A DISCOURSE ON THE USE OF NEW MEDIA TECHNOLOGIES IN NIGERIAN TELEVISION NEWSROOMS

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ABSTRACT

New media technology has undoubtedly taken the world by surprise. Whereas its emergence and growing popularity has been somewhat of a bitter-sweet experience for journalist and journalism practice in general, a certain aspect of the media world has been most impacted. Television broadcasting is one of such aspects. Television has always relied heavily on technology – from the era of analogue to the digital, the evolution has been one step at a time in history. The introduction of new media technology alongside the digital powers they possess is topical. The study looks at new media technologies in Nigeran television newsroom. This paper is anchored on technological acceptance model and technological determinism theory. The researchers believe that several aspects of the Nigerian television newsroom have been greatly impacted and that reduction in time of production, reduction in a number of gatekeepers, and cost-saving are some of the greatest. The paper concludes that new media technologies have reduced the size of the newsroom and encouraged multi-skilling and multitasking.

Keywords: Journalism, New Media Technology, Newsroom, Channels Television, African Independent Television, Technological Determinism, Technological Acceptance

1.0 INTRODUCTION

New media technologies no doubt have had an impact in the way journalism is practised in the world and Nigeria is not left out. The old methods of news gathering, processing and

dissemination are now giving way for more modern ways. Traditional newsroom activities mostly impacted by this shift include newsgathering, processing and dissemination. On the part of the audience or recipient of media content, the story is similar as access to media is now also simplified largely due to sophistication in technology especially websites, dedicated mobile news applications, weblogs amongst others.

Journalism is being transformed by new media technology. Whether it is traditional media now synching with new media platforms to brand them anew or it is smartphone news application specially designed to meet the demand of modern times, new media is shaping the way journalism is practiced in modern times. Content delivered digitally such as newspaper articles and blogs, music and podcasts are what is referred to as new media, (Cote, 2020). He further stressed that website or email, mobile phones, streaming apps, internet-related communication formats are also seen as new media technologies.

Historically, technology has always been complementary to mass communication. In other words, mass communication has always relied on technology to thrive. From the printing press used to produce newspapers and magazines to analogue radio and television transmitters and now computers connected through the Internet and the birthing of other modern/new media technologies, it is evident that technology has and is still a force majeure in journalism. Specifically, the new media as powered by the Internet is now seen as the advanced form of communication that has helped mould the world into the much talked about the global village, even with a speed that can only be imagined.

The Internet which is a major vehicle of the new media liberalises a lot that has to do with journalism. The Internet no doubt present "tantalising opportunities" and one of such is that it reduces distribution costs, and provide media content with the required spread, and transforming access from a previously "local only" to "global" and also create greater author access in the highly competitive field of print journalism, (Steele, 2009). It is instructive to note that broadcast journalism is also a major beneficiary of the reduction in the cost of distribution and content spread or reach. Journalists and media organisations the world over are beneficiaries in this regard and a lot has been written and said about it.

For the Nigerian journalist, the Internet makes things easier and has more advantage, (Didiugwu, Ezugwu & Ekwe, 2015). Didiugwu et al. further emphasised that the Internet is a free encyclopedia of virtually all information the journalist needs with comparative advantage (to the journalist and media organisation) when compared with news agency and wire service which require a subscription at a fee. The Internet also houses virtual communities where members deliberate on issues or topics with a high degree of anonymity in some cases. Cross-pollination of ideas takes place in such virtual communities/rooms.

Convergence and digitisation are the factors that bridge the gap and enabling collaborations, compatibility and connectivity, (Saltzis & Dickinson, 2008). Saltzis and Dickison further observed that digitisation and convergence seem irreversible and the future of the media rests on technology. It is also debatable whether the media industry will survive the technological evolution or adapt with the speed the events are unfolding. Just as the benefits are numerous, so also are the challenges posed by new media. From the fear of job cut to that of competition, stakeholders always talk about the new media. However, the advantages far

outweigh the disadvantages in various dimensions. The positive impact new media have on journalism are numerous.

Examples of how the new media affects the newsroom abound across various media activities. In newsroom production, events that suggest a paradigm shift from single-media to multi-media newsgathering are unfolding just as the certain impossible task is now simplified, (Saltzis & Dickinson, 2008; Working, 2018). Consequently, the art of multiskilling is now popular amongst journalists as they now get involved in several activities to get the news reported. A journalist assigned to a particular beat can now cover the event, take pictures and report back to the newsroom without the help of a professional photographer and vice versa. In some cases, it takes just the journalist and the cameraman to do the task. Unlike what was obtainable 20 years ago when about four persons which include: the driver, camera operator, sound technician, and news writer used to cover an event, modern times require just one person and that is the news writer to combine task previously done by many. Such tasks include news writing, researching, designing, and all forms of editing – text, sound, photographs, sound or video formats, (Infotendencias Group, 2012).

New media technology is seen to have an unimaginable impact on the way journalism is being practised in the 21st century and the ways newsroom operates, (Elliot, 2008). Put differently, new technologies are responsible for the new forms or ways media activities are being conducted in the world today, (Ekhareafo, Asemah & Edogoh, 2013). This paper argues that the introduction of new media technologies has aided journalists working in the Nigerian newsroom in diverse ways to the extent that it has reduced the number of persons involved in television production, saved cost and the amount of time spent in the production process.

2.0 CONCEPTUAL CLARIFICATIONS

2.1 New Media Technologies

Several scholars, organisations and institutions have tried to explain the meaning of new media from different perspectives. It means different things to different people and scholars. Neese (2017) describes new media as a kind of digital technology that is highly interactive. Logan (2010) further says the new media has the capacity of ease of processing, storage, transformation, retrieval, hyper-linkage and present a more easily searched and accessed platform.

To Nnammuo and Nwafor (2019), the new media refer to all platforms powered by the Internet which find its base on the emergence of the new information and communication technologies. They listed the new media forms to include: social networking sites like Facebook, YouTube, WhatsApp, 2go, WeChat etc., mobile/cell phones, wikis, blogs, online newspapers, webcasts, video streaming among many others. Beal (2019) avers that new media is somewhat related to those referred to as "old" with a static representation of graphics and text. Examples of old media are newspapers and magazines. Just that this one is a huge improvement in the ones referred to as 'old technologies". Beal, therefore, provides a list of new media to include: websites and blogs, chat rooms, streaming audio and video, email, online/virtual communities, social media/sharing platforms, mobile applications, web

advertising, DVD and CD-ROM media, virtual reality environments, internet telephony and digital cameras.

There are series or types of new media that are shaping the world and the way people communicate. Neese (2017) again made a 5-item list of these new media which illustrate the evolution of the type of media as discussed below:

1. Blogs – These are referred to as personal web pages or sites which serve as vehicles for news dissemination as well as a platform for discussing topical issues. One unique feature of blogs is that content or information posted therein can easily be searched and accessed. And just like online newspapers and some social media platforms, contents in blogs could be of multiple media forms such as text, video, photos or both. Blogs have multimedia outlook.
2. Virtual Reality – As a new media, virtual reality has enormous powers to mirror reality using virtual technology. It makes use of the user's physical presence and sensory experience, simulating the environment and aligning it, thereby making it appear real to participants. User's experience can be maximised through the use of a special computer screen of the headset.
3. Social Media – The idea behind social media is the creation and exchange of information, ideas and content in online communities and networks. The main feature of social media is its reliance on users' participation. It is highly interactive. Facebook, WhatsApp, YouTube, Twitter, Pinterest amongst others are examples of social media networks that are used in modern days' communication.
4. Online Newspapers – Online newspapers are regarded as an online medium that post news content online for public consumption. These are considered new media just as blogs due to the use of the Internet. The push from online newspapers and other new media forms are the main reason traditional newspapers are now deploying digital technologies to ensure online presence. In Nigeria, newspaper organisations such as Daily Trust, Vanguard, The Nation all have an online presence and now deliver video content on specific occasions.
5. Digital Games – Digital games just like social media engenders interaction and a gaming-community of some sort. Fromme and Unger (2012) opine that the digital games and the game world have the capacity to open up cultural spaces which other new media and virtual environments cannot achieve and that the most significant thing in the process is that the spaces created by the digital games are framed as "playful" from the outset. This goes a long way to show that digital games as new media plays a major role in the globalisation process – making the world a global village. Television is not left out in this regard.

It is noteworthy that the new media are web-based communication channels and platforms, therefore, the Internet is considered the major pillar of the new media technologies and in so many dimensions it has proven to be overtly important to journalism practice. Rouse (2005) avers that new media encompasses multimedia – a term originally used for standalone (not online) presentations in various scales as well as hypermedia, which emphasizes interactivity and specifically means the ability to selectively link from one form of content to another. With this definition, we can see clearly that new media is a conglomeration of platforms built

to synergise for optimal performances. As such, the newsroom and journalist benefit immensely from the powers of the new media technologies.

2.2 Newsroom operations

Newsroom operations are better understood in components. In this regard, "newsroom" and "operations" will be explained before treatment of the word in compound form (i.e., newsroom operations). The newsroom can simply be described as a hub for gathering and/or processing of reports preparatory for broadcast or publication in the case of print journalism. It is a converging point for the staff of a media organisation. Operations on the other hand have to do with activities or processes of getting a thing done. Therefore, newsroom operations are a series of activities carried out within a media organisation, towards achieving a set purpose or objective. In a media organisation, the output could be news, documentary, advertorials amongst others.

In a typical newsroom, there are several personnel that work round the clock to get the job done. These include various directors such as floor director, technical director, audio board director, photographers, reporters, producers amongst others, (Champagne, Farimond & Bodily, 2017). Champagne et al. further emphasised that in a smaller newsroom, an individual might be assigned different task while bigger ones may assign a job to be carried out by several people. In modern times, the usually large newsroom of television stations which used to be compartmentalised (in some cases) are now made one (single unit), and small due to the contribution of new media technologies.

3.0 THEORETICAL FRAMEWORKS

This study is underpinned on the technology acceptance model to be supported by the technological determinism theory. Marshal McLuhan is the brain behind technological determinism theory which he developed in 1962, (Inobemhe, 2018). The basic premises of the theory are that the media not only alter their environment but the very message they convey, the media creates new perceptual habits while their technologies mould new environments, (Asemah, Nwammuo & Nkwam-Uwaoma, 2017).

The theory postulates that human thought process is greatly shaped by media technology. That is the way individuals in a society think, feel, act, and how every society operates through the evolution from one technological age to another is shaped by technology. Technological determinism theorists place so much premium on technology and their interpretation is that technology in general and communication technologies, in particular, is the basis for social survival in the past, present and even the future.

Similarly, Asekun-Olarinmoye, Sanusi, Johnson and Oloyede (2014) posit that interpretations of technological determinism theory are mostly patterned along with two basic thought directions or ideas:1) that the technological development is aligned to a predictable, traceable path that transcends cultural or political influence, 2) that technology, in turn, has inherent "effects" on societies rather than those socially conditioned or produced, and that society wields so many powers to organise itself to support and further develop a technology once it has been introduced.

Quoting McLuhan (1964), van Loon (2008) captures that media are extensions of human faculties and in relation to space and time. It is imperative to shed light on this statement. The extension talked about in McLuhan's theory relates to space. By virtue of the impact of that extension, media bring about the human being as having an extended simultaneous 'networked' presence. Again, extension here also relates to time, that is resulting in 'prolonged' – extended 'presence'. In effect, the extensions of human faculties produce increased immediacy and instantaneity in the entire process of communication. In addition, electronic media would open up a new vista for average people and enable us to be everywhere instantaneously. In like manner, new media technologies in the newsroom of television stations come with a new feeling and appreciation both on the part of the broadcaster and the audience.

Technological determinism is a theory upon which this study rests because it helps us to understand how new media technology determines the way journalism in being practiced. It also enables us to understand and how television stations in Nigeria adopt the same in their newsroom operations to make work easier, improve house style, bridge gaps and improve delivery systems and quality in output.

The theory is to be supported by technological acceptance model. Technological Acceptance Model (TAM) is one of the most influential among models upon which studies on technology adoption and use are hinged, (Legris, Ingham & Collerette, 2003; Charness & Boot, 2016). Originally, the model was developed by F.D. Davis in 1986, and was later expanded in 1989. TAM can be explained based on two factors or theoretical constructs – Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). Put differently, the model can be understood in the two ways – 1) an individual's intention and eventual decision to use new technology or how easy it is to use, 2) how useful such technology can be to the user.

As earlier observed, there are two main factors that may be responsible for the decision to use technology. However, these factors are dependent on certain variables. According to Surendran (2012), the external factors or variables that could influence the two main factors of perceived ease of use and perceived usefulness include – social, cultural as well as political factors. Factors such as language, skills and facilitating conditions are categorised as social, while political factors are those related to the use of technology in politics as well as a political crisis.

Generally, TAM explains an individual's acceptance of technology with specific reference to computing technology. However, Davis (1989) as cited in Kwon & Chidambaram (2000) observes that behavioural intentions determine actual computer usage and that what influences that is the individual's attitude towards the use of the system as per ease of use and perceived usefulness. Another study carried out by Davis (1993) with regard to the use of cellular telephones reveals that the devices are useful in interpersonal relationships and can be used in reaching decisions. Further revelations made in the study are that internal factors such as social status as well as external ones which include job requirement or potential advancement are responsible for early adoption of cellular phones by individual users. Therefore, it suffices to state that an individual's evaluation of the desirability of a technology or system is what drives the acceptance and eventual decision to make use of it.

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Validating the importance of TAM, Surendran (2012) posits that the model happens to be one of the most popular models used in predicting use and acceptance of information systems and technology by individual users. Technological acceptance model is one of the theoretical frameworks for this study as it explains the motive behind the adoption of new media technology in newsroom operations of television stations in Nigeria.

4.0 DISCUSSION

Scholarship abounds on the impact new media has on journalism practice. Lewis and Molyneux (2019) carried out research to place key assumptions on social media and journalism in perspective and correct same. Lewis and Molyneux took the position that despite the assumptions, social media which is in fact an aspect of the new media technology, due to its vast nature with respect to its diffusion, is so important to social life and much more important for news. This presents a new angle to understand the unique position new media technologies occupy in journalism.

New media has broadened the scope of broadcasting. Asekun-Olarinmoye et al. (2014) took the position that new technology has so much impact on the Nigerian media. Asekun-Olarinmoye et al. further stressed that new media technology especially social media has improved the scope and dimension of broadcasting in Nigeria. Specific references were made to the ways in which technology has impacted media to include amongst many others, increased availability of dissemination points – that is the new ways through which the audience gets the news. Gateways such as Internet websites, audiocassettes, satellite-to-home, videotapes, podcast, blogs and increased mobile media reception are some of the new ways of reaching audiences made available through new media technology, the study revealed. Television stations such as AIT, Channels, TVC and NTA have websites through which they reach their vast audience.

Similarly, Nyekwere (2009) observed that despite poor adoption of new media technologies in Nigeria and moderate knowledge of usage on the side of journalists, the tools remain very useful and important to journalists in the discharge of their duties and can be seen in broadcast station's output. Nyekwere further revealed that new media technologies available to the Nigerian broadcast industry include: flash drives, digital studio, computers, digital recorders, internet facilities, amongst many others. With a digital recorder, for instance, quality audio delivery is assured unlike the previous old devices that produce less quality making it difficult for the audience to receive clear messages.

The introduction of new media technologies to the television newsroom has made the previously large newsroom a small place. In other words, new media technologies have compressed the newsroom. Digitalisation has reduced the number of persons on the floor of a modern newsroom and journalists now learn new skills that enable them to multitask and come up with better results in record time. The introduction has ensured a gradual phasing out of specialists in the newsroom and has made every journalist a multi-skilled person. Most modern newsrooms no longer have designated desk for news editors as in the old. Media organisation now deploy specially designed editing software programmed to align to the house style. To further buttress our point on the ways new media have brought about new ways of newsroom operations, below are specific examples:

One of the broadcast media organisations in Nigeria with noticeable investment in new media technologies is Channels television. The station is recognised as one of the best in Nigeria, and recently won the award of "Best TV Station of the Year" for a record number of since it first claimed the prize in the year 2000. The media organisation with headquarters in Lagos is one of the licenced private television stations in Nigeria, (Adegbilero-Iwari & Ikenwe, 2014). The station again won the Nigerian Media Merit Award (NMMA) for Best TV Station of the Year for the 13th time in 2019, (Ajibola, 2019).

The television station boasts of state-of-the-art ICTs. Adegbilero-Iwari and Ikenwe (2014) lend credence to this position when he posits that Channels TV adopts and make use of a handful of new media technologies in its programming and subsequently newsroom operations or broadcast. It was further revealed that the television station deploys social media platforms such as Twitter, YouTube, Google+ and Facebook in news dissemination. It also makes use of Internet platforms using WebTV. Adegbilero-Iwari and Ikenwe further explained that Channels also engages its audience on Fridays with the use of Hangout powered by Google+. The television station has a well-developed application that is compatible with Android, iOS and Blackberry devices where audience can access all media content format – text, graphics, audio and video. This means the organisation is concerned about the multi-media aspect of journalism. Channels also takes advantage of new media technologies to encourage citizen journalism with its i-witness feature available on its mobile app where audience members can upload photos/videos of events as they break.

One other unique way to ascertain that Channels Television adopts new media technologies in its newsroom operations is that on most of its programmes, journalists give voice to audience feedback by way of comments sent to the official verified Twitter handle of the station - @channelstv. McLuhan in his theory postulates that television brings about a reinforcement in deep participation and empathy and that it is a paradigm shift from the print media separation to continuous participation by audience members, (Fishman, 2006). One Channels Television's programmes where the audience is given the chance to be heard is Sunrise Daily.

Before and during the Coronavirus outbreak in the world and Nigeria, Channels TV was seen to have stepped up its game with regards to the deployment of new media technologies. It used Skype and other similar platforms to get contributions to its programme from experts and journalists alike from distant places with the speed of life. Therefore, it suffices to say that new media technologies have again removed the gap between the media and the audience.

Virtual capabilities of new media technology adopted by Channels Television and others also sent a signal that Nigeria can also practice social distancing in the ways television programming and broadcasting is done. For example, at least, one of their journalists – Maupe Ogun was seen to have taken advantage of new media technology as she worked from home during the period. Evidence also abounds in Channels TV video-streaming live events such as Mandela's funeral, World Economic Summit in Davos, Switzerland and many more to its vast audience, (Adegbilero-Iwari & Ikenwe, 2014), and in recent times events such as Lagos Panel of Inquiry set up to investigate cases of human right abuses by the now-disbanded Special Anti-Robbery Squad of the Nigeria Police Force.

The newsroom of Channels TV is evolving and one way to ascertain this is the production of the podcast to enable viewers to get the audio version of programmes and listen at their convenient time. All channels tv podcast is available and accessible online, (see www.channelstv.com/podcasts/). This creates a whole new dimension to understanding media activities. TV audience who used to be glued to their set can now keep up with busy schedules and access aired programmes through mobile phones, tablet computers or laptop at a convenient time.

African Independent Television (AIT) is one other example of a television station in Nigeria with some form of investment in ICTs and new media technologies. This has positive impact on the changing face of the station's newsroom. AIT is one of the pioneer private broadcast stations in Nigeria. It obtained its licence in 1992 after the deregulation of the industry by the then head of state of Nigeria Ibrahim Babangida. The television station is reputed to have the biggest private broadcast network in Nigeria. No wonder it is taking a different approach to alternative platforms in recent times.

Media organisations in Nigeria and AIT, in particular, have adopted ICTs in their operations to a reasonable extent was part of the findings of research by Inobemhe (2018). The study was conducted to ascertain the adoption of Information and Communication Technologies (ICTs) in broadcast newsgathering at AIT Abuja. Mobile phones, Internet, email and OB Van ranked amongst the most popular new media/ICT devices known to journalists in the organisation as 80% respondents indicated they have knowledge of them. The study also revealed that new media technologies were effective in newsgathering and the rate of adoption among journalist is reasonable to a large extent. Amongst the numerous positive impacts of new media/ICTs on the newsroom experience of AIT include: eliminate time lag that existed in the past between journalist in the field and newsroom, timely delivery of broadcast media content, boost the reliability of the media, enhanced efficiency, effectiveness and improved newsgathering processes. This validates Marshal McLuhan postulations in his technological determinism theory with regard to the death of time and space, (Paredes, 2017). Though there were drawbacks to the adoption of ICTs for news processing in AIT as revealed by a study by Adigwe (2012), recent studies such as Inobemhe (2018), Atuegwu (2018) captured that such setback such as poor training, lack of funds and poor power supply is now being addressed either on the part of the journalists themselves or the media organisation. For example, in 2013, AIT signed a new media transformation project partnership deal with Info strategy Technology Nigeria to Livestream programmes such as Kakaaki, Focus Nigeria, Matters Arising, Global Matters and the 12 pm, 4 pm and 8 pm news broadcast on their online television channel, (Infostrategy Technology, 2013). The company manages the entire new media architecture of AIT and is seen to be effective in that regard.

African Independent Television with the partnership is pursuing television stations such as Channels Television and TVC in the area of alternative platforms which include new media. AIT is active across new media platforms with a noticeable presence on various social media platforms. On Facebook, AIT page AIT Online has over 553, 386 followers while its Twitter handle @AIT_Online has over 471,000 followers. The television station often live-stream its programmes on Facebook @Officialaitlive and on its website https://ait.live With access to various new media platforms and subsequent use, AIT newsroom staff are experiencing a new form of broadcasting as evident in their programming.

Another area the impact of new media technologies can be felt is in general broadcast output. The Nigeria Television Authority (NTA) is one example. The NTA prides itself as the largest tv network in Africa. The network in partnership with a Chinese company 'Startimes" launched DVB-T2 technology which enables a broadcast output with clearer images and wide arrays of channels from amongst which the viewer can choose, (Guanah & Ojo, 2018). With the partnership, NTA became a multichannel television network. The channels include NTA News 24, NTA Entertainment, NTA Knowledge, NTA Sports 24, NTA Parliament, NTA Hausa, NTA Igbo and NTA Yoruba, (www.nta.ng/channels/introduction). All NTA Multichannel workers are trained to master ICTs and new media. They are also tasked to carry out multiple assignments simultaneously. In other words, they are challenged to multi-task. For example, any staff with NTA Multichannel are expected to do camera work, edit and produce. The organisation sees them as elites of the television network based on their training on self-reliance. The knowledge of ICTs and new media is rejuvenating the newsrooms of NTA across channels and stations scattered all over Nigeria. Self-reliance is another positive impact of new media technology in the newsroom operations of television stations in Nigeria.

4.1 New media and modern newsroom experience

The dynamism in ways media work coupled with the growth of the media in the last two decades on thereabout can be attributed to the development of Web 2.0 and other digital technology, (Soltau, 2020). The newsroom of the 21st century is one that is constantly evolving following technological evolution and development. It is pertinent to note that it is not just the newsroom that is seeing the impact but also practitioners. Scholarships abound as to these impacts. Scholars are of the opinions that the introduction of advanced digital technologies to newsroom requires the reporter's identity as well as his professionalism to adapt in like manner, (Pavlik, 2001; Deuze, 2008; Turtola, 2017; Hu, 2019). Pavlik further avers that with the introduction of the new media, journalists and their numerous publics are realigning – such groups such as their sources, audiences, competition, advertisers and government.

It is instructive to note that with technology, a lot has changed in modern newsroom operations as there are emerging production processes just as entirely new modes of operations spring up in media organisations, (Bradshaw, 2012). One example of the changing activities to traditional media television broadcasting is that the new media has so liberalised the space that websites and social media platforms are now used to disseminate information even before news time. Breaking news is now first uploaded onto the websites of television stations for the audience (especially those without access to television due to busy schedules) to get news at it breaks. In a nutshell, newsroom activities and processes are now transformed in the era of new media technology. Recall that in the era when television was completely analogue without new media technologies, television set/box was the only medium.

Media technology evolves and in diverse ways bridges gap between the media and the audience. Adoption of new media technologies in television newsroom presents media audience opportunities to provide comments on stories of interest, share them, embark on discussions with other audience members, or even publish their materials on blogs and social media platforms, (Nielson, Cornia & Kalogeropoulos, 2016). With these possibilities, the

newsroom is now more engaging and considerate in its choice of programming and dealings with the audience. In a way, new media technologies present the newsroom in reformatory ways to the audience as they are now more engaged with their news organisation of choice.

The modern newsroom experience has as much impact on media organisation and practitioners just as it has on the audience. According to Hunt (2014), new media technologies especially social media enables the easier gathering of television ratings, just as the possibilities created by YouTube video streaming means people would not get to miss a television programme as they can always visit pages and watch at a time of their choosing. Hunt further elaborate that whenever a hashtag trends on Twitter, it affords the audience the opportunities to comment and discuss television programmes or other hot topics. In addition, Facebook provides users with additional information about shows or programmes whilst YouTube has the capacity to turn advert or commercials into viral videos, (Hunt, 2014).

New media technologies enable simulcast. Making use of alternative devices other than the television set and still maintain the audience base is one beautiful thing about new media technologies. 2019 saw a decline in television view time per day to 4hours, 10minutes, and it is projected to further drop to 3hours 37minutes by 2021, (Thompson, 2020). Thompson observed that the reason for such a drop in relations to view time is that younger audience is watching television more in online platforms such as mobile application than the physical set. They do this for convenience sake as they would not trade precious time for anything. With this in mind, television newsroom constantly tries to satisfy audience needs thereby providing the needed satisfaction.

Quoting Terry Eliason, Thompson (2020) captured that quality and timeliness is one of the ways broadcasting is changing and this change is attributed to the sophistication in emerging new media technologies. A journalist can take advantage of the numerous possibilities of new media technologies to beat deadlines and report directly from the field without necessarily going through the rigours of first bringing physical copies of report in-person and editing. Thompson further posits that the impact is felt in the newsroom and that new media technologies enable major technologies convergence which will help broadcasters transform augmented intelligence, new delivery technology, big data and even bigger computer cycles, and more powerful consumers smartphones.

In a typical modern Nigeria newsroom, desks are now tasked with keeping up with online platforms and engaging the audience in ways and manner that their attention can be sought, got and sustained. Podcasting is now being embraced by media organisations such as Channels Television, Television Continental (TVC), (see https://www.tvcnews.tv/tag/podcast). Podcast refers to a radio-style, audio recording of programmes that available for download from the internet in different audio formats – mp3, wav etc., (see Lafferty & Walch, 2006; Obajuluwa, Talabi & Oluwasola, 2019).

4.2 Challenges of new media technology in broadcasting: The Nigerian experience

As earlier observed, new media is the future of broadcasting as it will not only complement but improve its delivery systems. Skepticism trailed the introduction and development of new media technologies. While some entertained the fear that it would bring about redundancies,

others felt it would put so much pressure and stress on journalists trying to catch up with trends in the profession, (Zion et al., 2017; Bruns, 2018). It is now obvious that the advantages subdue the challenges. However, the two dimensions from which the challenges of new media technologies will be approached are: that on the part of the journalist and the profession, and that on the part of the media organisation.

Journalism profession has further become vulnerable due to new media technologies, (Talabi, 2011). Talabi explained that what threatens the profession is not just technology and competitors but the audience who are now armed with necessary tools that makes them active participants and creators of content. Recall that the audience used to be a passive consumer of media products, (Zhao, 2019). The profession is constantly under pressure to match up and adapt to any technological era and this comes with certain consequences. It means the profession will always strive to be up-to-date with development in the sector. This translates to the acquisition of skills, equipment and necessary manpower. It is imperative to note that such constantly put the media under financial pressure as demands are made of them.

Some of the challenges are peculiar while others are not. Gbam (2017) identified challenges facing new media in broadcasting in Nigeria to include: no clear-cut policies, cost of acquisition of new media technologies, low level of technical penetration, power supply, and lack of expertise. Gbam emphasised that despite the important roles new media technologies play in broadcasting, the aforementioned barriers militate against their use especially in Nigeria. Similarly, previous studies find problems of infrastructure, poor skills and knowledge of handling equipment, cost of ICT facilities, epileptic power supply and many more as challenges facing the adoption of ICTs and new media technologies in Nigeria, and even its sustainability after adoption faces same threats, (see Haliso, 2009; Wilson & Gapsiso, 2009;2012; Obajuluwa, et al., 2019).

Among all the numerous challenges bedevilling the media industry with regards to the acquisition of new media technologies especially in Nigeria, the high cost of acquisition is perceived as the greatest. Nigeria and most African countries belong to the third world based on classification, though Nigeria is seen as developing, (Banton, 2020), and this puts pressure on the economy and then government and even greater pressure on the private sector. Private media organisations in Nigeria do not enjoy grants from the Federal Government. Often times, they are faced with several bottlenecks largely due to policy defects before a waiver can be obtained in the event of an urgent need to import certain equipment. The bureaucratic chain also prevents some public media organisations from replacing faulty equipment or procuring new ones, (Gapsiso & Wilson, 2014).

All the challenges listed above affect the media organisation and some the profession. However, the Nigerian journalist is greatly affected in the areas of knowledge of new media and their uses. Some working tools take time to master more than others. Certain new media tools need some form of expertise to operate. Therefore, training and re-training become necessary. Management of media organisations in Nigeria have not come to terms with this reality and it constitutes a huge challenge in the adoption of new media technologies amongst journalist. This does not mean the absence of adoption as the easy-to-use ones such as mobile phones and the internet are already in wide use in Nigeria and have proven to be useful

overtime. This validates the Technological Acceptance Model's postulation that technology adoption is dependent on an individual's perceived ease of use and then its usefulness.

4.3 Ways journalists adapt to evolving technologies

Journalists are gradually adjusting to the new ways of journalism practice. New media is seen as not just complementary to traditional media but as its future. Though the journey to adapting is seen as one that is tough, the challenges are surmountable. Bruns (2018) posits that part of the problems with the adoption of social media platforms of Facebook and Twitter for instance is the need to be constantly present on these platforms raising concerns of the workload that comes with such. Bruns suggests personal branding, monitoring development and engaging the audience as possible options for the journalist.

The Nigerian journalist is constantly adapting. Self-training is now the thing amongst Nigerian journalists who wants to be up-to-date. Just about a decade or more ago, operating an android powered phone was a problem for some journalists, but as more and more people get to stay glued to their mobile devices, knowledge and appreciation keeps growing and widening. Some journalist took a step further by attending special computer appreciation training to be able to man the various work stations and operate the devices made possible through new media technologies.

5.0 CONCLUSION

This paper has been able to discuss the use of new media technologies in television newsroom of television stations in Nigeria. The average Nigerian journalist has access to new media technologies; however, such access is limited. In other words, he does not have adequate access. New media technologies have a great impact on the newsroom operations of television stations in Nigeria and the Nigerian journalist is adapting to the trend. Though there are some challenges in the adoption of new media of which the greatest is the high cost of acquiring the technology since Nigeria does not produce any, adoption has been to be a reasonable extent. Newsroom of a typical media organisation in Nigeria especially television is now made smaller and tasks simplified.

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