ADOPTION OF ICT IN TELEVISION BROADCASTING IN NIGERIA: THE CHALLENGES AND THE WAY FORWARD

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ABSTRACT

The study was sort to investigate the adoption of ICT in television broadcasting in Nigeria: the challenges and the way forward. Information Communication Technology (ICT) is a tool for facilitating the creation, storage, management and dissemination of information by electronic means. The impact of ICT on news reporting has led to a new enfranchisement for citizens. ICT has helped bridge the time lag between when an event takes place and the time it is made available to the public. The most significant impact of ICT on news is that it allows immediate feedback; the audience can respond to news stories instantly and immediately if they want to. The paper also assessed the concept the roles, and the impact and of ICT on television broadcasting. The paper concluded that this study uncovered some of the numerous benefits and challenges associated with the adoption of ICT in television broadcasting. This study concludes that ICT has created opportunities for widespread electronic and timely delivery of news. Furthermore, not only are there technology barriers that news organizations need to overcome to deliver news electronically, but there are also problems of employee attitudes toward new technologies and resistance to change. The implication of the use of ICTs in television might lead to an overall shrink in the need for human correspondents. Before ICT could be more effective in enhancing news processes in Nigeria, the constraints to news processing should not be neglected if broadcast industry must thrive or perhaps compete with its international counterpart. One of the recommendations made was that funds should be made available to upgrade ICT facilities in order to enhance its use in effective broadcasting.

KEYWORDS: ICT, Television Broadcasting and Nigeria.

Introduction

Many individuals think that interacting with others and communicating with them is vital to life. Talking drums and town criers, two of the most widespread modes of communication before the development of modern methods, were used by people to routinely engage and communicate with one another. These technologies couldn't transmit information about any changes in the country's growth since their scope and region of coverage were limited. ICT, also known as computer-mediated communication (CMC), has had an influence on every facet of human communication. But, it has also

grown into the brain and heart of all levels of communication. Town criers still address audiences in traditional village squares, but MC is far more effective and economical. The fusion of information from broadcasting, telecommunications, and communications in general is referred to as "information and communication technology" (ICT). According to Rodriguez and Wilson (2000), ICT is a collection of actions that makes it simpler and more effective to process, transfer, and distribute information via electronic techniques. ICT is a technique used by people to interact, disseminate, and get information via relating via computers and computer networks (ESCAP, 2000). Information and communication technologies are now primarily seen as strategic activities and resource management for fostering individual, organizational, and overall society productivity growth and development (Tiamiyu, 2002). According to Samadar (1995), ICT was utilized in broadcasting to improve the timely delivery of news and was a tool for improving the generation, storage, management, and transmission of information through electronic means. It has been able to achieve this by getting over obstacles caused by time and distance. Journalists may cover events in real time whether they are on-site, observing from a studio, or reporting from home.

In line with what Heath and Luff anticipated in 2000, technology has had a substantial influence on news reporting. As a result, citizens now have new rights. Prior to the introduction of ICT, there was a significant lag time between when an event occurred and when the general public learnt about it as news. The amount of time between an event occurring and it being public has decreased as a result of ICT. The biggest impact of ICT on news is that it allows for instant input. If the audience so chooses, they may respond to news articles immediately. ICT in the 21st century is a force to be reckoned with since technology has generated and is continuously making tremendous changes in the way we live, claimed (Adigwe, 2012). It is inevitable that the way information and communication technologies are employed in television broadcasting will change significantly given how the ICT revolution is changing all forms and patterns of communication. ICT not only encourages and facilitates the development, processing, sharing, production, and transmission of information in the broadcast industry, but it also strongly emphasizes the immediacy and timeliness of news (Adigwe, 2010). Everyone having access to the internet and any internet-connected devices, such as cellphones, laptops, tablets, Palm tops, etc., has found that news gathering is now quicker, less expensive, and simpler thanks to ICT. Nigerian broadcasters formerly collected, processed, and transmitted news using analog and manual technologies, which in some cases caused a delay in reaching the target audience. Nonetheless, there has been an enhanced or better delivery of broadcasting services with the advent of ICT devices and digital technology, which are today employed in Nigerian television broadcast stations' development, recording, programming, gathering, processing, and transmission of news events. This would unavoidably necessitate a substantial shift in broadcasting procedures and in the skills required to understand the numerous ICT components.

Statement of Problem

According to global trends, which predict an increase in the employment and deployment of ICTs in news processing in order to achieve better efficiency, accuracy, and speed up operations, it can be argued that using ICTs in the newsroom and in news processing activities will cost more because money would need to be invested in the acquisition of both hardware and software. Yet, when information and communication

technology is brought up, it results in employment losses. Many times, the opposite is true. By replacing mechanical tasks, this technology frees people up to do more intellectually stimulating work. Similar to this, if this technology succeeds in achieving its final goal, there will be a demand for quicker and more precise ways to solve manual data processing tasks as well as better information and data storage devices offered by ICTs. Modern technology's complexity has led to significant mathematical, scientific, and technical challenges, which has improved news processing and reporting. Like all sectors of life and human endeavor in the nation, Nigeria's broadcast and print media have used information and communication technology to some degree.

Concept of Information and Communication Technology' (ICT)

The term "information and communication technology" (ICT) first appeared in print in the middle of the 1980s. It was first described as "all sorts of electronic systems used for transmitting telecommunications and mediating communications" at that time, with examples including, among others, personal computers, video games, mobile phones, the internet, electronic payment systems, and computer software. Information and communication technology is referred to as ICT. Computers and communication technologies are the primary instruments humans utilize for storing, processing, and sending digital information. The merger of electronics, computers, and telecommunications is referred to as information and communication technology (ICT). It has sparked a technological innovation tidal wave in the collection, storage, processing, transmission, and presentation of data that has not only changed the information technology industry into a highly dynamic and expanding field of work that has opened up new markets and brought in new investment, income, and jobs but has also given other industries faster and more effective ways to adapt to changes in demand patterns and shifts in global competitive dynamics (Sage, 2012). The notion of information and communication technology (ICT), which has expanded dramatically, now encompasses almost every sector. Information and communication technology professionals are essential to any sector that conducts regular business, including manufacturing, retail, banking, and publishing, as well as research centers, hospitals, police enforcement, public utilities, and libraries. Managing a company's database, writing software, offering technical support, managing projects and budgets, creating original web pages, creating digital videos, selling goods online, creating 3-D artwork, and writing technical documentation are all frequent inclusions in dictionary definitions of ICT. Information and communication technologies (ICT) combine both.

Concept of Television Broadcasting

The original transmission of television programs intended for public reception via wire, over the air, satellite, or any other means of transmission in uuencoded or encoded form is known as television broadcasting. It covers the sharing of programs between businesses with the intention of broadcasting them to the general public. It excludes messaging services that deliver information or other communications on a bespoke basis. The phrase "information and communication technology" (ICT) refers to all technical devices utilized for the creation, exchange, storage, and transmission of information. ICT systems covered by this broad definition include radio, television, video, DVD, telephone (both fixed line and mobile phones), satellite systems, computer and network hardware and software, as well as the tools and services associated with these systems, such as videoconferencing and electronic mail (Wikipedia, 2009).

"Information and communication technologies function as the nervous system of contemporary society, transmitting and disseminating information to manage the seasons and link a range of independent units," claim Laurantine (2011) and Bermiger (2005). ICTs work as digital devices that either alert the hardware or software for information transfer, according to Laurantine (2011). In fact, ICT's development as a method Problems preventing ICT from being used in television broadcasting to govern the industrial revolution are significant in almost every area of the manufacture, distribution, and dissemination of finished goods.

The Roles of Television Broadcasting

It has long been believed that communication is necessary for human life. Before the invention of contemporary communication tools, people often interacted and socialized in groups using talking drums and town criers. These communication methods could not be utilized to discuss any changes in the country's progress because of their restricted reach and coverage region. Since it started airing advertisements with a focus on Nigeria, a television station has played a critical role in the development of the country's numerous industries and communications. Television is one of the factors advancing society progress in the direction of continuity and realization because of its capacity to enlighten, amuse, and convince. Television may be a powerful tool for social transformation in every community. By enforcing social standards on how children, adolescents, women, etc. are expected to behave and develop society, it may serve a variety of purposes as a social change agent, a mirror of dominant values, and a reinforcer of dominant values. This is especially true in terms of cultural values. Television broadcasting has a significant role in a community's ability to maintain the system's functionality. It separates the population and controls it. It informs, instructs, and amuses the public. The television station keeps an eye on how the group assigns positions, communicates norms, enforces social controls, and—most importantly—executes the social process. Because of this, the radio station's operations are crucial to the achievement and preservation of political, economic, and social progress. There are several benefits to switching from analog to digital broadcasting. Due to a lack of available technological, financial, and other resources, broadcasters and broadcasting have not been able to accomplish many exciting and useful things they have always wanted to do. The digital revolution now gives them a wide range of alternatives to perform these things.

Effect of ICT on Television Broadcasting

The internet is a worldwide network of computer networks that exchange digital data using a common set of networking and software protocols, according to Shephard and Edelmann's definition of the internet from 2005. Information on computers and other ICTs is more readily available than one could ever imagine. He emphasizes that you may even learn about the internet or a specific piece of ICT equipment by using search engines. Journalists and broadcast professionals in Nigeria used manual and analog technology years ago when it came to programming, news gathering, processing, disseminating, and journalistic initiatives, which in a way delayed delivery to the intended audience. Nevertheless, with the advent of IC technology, which is currently used in the production, recording, programming, collecting, processing, and transmission of news events by television broadcast stations in Nigeria, there has been an upgrade or improvement in the delivery of broadcasting services. As a result,

traditional broadcasting methods will no longer be used, and the skills required to grasp the numerous IT components will no longer be used. This study examines how Technology has impacted broadcast journalism in order to achieve this. Computer technology has enhanced news reporting and news processing (Adigwe, 2010). By selecting the relevant websites, journalists may now utilize the internet to gather local or even international news for forthcoming broadcasts. ICT makes it possible for the broadcast industry, notably in television, to reduce or perhaps eliminate the distance constraint. During the past few decades, information and communication technology has revolutionized every element of life on earth. Its capacity to do away with manual labor and encourage media development has swiftly expanded. According to Okoye (2000), the significance of information and communication technology as a tool for processing news cannot be overstated. News processing has been transformed and improved through the use of ICTs in the broadcast sector. Understanding the influence of expanding digital convergence on media has produced an enabling environment that will ensure people's access to information through the use of this technology. Access to information is key to empowerment. Also, it makes it easier for information to be processed, distributed, stored, and retrieved. One of the main drivers of the attempted globalization that the world is undertaking is believed to be the development of new media technologies. Movies are displayed on displays with the aid of digital technology in nearly pristine condition, free of fading brightness and color, smudges, or scratches brought on by damaged film. Moreover, digital technologies preserve and transmit the original high-fidelity audio, providing viewers with a realistic and exhilarating stereo experience. It is important to note that information and communication technologies (ICTs) have improved television and radio production and presentation. Broadcast production no longer uses analog linear editing, VHS cameras, or audio-visual consoles. In its place, non-linear editing programs like Avid Liquid, HD cameras, and audio-visual consoles with digital upgrades are employed. The most modern studio facilities are also available, such as teleprompters, special effects gear, digital studio cameras, digital playback devices, card readers, digital lighting, etc. On the other hand, the revolution that ICTs have spurred has an impact on radio as well. The radio business is releasing high-definition radios. HD radio, according to Dominick (2011), is a digital service that greatly improves the signal qualities of terrestrial radio broadcasters. FM stations sound better than CDs with no static or background noise, while AM stations sound as well as a contemporary FM station with HD radio. Unquestionably, broadcasting has evolved as a result of information and communication technology. To this end, Agu (2011) said that as a result of the internet and the satellite electronic broadcasting prototype, an increasing number of broadcasters have been researching new visual media in an effort to rule more international virtual communities. For instance, the medium of television broadcasting has changed significantly over the years, from monochrome to color, from low-quality VHS cameras to DVcam, videophones, and equipment for electronic news gathering (ENG) and satellite news gathering (SNG), among other changes. Today's modern technologies that offer efficiency, speed, quality, and dependability considerably assist the manufacturing and distribution of newspapers in the print sector. The practice of publishing a newspaper edition simultaneously in many cities across the nation and abroad is now used by many large newspapers in developed nations.

The Challenges to ICT Adoption in Television Broadcasting and Way Forward

Electronic news gathering (ENG) tools, which allow the crew to report live from the scene of an event straight to the station, are still not widely used by many electronic media outlets in the nation. In a similar vein, they have not embraced the usage of SNG tools for satellite news gathering. The SNG transmits live signals from the event site to a communication satellite and back to the mother station using specifically designed technologies, enabling receiver owners to access the broadcasts from anywhere in the world. The exterior broadcasting van is the one thing that numerous TV stations across the nation have in common (OB.Van). Similar to FM stations, many TV stations in the nation do not yet have all of the latest amenities. The few accessible studios are filled with outdated technology, which leads to frequent failures. The majority of the available technologies are still wildly underused in Nigeria's mass media, notwithstanding a relative increase in the employment of several emerging ICTs.

It can be said that there is still much work to be done, particularly in ensuring digital television broadcasting, despite Nigeria's efforts to put in place the National ICT Policy that spells out a roadmap toward meeting the International Telecommunications Union (ITU) standards so that it can benefit more from the fortunes of globalization. Due to the expense, lack of computer resources, and lack of computer competence, a sizable portion of journalists and media organizations still have not adopted computers and integrated them into their everyday operations (Davenport, Fico and Weinstock, 1995). This ultimately has an impact on journalistic standards, which has a direct bearing on the populace, democracy, and effective government. According to research, there has been a huge rise in the common use of computers in newsroom activities. New computer talents were also in greater demand. Nwafar (2010) claimed that despite the numerous opportunities and benefits provided by contemporary ICTs for higher efficiency, better quality, fast production, and delivery of more dependable and cost-effective service, the majority of broadcast stations in Nigeria have not yet caught up with the trend. So, the primary objective of this study is to assess how well ICT increases the productivity of modern broadcasting.

Conclusion

This study uncovered some of the numerous benefits and challenges associated with the adoption of ICT in television broadcasting. This study concludes that ICT has created opportunities for widespread electronic and timely delivery of news. Furthermore, not only are there technology barriers that news organizations need to overcome to deliver news electronically, but there are also problems with employee attitudes toward new technologies and resistance to change. The implications of the use of ICTs in television might lead to an overall reduction in the need for human correspondents. Before ICT could be more effective in enhancing news processes in Nigeria, the constraints to news processing should not be neglected if the broadcast industry is to thrive or perhaps compete with its international counterpart.

Recommendations

1. Funds should be made available to upgrade ICT facilities in order to enhance their use in effective broadcasting.

2. The broadcast industry should train their IT personnel in order to compete and catch up with the rapidly and swiftly changing technologies and resistance to change.

3. The Nigerian government should help stabilize power because it is a key factor in actualizing the impact of ICT on news processing in Nigeria, in particular at AIT, LTV and NTA.

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