

JOURNALISM AND NEW MEDIA IN NIGERIA: ISSUES, CHALLENGES AND PROSPECTS

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ABSTRACT

This paper addresses journalism and new media in Nigeria: Issues, Challenges and Prospects. It builds its postulations on the technological determinism theory which argues robustly that the communication technology prevalent in any age has a profound effect on the way the people think and believe. The paper highlights some challenges of Nigerian journalists in using the new media to include poor finances, inadequate power supply among others. Despite the challenges, the media people have coped well, leading to what has been described as media convergence. The paper recommends among others that government should urgently and effectively address the power situation in the country, provide a knowledge economy while employers and employees of the media industry should engage in constant training and retraining.