

ISA KAITA COLLEGE OF EDUCATION DUTSIN-MA, KATSINA STATE

SCHOOL OF GENERAL EDUCATION

DEPARTMENT OF GENERAL EDUCATION STUDIES

GSE 022

MEDIA AND INFORMATION LITERACY

FOR

NCE II

SECOND SEMESTER

PREPARED BY:

IBRAHIM ABDULRAHMAN MAIJAMA'A

JULY, 2025

MEDIA INFORMATION LITERACY COMMUNICATION

According to Moscow Declaration on Media and Information Literacy (2012) Media and Information Literacy (MIL) is a “combination of knowledge, attitudes, skills, and practices required to access, analyse, evaluate, use, produce, and communicate information and knowledge in creative, legal and ethical ways that respect human rights.

The United Nations Educational, Scientific, and Cultural Organization (UNESCO) defines it as the "set of competencies to search, critically evaluate, use and contribute information and media content wisely; knowledge of one's rights online; understanding how to combat online hate speech and cyber bullying; understanding of the ethical issues surrounding the access and use of information; and engage with media and ICTs to promote equality, free expression, intercultural/interreligious dialogue, peace, etc." (UNESCO, 2016).

Knowledge is created and disseminated in all forms and formats. Media and information increase every day and it becomes so abundant that it can be found anywhere, anytime especially in the booming era of data and information explosion. Becoming media and information literate individuals will test our patience on how we deal with information and misinformation. It includes a certain level of respect towards those who need and request it. Respect for information need means we allow each and every one to express their ideas, opinions, and expressions fully without any judgment or prejudice. MIL teaches us to use information and media content in an ethical, efficient, and effective manner.

LIBRARY

A library is a collection of materials, books or media that are accessible for use and not just for display purposes. A library provides physical (hard copies) or digital access (soft copies) materials, and may be a physical location or a virtual space, or both. A library's collection can include printed materials and other physical resources in many formats such as DVD, CD and cassette as well as access to information, music or other content held on bibliographic databases.

In a lay man language, a library is defined as a place where books and resource materials are kept for reading and research.

TYPES OF LIBRARY

Public library: Public libraries are established and owned by government of schools. A public library provides services to the general public. Examples of public libraries are National libraries, polytechnic library etc. A national or state library serves as a national repository of information, and has the right of legal deposit, which is a legal requirement that publishers in the country need to deposit a copy of each publication with the library. Unlike a public library, a national library rarely allows citizens to borrow books. Often, their collections include numerous rare, valuable, or significant works. There are wider definitions of a national library, putting less emphasis on the repository character. The first national libraries had their origins in the royal collections of the sovereign or some other supreme body of the state

Private library: Private libraries are established by individuals in their homes. They are for private use by owners.

DIGITAL SKILLS

According to UNESCO, Digital skills are defined as a range of abilities to use digital devices, communication applications, and networks to access and manage information. They enable people to create and share digital content, communicate and collaborate, and solve problems for effective and creative self-fulfillment in life, learning, work, and social activities at large.

These are defined as the basic digital skills needed in a day-to-day professional or personal context. They will be enough for many working in traditional workplaces which have adopted digital systems to improve efficiency, security, and connectivity.

Digital skills are important because they underpin so much of how modern work is conducted. For many modern professions, digital skills are simply essential skills.

STAGES OF INFORMATION LITERACY

The states of information literacy are as follows:

- 1. Define:** The first is that you have to define your need, your problem, or the question. You have to know what information you need.
- 2. Find:** The second step is being able to find the information; locate it, access it, and retrieve it. You can do that from a variety of sources. These sources

include print which are books, magazines and texts; electronic means; or human information sources, meaning we ask someone, ask a expert, or ask a colleague.

- 3. Evaluate:** Once you have the information, then you need to assess the credibility of it. Just because you have the information at your fingertips does not mean it is good information. Is it the information that you need? Is it valid? Is it reliable?
- 4. Organize:** You then have to organize that information so you can use it. If you have ever Googled something, you know you can get a million hits and you have to figure out if you got the best information, and organize everything that you have compiled.
- 5. Communicate:** The last step of information literacy is communicating that information. You have to communicate it appropriately to whomever; a client, colleague, doctor or the community. You have to make sure you are doing that both legally and ethically.

SOURCES OF INFORMATION

- 1. Library:** Library is one of major sources of information. Library is a place where books and resource materials are kept for reading and research. Materials found in the library include books, newspapers, digital materials etc.
- 2. Internet:** The Internet is a vast network that connects computers all over the world. Through the Internet, people can share information and communicate

from anywhere with an Internet connection. The Internet (or internet) is the global system of interconnected computer networks that uses the Internet protocol suite (TCP/IP) to communicate between networks and devices. It is a network of networks that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and file sharing.

3. **Media:** Media provide information and education. Information can come in many forms, and it may sometimes be difficult to separate from entertainment. Today, newspapers and news-oriented television and radio programs make available stories from across the globe, allowing readers or viewers to know what is going around them and beyond

BRIEF HISTORY OF MEDIA

Until Johannes Gutenberg's 15th-century invention of the movable type printing press, books were painstakingly handwritten and no two copies were exactly the same. The printing press made the mass production of print media possible. Not only was it much cheaper to produce written material, but new transportation technologies also made it easier for texts to reach a wide audience. It's hard to overstate the importance of Gutenberg's invention, which helped usher in massive cultural movements like the European Renaissance and the Protestant Reformation.

In 1810, another German printer, Friedrich Koenig, pushed media production even further when he essentially hooked the steam engine up to a printing press, enabling the industrialization of printed media. In 1800, a hand-operated printing press could produce about 480 pages per hour; Koenig's machine more than doubled this rate. (By the 1930s, many printing presses could publish 3,000 pages an hour.)

This increased efficiency went hand in hand with the rise of the daily newspaper. The newspaper was the perfect medium for the increasingly urbanized Americans of the 19th century, who could no longer get their local news merely through gossip and word of mouth. These Americans were living in unfamiliar territory, and newspapers and other media helped them negotiate the rapidly changing world. The Industrial Revolution meant that some people had more leisure time and more money, and media helped them figure out how to spend both. Media theorist Benedict Anderson has argued that newspapers also helped forge a sense of national identity by treating readers across the country as part of one unified community (Anderson, 1991).

In the 1830s, the major daily newspapers faced a new threat from the rise of penny papers, which were low-priced broadsheets that served as a cheaper, more sensational daily news source. They favored news of murder and adventure over the dry political news of the day. While newspapers catered to a wealthier, more educated audience, the penny press attempted to reach a wide swath of readers

through cheap prices and entertaining (often scandalous) stories. The penny press can be seen as the forerunner to today's gossip-hungry tabloids.

In the early decades of the 20th century, the first major nonprint form of mass media—radio—exploded in popularity. Radios, which were less expensive than telephones and widely available by the 1920s, had the unprecedented ability of allowing huge numbers of people to listen to the same event at the same time. In 1924, Calvin Coolidge's pre-election speech reached more than 20 million people. Radio was a boon for advertisers, who now had access to a large and captive audience. An early advertising consultant claimed that the early days of radio were "a glorious opportunity for the advertising man to spread his sales propaganda" because of "a countless audience, sympathetic, pleasure seeking, enthusiastic, curious, interested, approachable in the privacy of their homes (Briggs & Burke, 2005)." The reach of radio also meant that the medium was able to downplay regional differences and encourage a unified sense of the American lifestyle—a lifestyle that was increasingly driven and defined by consumer purchases. "Americans in the 1920s were the first to wear ready-made, exact-size clothing...to play electric phonographs, to use electric vacuum cleaners, to listen to commercial radio broadcasts, and to drink fresh orange juice year round (Mintz, 2007)." This boom in consumerism put its stamp on the 1920s and also helped contribute to the Great Depression of the 1930s (Library of Congress). The consumerist impulse drove production to unprecedented levels, but when the Depression began and consumer demand dropped dramatically, the surplus of

production helped further deepen the economic crisis, as more goods were being produced than could be sold.

The post–World War II era in the United States was marked by prosperity, and by the introduction of a seductive new form of mass communication: television. In 1946, about 17,000 televisions existed in the United States; within 7 years, two-thirds of American households owned at least one set. As the United States’ gross national product (GNP) doubled in the 1950s, and again in the 1960s, the American home became firmly ensconced as a consumer unit; along with a television, the typical U.S. household owned a car and a house in the suburbs, all of which contributed to the nation’s thriving consumer-based economy (Briggs & Burke, 2005).

Broadcast television was the dominant form of mass media, and the three major networks controlled more than 90 percent of the news programs, live events, and sitcoms viewed by Americans. Some social critics argued that television was fostering a homogenous, conformist culture by reinforcing ideas about what “normal” American life looked like. But television also contributed to the counterculture of the 1960s. The Vietnam War was the nation’s first televised military conflict, and nightly images of war footage and war protesters helped intensify the nation’s internal conflicts.

Broadcast technology, including radio and television, had such a hold on the American imagination that newspapers and other print media found themselves

having to adapt to the new media landscape. Print media was more durable and easily archived, and it allowed users more flexibility in terms of time—once a person had purchased a magazine, he or she could read it whenever and wherever. Broadcast media, in contrast, usually aired programs on a fixed schedule, which allowed it to both provide a sense of immediacy and fleetingness. Until the advent of digital video recorders in the late 1990s, it was impossible to pause and rewind a live television broadcast.

The media world faced drastic changes once again in the 1980s and 1990s with the spread of cable television. During the early decades of television, viewers had a limited number of channels to choose from—one reason for the charges of homogeneity. In 1975, the three major networks accounted for 93 percent of all television viewing. By 2004, however, this share had dropped to 28.4 percent of total viewing, thanks to the spread of cable television. Cable providers allowed viewers a wide menu of choices, including channels specifically tailored to people who wanted to watch only golf, classic films, sermons, or videos of sharks. Still, until the mid-1990s, television was dominated by the three large networks. The Telecommunications Act of 1996, an attempt to foster competition by deregulating the industry, actually resulted in many mergers and buyouts that left most of the control of the broadcast spectrum in the hands of a few large corporations. In 2003, the Federal Communications Commission (FCC) loosened regulation even further, allowing a single company to own 45 percent of a single market (up from 25 percent in 1982).

HISTORY OF MEDIA IN NIGERIA

The Nigerian mass media started out with the publication of Iwe Irohin; that was in 1859. It was published by Rev. Henry Townsend, who was a Briton. This represents the very first news media that was published in Nigeria and it was published in the southwest. The publication was in Yoruba language.

Both Chief Obafemi Awolowo and Dr. Nnamdi Azikiwe established their own news outfits and they used these to promote their political interests. This continued till 1960 when Nigeria became an independent nation. It was learnt that the Nigerian newspapers that were available then contributed greatly to the achievement of Nigeria's independence from Britain.

The first newspaper in Nigeria was a missionary newspaper owned by a European missionary named, Rev. Henry Townsend. On December 3, 1859, Townsend established a local newspaper called Iwe Irohin in the Yoruba land. Townsend was the pioneer press Man of Nigerian newspaper. Iwe Irohin was officially called: Iwe Irohin Fun Awon Ara Egba Ati Yoruba. It means: "A newspaper of information for the Egba-speaking people and Yorubas". Egba is in Abeokuta, Ogun State Capital. The editorial policy of Iwe Irohin combined social, cultural and political commentary with religious reporting, in a bid to reach a large native readership

throughout Egba land and Yoruba. On October 2, 1867, a fierce war broke out in Abeokuta leading to the expulsion of all Europeans, the looting of mission buildings and the destruction of the printing press. Iwe ceased to exist.

Anglo African: This paper was owned by Robert Campbell. It was established in 1863. Anglo African is regarded as the forerunner of the Lagos press. This means that Anglo African paved way for other pressmen to start establishing Newspaper companies in Lagos.

Lagos Weekly Record: John Payne Jackson established this newspaper, Lagos Weekly Record in 1891. He was an Americo-Liberian Journalist and was born in Liberia but became much influential in Lagos where he established his newspaper. The newspaper exposed most ills happening in the society. When Payne died, the paper was controlled by his son, Thomas Horatio Jackson. Its paper ceased publication in 1930. The period between 1891 and 1930 was the era of government exposure; some would call it “the era of the JACKSONS.” Other foreign-owned were: Lagos observer, The Nigerian Chronicle, The Lagos standard etc.

Reasons for the downfall of early press: (a) Finance (b) language barrier (c) choice of the people (d) religion (e) poor government-pressmen relationship

INDIGENOUS PRESS:

The first indigenous newspaper in Nigeria was the Nigerian pioneer. It was founded in 1914 by a lawyer, Kitoye Ajasa. This paper lasted for a relatively long time due to its pro-government stance: 1914-1937.

African Messenger: This newspaper was established by Ernest Sesei Ikoli in March 10, 1921. He was both the publisher and editor of the newspaper. It was a

weekly paper and was sold for three pence. It ceased publication in 1926 when it was transformed into the Daily Times with Ikoli as the editor.

The Lagos Daily News: The Lagos Daily News was the first daily paper in the country. It was founded in 1925, by Herbert S. Macaulay. Later, Macaulay and Jackson later established the Nigeria National Democratic Party (NNDP). It became the mouth piece of NNDP

The Nigerian Daily Times: This was the second daily newspaper in Nigeria. It was established on June 1 1926, a year after the emergence of Herbert Macaulay's Lagos Daily News. It was owned by group of intellectuals, four foreigners and one Nigerian: Richard Barrow of the Lagos Chamber of Commerce; V.R.R. Oxborn of John Holt Ltd; W.F Barker of British Banks of West Africa; L.A. Archer, a businessman; and our very own Sir Adeyemi Alajika, a legal practitioner and the only Nigerian member. Nigerian Daily Times was later changed to "Daily Times" in 1948. the era of daily times was called "era of mechanization" Daily Service: Daily Service was founded in 1933 and existed in the days of the Lagos Daily News. It later became the political organ of the Lagos Youth Movement and afterwards, Nigerian Youth Movement.

The Nigerian Youth Movement later transformed to the popular party named: Action Group. It was formed by a group of young intellectuals one of whom was Ernest Ikoli.

West African Pilot: Dr. Nnamdi Azikiwe established the West African Pilot on 22 November 1937. The West African Pilot, developed local publications across Nigeria; though, Pilot was largely Pan-Nigerian in outlook. It acted as the mouth-

piece of the National Council of Nigeria and the Cameroons NCNC (later rechristened National Council of Nigerian Citizens) Other newspapers owned by Zik were: Eastern Nigerian Guardian, Port Harcourt (1940), The Nigerian Spokesman, Onitsha (1943), Southern Defender, Warri (1943), The Daily Comet, Kano (1949), Northern Advocate, Jos (1949), The Sentinel, Enugu (1955).

Gaskiya Ta Fi Kwabo: This paper was sponsored by the government of Northern Nigeria. It was established on January 1939. Gaskiya Ta Fi Kwabo – meaning “The truth is more than money”, was the first vernacular paper in the North. The paper was reputed for promoting Hausa language and literature in Northern Nigeria. It was edited by Abubakar Imam. Nigerian Tribune: In 1949, Chief Obafemi Awolowo established the Nigerian Tribune in Ibadan. The Tribune served as the mouth piece for Awolowo’s populist welfare programmes.

However, several other newspapers, magazines and broadcast media organisations have surfaced between independence in 1960 and date.

DIFFERENCES BETWEEN NEW AND TRADITIONAL MEDIA

New media are forms of media that are computational and rely on computers and the Internet for redistribution. Some examples of new media are computer animations, computer games, human-computer interfaces, interactive computer installations, websites, and virtual worlds.

New media are often contrasted to "traditional media", such as television, radio, and print media, although scholars in communication and media studies have criticized inflexible distinctions based on oldness and novelty. New media does not

include analog broadcast television programs, feature films, magazines, or books – unless they contain technologies that enable digital generative or interactive processes.

Wikipedia, an online encyclopedia, is an example of new media, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Social media or social networking services, such as Facebook and Twitter, are additional examples of new media in which most users are also participants.

Differences between the new media and traditional media are summarized in the table below

S/No	New Media	Traditional Media
1.	<p>New Media is interactive. It is much more of a two-way affair and it allows consumers and users to get more involved. It is much more of a two-way form of communication than old media.</p> <p>Increased interactivity can be seen in simple acts such as liking a Facebook post or commenting on news piece or blog.</p> <p>However, some users get much more involved and create their own blogs and videos and actively upload their own content as ‘prosumers’. New Media seem to have fostered a more participatory culture, with more people involved and the roles between consumer and producer of media content becoming ever more blurred</p>	<p>Traditional media’ tended to be very much a ‘one way’ affair, with audiences on the receiving end of broadcasts, for the most part able to do little else that just passively watch media content.</p>
2.	<p>Hypertext, or ‘links’ are a common feature of new media, which allows users more freedom of choice over how they navigate the different sources of information available to them.</p> <p>In more technical terms, links in web sites</p>	<p>Traditional media do not allow freedom of choice. Contents are restricted by editors who act as gatekeepers.</p>

	<p>offer non-sequential connections between all kinds of data facilitated by the computer.</p> <p>Optimists tend to see this feature as allowing for more individualised lifestyle choices, giving users the chance to act more independently, and to make the most of the opportunities new media markets make available to them.</p>	
3.	<p>Digital Media has also facilitated cultural globalisation – we now interact much more globally and via virtual networks of people rather than locally.</p> <p>These networks allow for ‘collective intelligence’ to increase – they allow us to pool our resources much more easily and to draw on a wider range of talents and sources of information (depending on our needs) than ever before.</p>	Control of content limit access to globalized culture.
4.	<p>New Media presents to us a very different reality from face to face to ‘lived reality’ – for most of us this means a very fast paced flow of information with numerous products and people screaming for our attention.</p> <p>However, this situation has only existed since the mid-2000s, and it must be remembered that New Media reality is virtual reality.</p> <p>This is especially true when it comes to social media sites which give users the opportunity to present themselves in any way they see fit, and while most users don’t go full Cat Fish, most people choose to present only one aspect of themselves.</p>	Feedback in traditional media is usually delayed if any
5.	Little or no gate keeping	Presence of Multiple gatekeepers
6.	Easy to operate	Require huge finance to establish and operate

USE OF NEW MEDIA AND TRADITIONAL MEDIA

Mass media is defined as channels through which a message and information is shared with large number of audience who are usually heterogeneous and scattered in different places. Both the new media and traditional media are channels that allow the transfer of information from the source to the audience.

CHALLENGES AND RISKS OF NEW TECHNOLOGIES

New media technologies are having a major impact on society as a whole. The integration of such technologies into social settings within society, such as the household, is having a major influence on social interaction between individuals. It is evident from existing literature that new media technologies impact on the social interaction within households in many different ways. New media technologies can assist in increasing interaction amongst families by bringing generations and family members together. As a result, it can help bridge generational and digital divides. On the other hand however, new media technologies within a household can lead to a growing privatisation within family life, with individuals increasingly using technology independently rather than collectively. For that reason, there is the need to investigate and research on; ‘How are new media technologies impacting on social interaction within households?’ To explore if new media technologies do in fact bring family members together and increase social interaction amongst one another, or if it leads to a family divide instead.

Consequently, while technology allowed many businesses to survive and thrive in 2020, there are many IT issues that need to be considered as we look forward to a year of technology success. From dealing with information security, cyber-attacks,

implementing new technologies as part of overall strategy to grow in both the social, economic and political life. The following are the obvious challenges and risks posed to human society by the new technologies.

1. Cyber security Threats: In recent years, cyber security has become increasingly important for multiple reasons. Data has become many businesses' most valuable commodity and we are seeing nefarious activity, such as malware, rise. Data breaches and incidents are becoming more prevalent as attackers seek to exploit vulnerabilities. Technology companies are ramping up their cyber security initiatives to ensure business continuity and supply chain safety.

More and more, attacks are being launched against governments. Dissenters are using access to information as well as misinformation in an effort to dismantle government initiatives and sovereignty. As nation states develop cyber resources for the public, they will certainly need to account for comprehensive security safeguards.

2. The Skills Gap Widens: Technology is a tool to help us accomplish our goals more efficiently, but it's only as good as those who manage and use it.

3. Data Protection and Privacy: Public trust is difficult to come by and a precious asset when it is achieved because the new technologies have made it more possible for privacy of people to be invaded. Data security concerns posed by advances in technology and the manner in which consumers, businesses and other organizations use that technology will be a significant concern in the year ahead. Data-related issues permeate virtually all evolving technologies. With

huge amounts of business and personal data transmitted and stored electronically, the opportunities for data breaches are dramatically increased and businesses must anticipate quick responses to satisfy a patchwork of state and federal data breach regulations. While those regulations continue to raise the standards for data security practices, contracting parties also expect greater accountability for these standards. Enhanced encryption and biometrics may also provide solutions for some of these problems.

SOCIO-CULTURAL DIMENSION OF GLOBAL MEDIA

In this era, new technology has become a driving force behind the movement towards culture contact. The world's communication infrastructure has matured to a point that communication now holds sway in information dissemination. Communication and information in this era are described as 'flowing on the global information super highway'. Governments in developed nations are occupied in considering ways to take advantage of these technological innovations in the field of mass media. There is a shift from national to international perspective. The media giants, the transnational media corporations now use the ploy of information free flow to perpetrate their dubious intentions in their exploit of the developing countries. This has led to vulgarity in African culture. These technologically advanced nations now make the developing nations a dumping ground for their media products.

The technology has broken all frontiers, barriers, distances and all seasons. Gergen (2009 p.8) describes the changes that occur as "technology alters our patterns of communication". In the past social relationships were confined to the distance of an

easy walk. These relationships have multiplied exponentially. We can now be accessed in numerous ways and can be involved simultaneously in many different relationships all without face to face contacts. Additionally family interaction has been radically altered and turned into 'microwave' relationships. The danger inherent in this satellite culture is the likelihood of our teenagers and ill-equipped adults to embrace the more surgical aspects and values transmitted through the medium rather than the more positive ones. Dependence on Direct Broadcast Satellite has not only eroded our cultural potentials but has also eroded the programme production capability of our indigenous professional media workers. Ukpaukire, (1990, p.38) states that “the influence which the dishes have may not be direct, but it undermines our culture because the culture of those transmitting is different from ours.

CONSEQUENCES OF MEDIA CULTURAL IMPERIALISM

Consequent upon many years of colonization of Africa by developed nations, there has been a widening gap in their level of development. While the industrial world grows vibrantly in economic, social and political prosperity and stability, Africa has been left to wallow in abject poverty and economic retrogression. Many years after their independence, Africa says Agba (1998, p.18) “has continued to suffer a subtle form of colonialism and economic exploitation by their former colonial masters”. In several ways and through several programmes, the media have continued to introduce distorted perception of values, presenting everything foreign as wise, admirable and civilized and everything local as primitive. Technology is not developed indigenously. Imports from developed nations have

created malignant taste for foreign goods. The youths and even some adults construct fashion to mean bastardization of our culture, imitating dressing pattern in their daily lives. Africans no longer control the factors that dominate their cultural identity. The media now determines what people value as their culture. The distorted media products beamed to Africa have succeeded in undermining our accepted moral values. African culture is under the battering influence of western imperialism.

TECHNOLOGY CONVERGENCE

Let first define convergence so that you can get a better understanding of what technological convergence is. Convergence is a deep integration of knowledge, tools, and all relevant activities of human activity for a common goal, to allow society to answer new questions to change the respective physical or social ecosystem. Such changes in the respective ecosystem open new trends, pathways, and opportunities in the following divergent phase of the process

Technological convergence, also known as digital convergence, is the tendency for technologies that were originally unrelated to become more closely integrated and even unified as they develop and advance. For example, watches, telephones, television, computers, and social media platforms began as separate and mostly unrelated technologies, but have converged in many ways into interrelated parts of a telecommunication and media industry, sharing common elements of digital electronics and software.

In other words, technological convergence is a term that describes bringing previously unrelated technologies together, often in a single device. Smartphones

might be the best possible example of such a convergence. Prior to the widespread adoption of smartphones, consumers generally relied on a collection of single-purpose devices. Some of these devices included telephones, wrist watches, digital cameras and global positioning system (GPS) navigators. Today, even low-end smartphones combine the functionality of all these separate devices, easily replacing them in a single device.

MEDIA CONVERGENCE

In a lay man language, media convergence is the coming together of different media platforms such as radio, television and newspaper into a single domain known as internet.

Media convergence is the interlinking of computing and other information technologies, media content, media companies and communication networks that have arisen as the result of the evolution and popularization of the Internet as well as the activities, products and services that have emerged in the digital media space. Closely linked to the multilevel process of media convergence are also several developments in different areas of the media and communication sector.

THE IMPORTANCE OF TECHNOLOGICAL CONVERGENCE

From a consumer perspective, *technological convergence* is often synonymous with *innovation*. Technologies rarely converge in their current form. Improvements are often introduced as a part of the convergence. Consider the popularity of video cameras a generation ago. Today, consumer-grade video cameras are almost nonexistent. Most people record videos on their mobile devices. Although they can

eliminate the need to carry a separate device -- a video camera, in this case -- they also deliver superior video quality as compared to what was once available. Video cameras from the early 2000s, usually, had a maximum resolution of 480i (720 x 480) and, often, experienced poor battery life. In contrast, a modern mobile device can record in 4K resolution. Additionally, their batteries can sometimes last for days, depending on how the device is being used.

Another reason why technological convergence is important from a consumer perspective is because it results in easier access to technology at a lower cost. This trend is sometimes referred to as the consumerization of information technology (IT).

Wi-Fi is a perfect example of this. Wi-Fi was available in the late 1990s, but at the time a Wi-Fi router cost thousands of dollars and, typically, could only be set up by an IT pro. Today, Wi-Fi is ubiquitous. Nearly every consumer electronic device is Wi-Fi enabled. Additionally, prices are far lower than they once were, and Wi-Fi routers have been greatly simplified to the point that a non-tech-savvy person can set them up. Such benefits stem directly from technological convergence.

Technological convergence means companies are more easily able to connect to their customers and to learn more about customer's buying habits. In some cases, technological convergence even makes it possible for a business to influence a customer's purchases. Some retailers track customer's smartphone locations. If a customer is standing in a particular area of the store for a certain amount of time,

the retailer might send the customer a coupon via text message or pop-up notification for the item they're looking at, thus, further enticing the customer to make a purchase.

REFERENCES

- Agba, P. C. (1998). *The Importance of the Arts to the Emergence of a more Acceptable New World Order*. Nsukka Journal of the Humanities 1 (2) 27 - 37.
- Aminu, G. (1994). Nigeria and Media Imperialism. *The Democrat* (1994, July 22, p. 8).
- Anaeto, G. S., Onabanjo S. O. and Osifeso, I. B. (2008). *Models and Theories of Mass Communication*. Maryland: African Renaissance Books Inc.
- Best, C. and Kombol, M. (2009). *Impediments to local content on selected Broadcast Stations in Nigeria*. Makurdi Journal of Communication Research 2 (1) 98-124.
- Cabral, A. (1976). *National Liberation and Culture. A Lecture delivered at the programme of Communication in Nigeria: A Book of Readings*. Enugu: Fourth Dimension.
- Effiong, R. A. (1999). *Issues in Broadcasting Enugu*: Bismark Publications.
- Kid, R. (1979). Folk Theatre: One-way or Two-way Communication. Development Report (2a) 32-40
- UNESCO (2017). From <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/global-media-and-information-literacy-assessment-framework/>
- UNESCO (2021). *Digital skills critical for jobs and social inclusion* available in <https://en.unesco.org/news/digital-skills-critical-jobs-and-social-inclusion>.