Technologies are being adopted in broadcast industry by bringing efficiencies in all the functional wings including production, editorial and marketing so as to gain competitive advantage. Access to information is fundamental to empowerment, recognizing the impact of increasing digital convergence on media has created an enabling environment to ensuring people's access to information through the adoption of this technology. The study concluded that ICT has created opportunities for widespread electronic and timely delivery of news. The study further concluded that, broadcast industry should help train their IT personnel in order to compete, and catch up with the rapidly and swiftly changes in new technologies and resistance to change and that Nigerian government need to help stabilize power because it is a key factor in actualizing the impact of ICT in news processing in Nigeria.

Levis Brown in 2007 conducted a research on "The Impact of Information and Communication Technologies for Sustainable Livelihoods". The study was conducted to outline the finding from a desk study on new communication technologies and existing information systems on small scale farmers and entrepreneurs in rural communities. The study looked at whether and how Information and Communication Technologies might further marginalize disadvantaged communities to determine what could be done to mitigate those adverse effects; whether and how modern Information and Communication Technologies can be used to strengthen and develop the information system of small-scale farmers and small-scale enterprises (SME) in developing countries and contribute to poverty reduction. The survey research method was used to collect and collate data for the study using the questionnaire as an instrument of data collection.

Findings from the study showed the importance of the telephone and the radio in changing the life of the poor. The telephone is the most common communications strengthening kinship relations and is the backbone of Information and Communication Technologies. It concluded that commitment to rural broadcasting via appropriate creation and enforcement of policies to provide licenses, support start up broadcasters and trained professionals will enable information and communication services reach more people than any other medium. The study recommended that there should be a shift from technology driven projects to consider the under systematic economic, social on Information and Communication Technologies with regard on their impact in all facets of human life, either in communication or business.

Theoretical Framework

This study is anchored on the Technological Determinism and Diffusion of Innovations theories as the researchers find them more appropriate in explaining the study.

Technological Determinism Theory

Technological determinism is a reductionist theory that presumes that a society's technology drives the development of its social structure and cultural values. The term is believed to have been coined by Thorstein Veblen (1857-1929), an American sociologist and economist. Technological determinism seeks to show technical developments, media, or technology as a whole, as the key mover in history and social change. 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.

Most interpretations of technological determinism share two general ideas: that the development of technology itself follows a predictable, traceable path largely beyond cultural or political influence, and that technology in turn has "effects" on societies that are inherent, rather than socially conditioned or produced because that society organizes itself to support and further develop a technology once it has been introduced. Strict adherents to technological determinism do not believe the influence of technology differs based on how much a technology is or can be used. Instead of considering technology as part of a larger spectrum of human activity, technological determinism sees technology as the basis for all human activity.

Technological determinism has been summarized as 'The belief in technology as a key governing force in society ...' (Merritt Roe Smith). 'The idea that technological development determines social change ...' (Bruce Bimber). It changes the way people think and how they interact with others and can be described as ...a three-word logical proposition.

Hence, the theory is relevant to this study owing to the fact that the theory has explored Information and Communication Technologies and the changing role of the broadcast media in Nigeria; therefore, it stands support this study since it is concerned with the effect of Information and Communication Technologies in enhancing broadcast media development, which is an aspect of human development.

Diffusion of Innovations Theory

This Theory as cited by Daramola (2003) and Apochi (2007) was propounded by Ryand and Gross in (1943). This theory deals with the importance of communication of new ideas to the developing and effective output of any organization or country. The main proposition of this theory is that the media have been held to be very important in spreading new ideas or passing new innovations to the people. This is paramount in the newly introduced innovation like Information and Communication Technologies.

Diffusion research centres on the conditions which increase or decrease the likelihood that a new idea, product, or practice will be adopted by members of a given culture. Diffusion of innovation theory predicts that media as well as interpersonal contacts provide information and influence opinion and judgment. Studying how innovation occurs, Rogers (1995), argued that it consists of four

stages: invention, diffusion (or communication) through the social system, time and consequences. The information flows through networks. The nature of networks and the roles opinion leaders play in them determine the likelihood that the innovation will be adopted. Innovation diffusion research has attempted to explain the variables that influence how and why users adopt a new information medium, such as the Internet. Opinion leaders exert influence on audience behaviour via their personal contact, but additional intermediaries called change agents and gatekeepers are also included in the process of diffusion.

Diffusion is the "process by which an innovation is communicated through certain channels over a period of time among the members of a social system". An innovation is "an idea, practice, or object that is perceived to be new by an individual or other unit of adoption". "Communication is a process in which participants create and share information with one another to reach a mutual understanding" (Rogers, 1995).

In line with this study, the theory becomes very relevant in the sense that diffusion of innovation theory deals with the propagation of new ideas aimed at enhancing and improving human activities and subsequent output which is just what Information and Communication Technologies are meant to achieve for a people or organization.

Research Methodology

The research design suitable for this study is the survey research method. According to Babble (1986, p. 203-204), survey is probably the best method available to the social scientist interested in collecting original data for describing a population too large to observe directly. Survey is excellent vehicle for measuring attitudes and orientations in a large population. Also, the distribution of survey is selected as data collection procedure because it considers wide coverage of people or event which eventually generalizes a population. Besides that, a large quantity of data can be collected in a short period with a relatively low cost through distribution of questionnaires.

Survey method has certain advantages differentiating it from other research designs. More so, survey method has three basic advantages. These are;

i. Survey gives first hand or primary and dependable information.
ii. Through survey method, a large chunk of data can be collected with relative ease.
iii. Survey method allows for realistic investigation of problems in an ideal situation.

For these reasons and due to the nature of the study the researcher find the survey method most suitable for the study. This is hinged on the fact that, survey design gives the researcher the opportunity to collect different and varying opinions, ideas and views on the research topic within a short period of time and at minimal cost.

Data Presentation and Analysis

Four hundred (400) copies of the questionnaire were administered to the selected respondents; 395 copies of the questionnaire, representing 99% of the total number of questionnaire administered were retrieved, while 5 copies of the

questionnaire representing 1% of the total number of questionnaire administered suffered mortality as a result of some negligence by the respondents to return the questionnaire. However, the option expressed by respondents who returned their questionnaire is a good representation because 1% of the total questionnaire not returned is highly insignificant to the 99% returned. Therefore, the data presentation gathered from the 395 respondents is presented hereunder.

Table 1: Level of application of ICTs in the operation of the broadcast media with regards to NTA and Jay FM Jos

Variables	Frequency	Percentage
Very high	71	18%
High	73	18%
Average	107	27%
Low	144	36%
Total	**395**	**100%**

Source: Field Study, 2018

The table above shows that out of the total number of respondents sampled, 71 respondents representing 18% said the level of application of ICTs in the operation of the broadcast media with regards to NTA and Jay FM Jos was very high, whereas, 73 respondents representing 18% said it was high, while 107 respondents representing 27% said it was average and 144 respondents representing 35% said it was low. This implies that respondents who said the level of application of ICTs in the operation of the broadcast media with regards to NTA and Jay FM Jos was low had a higher population in the study.

Table 2: How proficient members of staff of NTA and Jay FM Jos are in the use of the new media technologies

Variables	Frequency	Percentage
Very proficient	87	22%
Proficient	108	27%
Not proficient	200	51%
Total	**395**	**100%**

Source: Field Study, 2018

The table above shows the proficiency of members of staff of NTA and Jay FM Jos in the use of the new media technologies. Out of the total number of 395 respondents selected for the study, 87 respondents representing 22% said members of staff of NTA and Jay FM Jos are very proficient in the use of the new media technologies, while 108 respondents representing 27% said they are proficient and a significant majority of 200 respondents representing 51% said they are not proficient. Invariably, it means that respondents who said members of staff of NTA and Jay FM Jos are not proficient in the use of the new media technologies had a larger population in the study.

Table 3: Implication of the present level of ICTs application on *NTA* and Jay FM Jos

Variables	Frequency	Percentage
It makes journalists more accustomed to sophisticated broadcast equipment	94	24%
It encourages laziness among journalists since information are easily assessed	62	16%
It opens room for more and advanced research	102	26%
It breeds quackery amidst lack of internet gate-keeping	74	19%
All of the above	63	16%
Total	**395**	**100%**

Source: Field Study, 2018

The table above shows respondents responses as to the implication of the present level of ICTs application on *NTA* and *NTA* and Jay FM Jos. Here, 94 respondents representing 24% said it makes journalists more accustomed to sophisticated broadcast equipment, while 62 respondents representing 16% said it encourages laziness among journalists since information are easily assessed, 102 respondents representing 26% said it opens room for more and advanced research, 74 respondents representing 19% of the population said it breeds quackery amidst lack of internet gate-keeping and 63 respondents representing 16% said 'all the above' options were applicable. Invariably, respondents who identified the fact that ICTs open room for more and advanced research as the implication of the present level of ICTs application on *NTA* and *NTA* and Jay FM Jos had a higher population in the study.

Table 4:Practical measures to be taken to enhance the application of ICTs in NTA and Jay FM Jos

Variables	Frequency	Percentage
NBC must ensure journalists' compliance with its code of conduct	88	22%
The broadcast industry should find a way of ensuring internet gate-keeping to counter quackery	72	18%
In spite availability of ICTs, journalists must uphold the integrity of the profession	94	24%
There should be enhanced research to improve broadcast media operations	90	23%
All of the above	51	13%
Total	**395**	**100%**

Source: Field Study, 2018

The table above shows that out of the 395 selected for the study, 88 respondents representing 22% said the practical measure(s) to be taken to enhance the application of ICTs in NTA and Jay FM Jos is that, NBC must ensure journalists

compliance with its code of conduct, 72 respondents representing 18% said the broadcast industry should find a way of ensuring internet gate-keeping to counter quackery, 94 respondents representing 24% said in spite availability of ICTs, journalists must uphold the integrity of the profession, while 90 respondents representing 23% said there should be enhanced research to improve broadcast media operations and 51 respondents representing 13% said 'all the above' options were applicable. Invariably, respondents who said journalists must uphold the integrity of the professionin spite availability of ICTs as a practical measure to enhance the application of ICTs in NTA and Jay FM Jos had a higher population in the study.

Discussion of Findings

Findings from the study found out Information and Communication Technologies (ICTs) are responsible for enhancing efficiency in broadcast media productions in the contemporary society. This is definitely due to the array of responsibilities ICTs perform in enhancing the effectiveness of broadcast media productions, ranging from enhancing ease of communication and access to information, enabling journalists to prepare, edit and broadcast reports more timely, easing the stress of covering distances for news gathering,facilitating wider coverage of information among others.

Aligning with the findings of this research, Mugo (2006) in a separate study opined that ICT has bridged the time between the reporter and the source, reporter and editor, saving costs such as travel logistics as news can be reported from any location and at any given point in time. Still, cost is one of the immediate impacts of ICTs on news gathering, as the cost of gathering news has drastically and significantly reduced with the advent of information and communication technologies. In addition to improving the delivery of news, computer and telecommunication technology serve as a medium for improving both the quality and quantity of information in broadcast media. This serves as a springboard to the fact that broadcast stations reports live incidence of occurrence of any sort in real-time.

The researchers also gathered that there both positive and negative implications of the present level of ICTs application on broadcast media stations, precisely *NTA* and Jay FM Jos. Here, Garrison (2000, p.73) justifies that the abundance of online content and facilities in news reporting gave rise to a high productivity and efficiency at a reduced cost. Therefore, the high sophisticated equipment used in recording, editing and transmission of news provides cutting edge facilities to broadcast industry. Similarly, computers and computer networks are adopted in the newsroom for news processing. However, as technology grows, research is at the expense as journalists care less about investigative journalism but rather constantly surf the internet to gather information without due observation; some of which are not authentic.

More so, findings revealed that certain measures ought to be taken in order to enhance the application of ICTs in the broadcast media industry. These, the respondents were of various opinions that the NBC must ensure journalists' compliance with its code of conduct, the broadcast industry should find a way of

ensuring internet gate-keeping to counter quackery, journalists must uphold the integrity of the profession in spite availability of ICTs, and there should be enhanced research to improve broadcast media operations among others.

Conclusion and Recommendations

It is apt to conclude that Information and Communication Technologies (ICTs) have revolutionized the broadcast media in all the facets of broadcast media productions ranging from information gathering, news/programmes circulation, editing and the mechanical aspect. Hence, the role of ICTs in influencing the nature of broadcast media jobs cannot be undermined, more so that ICTs have come to stay and have almost become what humans cannot do without as they are required in virtually all areas of life endeavour. It is recommended that in as much as ICTs have so much effect and impact on the quality of broadcast media productions, journalists must bear in mind at all times that the internet has no gate-keeping yet; hence, anybody can post news contents on the cyber space at any given time. Therefore, it is the responsibility of media practitioners to always verify information and their authenticity before placing them in the media so as to enhance more professionalism and uphold the integrity of the profession.

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