**INFLUENCE OF DIGITAL COMMUNICATION IN JOURNALISM PRACTICE**

**(A CASE STUDY OF AKWA IBOM STATE BROADCASTING CORPORATION – AKBC TV)**

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the Study**

Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed through the internet as opposed to publishing through print or broadcast.

What constitute ‘digital journalism’ is debated by scholars. However, the primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video and some interactive forms and disseminated through digital media platforms.

Fewer barriers to entry lowered distribution cost and diverse computer network technologies have led to the widespread practice of digital journalism. It has democratized the flow of information which was previously controlled by traditional media including newspapers, magazine, radio and television.

Some scholars have asserted that greater degree of creativity can be exercised with digital journalism when compared to traditional journalism and traditional media. The repurposing of print content for an online audience is sufficient for some, while others require content created with digital medium’s unique features like hypertextuality.

Fondevila Gascon (2012) adds multimedia and interactivity to complete the digital journalism essence. For Dueze (2003) online journalism can be functionally differentiated from other kind of journalism by its technological component which journalists have to consider when creating or displaying content.

Digital journalistic work may range from purely editorial content like CNN (produced by professional journalist) online to public connectivity website like Slashdot (communication lacking formal barriers of entry).

The expectation of society for instant information was important for the evolution of digital journalism. However, it is likely that the exact nature and roles of digital journalism will not be fully known for some time.

**1.2 Statement of the Problem**

It is quite certain that digital communication has aided today’s journalist in the receival and dissemination of information. Journalist can now obtain information online and post news messages on the internet for the publics.

The information in which individual journalist has decided to keep private online has experienced some level of security over the years but in these days of (National Security Agency) NSA snooping, (Syrian Electronic Army) SEA hacking, corporate espionage and cyber fraud, everyone should have concern for digital security.

Many organized, well funded groups – competitors, criminals and governments have a vested interest in getting one’s data. As digital technologies become more pervasive, protecting the security of our information will only become important.

Another problem of digital communication is that vital information could be damaged by what is called a ‘computer virus’.

Furthermore, in Akwa Ibom State Broadcasting Corporation (AKBC) the digital devices are not sufficient to all the journalists and the available one’s are poorly maintained and easily damaged due to lack of technical skills in the operation of these digital devices and lack of trained personals who have the technical – know – how in repairing these devices when they get spoilt.

It is against these backdrops that this researcher seeks to answer the question: to what extent has digital communication influence journalism in Akwa Ibom Broadcasting Corporation (Television)

**1.3 Objectives of the Study**

1. To find out if the Akwa Ibom Broadcasting Corporation (Television) applies digitization in its journalism practice.
2. To find out the various digital devices used in Akwa Ibom Broadcasting Corporation (Television) in enhancing journalism practice.
3. To explain how digital communication have influenced journalism practice in Akwa Ibom Broadcasting Corporation (AKBC TV).

**1.4 Research Question**

1. Does the Akwa Ibom State Broadcasting Corporation (Television) apply digitization in its journalism practice?
2. What are the various digital devices used in Akwa Ibom Broadcasting Corporation in enhancing journalism practice?
3. To what extent has digital communication influence journalism practice in Akwa Ibom Broadcasting Corporation?

**1.5 Scope of the Study**

This study focuses on the influence of digital communication in Journalism. Spatially, this work is delimited to Akwa Ibom Broadcasting Corporation (AKBC TV).

The subject (people) involved in this study are journalist in Akwa Ibom State Broadcasting Corporation (AKBC TV)

**1.6 Significance of the Study**

1. This study is significant in the sense that its findings would serve as a base or framework for future researchers to carry out further studies in the field of knowledge under study.
2. The government would benefit from this study in view of the fact that they would learn how efficacious digital communication is an in reaction, effectively and adequately implement this programme in all government owned media house to improve the productivity.
3. The outcome of this research is hope to be of immense use to students of communication since it contains information on digital communication.
4. One main significance of this study is that when completed it would aid the society to appreciate the impact of digital communication in today’s journalism.

**1.7 Limitation of the Study**

This study encountered various militating factors, among which is inadequate availability of materials to carry out research. Also, the selected respondents were hard to come by due to their busy programme schedules culminating from the nature of their job as journalists. This therefore, hindered the administration and retrieval of questionnaire from the respondents.

Time posed a serious impediment to the study as the researcher has other academic and otherwise interests to cover, but proper time allocation was applied by the researcher for better task accomplishment.

**1.8 Definition of Terms**

1. **AKBC**: This is an acronym which stands for Akwa Ibom Broadcasting Corporation. It is a government owned broadcasting station.
2. **Audience:** This is a group of people who have gathered to watch or listen to something, it could be a play, concert or somebody speaking.
3. **Communication:** This is the process of disseminating, sharing and expressing ideas, thoughts, feelings and information from a source to a receiver.
4. **Computer Virus:** This is a malware, program that when executed replicates by inserting copies of itself (possibly modified) into other computer programs, data files, or the boot sector of the hard drive, when the replication succeed the affected areas are then said to be “infected”.
5. **Digital:** This means using a system of receiving and sending information as a series of the numbers one and zero, showing that an electronic signal is there or is not there.
6. **Digital Communication:** This is the electronic transmission of information that has been encoded digitally. It is also the ability to create persuasive communications in different media, be it website, video, audio, text or animated multimedia.
7. **Influence:** This is the effect that something has on the way something works or develop. It is also the power that something has to make something behave in a particular way.
8. **Journalism:** Is a process of gathering, processing and disseminating of news and information related to an audience.
9. **News:** This is a package information about current event that is reported.