## THE ROLES OF INFORMATION AND COMMUNICATION TECHNOLOGY IN COMMUNICATION ART

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## ABSTRACT

*The advent of information and communication technology in the art of communication has had a tremendous impact on all aspects of human endeavor. Information and communication technologies (ICT) have a huge impact on the entire life and functioning of our world. Its emergence has resulted in the wonderful gifts of modern science and technology, which have led to tremendous changes in many academic fields, including the communication arts. The introduction and acceptance of ICT in the teaching of art requires from lecturers an additional effort to understand and master modern media. It is a process that entails informing people about communication arts, monitoring the evolution of information and communication technologies; and determining how to use them purposefully in the educational process at school. The study concluded that the acceptance of ICT in teaching and learning of students in universities is becoming progressively more important and a global trend which Nigerian universities are not excluded among others. It was recommended that the approaches to the use of ICTs in education should be pursued holistically.*

**KEYWORDS: ICT, Communication Art, and Roles.**

## Introduction

In the last thirty years, digital technologies (today we comprehensively call them information and communication technologies) have been included in every part of society and in the functioning of the world in general, so that today we cannot imagine any segment of our lives without these technologies. With these technologies, the world has, in fact, irreversibly stepped into the digital age (Ilić, 2019). The ubiquity of electronic and digital communications has significantly contributed to the creation of an image civilization in which we are flooded with many different images from television, films, computers, tablets, and mobile phones. Information and communication technologies (ICT) have a huge impact on the entire life and functioning of our world. Its emergence has resulted in the wonderful gifts of modern science and technology, which have led to tremendous changes in many academic fields, including the communication arts. This explains why ICT has such an important role in the educational process (Ilić, 2019). It has opened up numerous opportunities and perspectives in education. Today, many students are aware of the inevitability of the existence of digital technologies in the functioning of the world and the benefits they provide, and they try to use them as purposefully as possible in all fields of education. It has opened up a new chapter in communication and facilitated global access to information across geographical limitations (LISBDNETWORK, 2014).

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As most didactics believe, ICT provides great opportunities for innovating in the teaching process that the education system must use to overcome the weakness of traditional teaching. They find various applications in education, from curricular for learning and practicing digital databases of various data, through multimedia presentations, simultaneous games, and complex communication and cooperation environments (Ilić, 2019). Throughout history, art lecturers have tried to understand and master the tools and media of ICT and how it brings them closer to students. Information and communication technologies are concepts that are constantly being improved. The availability, flexibility, speed, and interchangeability of digital data are what make modern media necessary in the teaching of art education. The introduction and acceptance of ICT in the teaching of art requires from lecturers an additional effort to understand and master modern media. It is a process that entails informing people about communication arts, monitoring the evolution of information and communication technologies; and determining how to use them purposefully in the educational process at school. The introduction of these modern technologies into the teaching of art does not mean the rejection of traditional art media but the increase of opportunities for learning and teaching, presentation, mass communication, and the creation of art works and other works of art. Art, as a mirror of life, began to be interested in digital technologies and to use them purposefully even at the time of the appearance of the first computers that could display graphics in "decent" resolution, even before the 1960s. And since the incorporation of digital technologies into the field of art, it has helped students find new ideas and solutions (Ilić, 2019).

## Statement of the Problem

ICT is a complex planning issue concerning how to do an excellent job relating to or involving imagination or original ideas, particularly in the production of an artistic work in a society that differs in its core vision and mission of communication arts. Education has always been in constant change, and the main objective is to use innovations to improve education by implementing new processes, techniques, information and communication technologies, and new experiences that contribute to improving the teaching quality and creating new collaborative communities. Over the years, the issue of learning activities has become more effective because the use of learning media enables the overcoming of obstacles in the teacher-student communication process, such as physiological, psychological, cultural, and environmental barriers. However, ICT is critical for innovation, teaching, and improving students' learning processes in the communication arts.

## Concept of Information and Communication Technology

Information and communication technology (ICT) is an extensional term for information technology (IT) that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals) and computers, as well as necessary enterprise software, middleware, storage, and audiovisual equipment that enables users to access, store, transmit, understand, and manipulate information. (Murray, 2014). However, information and communication technology (ICT) first appeared in the mid-1980s and was defined as "all kinds of electronic systems used for broadcasting telecommunications and mediated communications, with examples including personal computers, video games, cell phones, the internet, and electronic payment systems, etc." (LISBDNETWORK, 2014). Many other academics have defined ICT as a scientific, technological, and engineering discipline and management technique used in handling information and applications in association with social and economic matters (Daniels, 2012). ICT is the use and applications of computers, telecommunications, and microelectronics in the acquisition, storage, retrieval, transfer, and dissemination of information. However, today, the definition of information and communication technology (ICT) is much broader, encompassing nearly every type of business, education, etc., from manufacturers, retailers, banks, and publishers to research firms,

medical institutions, law enforcement agencies, government companies, and libraries for their daily activities.

According to Silverstone (2012), information and communication technologies have been used by academics since the 1980s. It has become popular after being used in a 1997 report to the UK government by Dennis Stevenson and then in Northern Ireland in 2000. Therefore, with its popularity, ICT has unleashed a tidal wave of technological innovation in the collecting, storing, processing, transmission, and presentation of information that has not only transformed the information technology sector itself into a highly dynamic and expanding field of activity, advancing the educational sectors, creating new markets, and generating new investment, income, and jobs, but also provided other sectors with more rapid and efficient mechanisms for responding to shifts in demand patterns and changes in international comparative advantage through more efficient production processes and new and improved products and services (LISBDNETWORK, 2014).

## Characteristics of ICT:

According to K.M.P (2018), there are many special characteristics of ICT application. Some special characteristics are as follows:

### Effectiveness:

- Most interactive
- Fewer errors
- Customized
- Personalized
- Achievable
- Transparent
- Searchable
- Acceptable

### Efficiency:

- Faster
- Cheaper
- Fewer steps
- Lower costs
- Fewer people
- Less paperwork

### Innovation:

- New product
- New technologies

## Concept of Communication Arts

Communication arts is not only about simple communication, but also it shows thoroughly the connection to more than a branch of knowledge or area that is present in the association of media, film, and culture correspond. The complex planning on how to make an excellent job relating to or involving the imagination or original ideas, especially in the production of an artistic work in a society that is more different is the core vision and mission of communication arts. This field of study is considered to be both influenced by the ideology of the "liberal arts," which are a set of academic disciplines that include the sciences and the humanities, and applied to the principles, aesthetics, and tools of the discipline through the development of new teaching instructions based on digital interactive multimedia technologies. In communication arts, human communication is the core value of studying this field, which broadly includes studies and professions that deal with graphic and visual design such as graphic design, graphics arts, art direction, corporate design, and others areas.

In this era of globalization and fast paced generation, the existence of several recognizable different extent of mass media is undeniably interconnected with the availability and easy access to new and advanced technologies all over the world. With this regard, the phenomenon makes it easier for people to be more deeply interconnected with the past, present, and future through communication arts (Clyde, 2014). How media is being produced by the media representatives and how these

productions of media are perceived by many people in the society is what makes communication arts more important as ever. Individuals who work in the communication arts field may have jobs related to photography, illustration, typography, and graphic design. Others areas in communication arts may also include work-related professions such as Journalist, screenwriters, public speakers, digital video producer, features writers and even film and television jobs.

When you decide to study communication arts, there are some academic programs available in which you can take courses mainly focused on studying more about advertising or public relations, as well as electronic media. This course may have its own professional publications, including a communication arts journal that serves those in the communication fields, whether they work in jobs affiliated with print or online companies. In communication arts, keeping a journal serves as a detailed study that will help students keep up with the latest trends in the field. This communication arts journal may also serve as an inspiration to professionals looking for creative ideas and information to help them be aware and stay ahead of the trend.

As with most profession in the field of communication arts, people in basically work with the purpose to convince. Moreover, learners of communication arts must also learn to list and evaluate the different forms of communication they encounter or experience in everyday life to find the most and least used forms of communication. Communication is the verbal and non-verbal methods by which we communicate and can include speaking and listening, behavioral clues, the written word, and media messages (Clyde, 2014). Communication arts allow students and learners to have the ability to prepare and understand all types of communications as well as educate them on how to create and present effective communication strategies of their own in the future that they will be able to use in their job preferences. Communication Arts degrees may include speech-language pathology, public relations, and organizational communication. Depending on what kind of job or career you intend to have, you can specialize in a number of areas and focus on coursework that is practical, theoretical, or a mixture of the two. Moreover, communication arts are also related to communication skills. It is very important to understand the process by which people communicate and what skills they possess. Once you have a good communication skill, this will help you be successful as an individual in the field of work you choose in the future.

## Impact of Information and Communication Technology in Communication Arts

Education has always been in constant change, and the main objective is to use innovations to improve education by implementing new processes, techniques, information and communication technologies, and new experiences that contribute to improving the teaching quality and creating new collaborative communities (Sandia, 2019). The acceptance of Information and Communication Technology (ICT) in teaching and learning of students in universities is becoming progressively more important and a global trend which Nigerian universities are not excluded among others. Information and communications technology (ICT) can impact students' teaching and learning when lecturers are digitally literate and have the ability to understand how to integrate it into their courses or programmes of study. However, ICT have impacted greatly on teaching and learning of students in Nigerian universities in all fields of study including communication arts and in all aspect of their human endeavours such as electronic technologies used for accessing, processing, gathering, manipulating and presenting or communicating information (Anderson & Baskin, 2012). It encompasses software, hardware, and even internet connectivity. When ICT facilities are employed in an education system given the right conditions, they can accelerate, enrich, and deepen basic skills in reading and writing, motivate, and engage students to learn as they become more independent and responsible for their learning (Onodugo, 2016).

Nowadays, the implementation of ICT in the field of communication arts is essential (providing the material, organizing the classroom, and evaluating it), allowing the teacher to apply pedagogical

strategies to strengthen the students' knowledge (Srivastava, 2012). The use of ICTs helps relate academic practices to today's activities. Also, information and communication technologies, especially network technologies, have been found to encourage active learning, support innovative teaching, reduce the isolation of lecturers, and encourage instructors and students to become active researchers and learners. Moreso, they strengthen teaching through the provision of powerful tools to lecturers (Cradler & Bridgforth, 2014). ICT has the capability to enhance teaching and learning through improved interaction across cultures, between students, academics and between both but some factors in developing countries could impact otherwise (Mlitwa, 2015). ICT use by students, therefore, becomes inevitable for academic excellence in their various disciplines.

### Roles of ICT in Communication Art

The use of ICT in art education is crucial to the learning process. This is because

1) Art education focuses on discovering the meaning of art in the visual world;

2) Communication art stresses the importance of communication literacy as a goal;

3) Relevance of ICT to student lives;

4) Students can learn to combat and recognize messages geared toward commercial marketing;

5) Visual culture can illustrate ways in which cultures view human concerns and issues; and

6) Teaching communication arts helps students recognize stereotypes, biases, different viewpoints, advertising devices, and manipulation.

However, utilization of ICT as a learning media for communication arts students can be achieved through the use of the internet in e-learning and the use of computers as interactive media. The use of this media can stimulate the thoughts, feelings, interests, and ability of students to communicate vocally so that the learning process can occur. Learning activities are more effective because the use of learning media enables the overcoming of obstacles in the teacher-student communication process, such as physiological, psychological, cultural, and environmental barriers. The kind of use of ICT is a key factor for innovation, teaching, and improving the learning processes of students in communication (Sangràa & González-Sanmamed, 2010).

### Conclusion

The acceptance of ICT in teaching and learning of students in universities is becoming progressively more important and a global trend which Nigerian universities are not excluded among others. ICT has impacted and played a greatly important role in the teaching and learning of students in Nigerian universities in all fields of study, including communication arts and all aspects of their human endeavours. ICT encompasses software, hardware, and even internet connectivity. When these facilities are employed in the education system, given the right conditions, they can accelerate learning, enrich and deepen basic skills in reading, writing, motivate and engage students to learn. However, the utilization of ICT as a learning media for communication arts students can be done through the use of the internet in e-learning and the use of computers as interactive media. The use of this media can stimulate the thoughts, feelings, interests, and ability of students to communicate vocally so that the learning process can occur.

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## Recommendations

1. The approaches to the use of ICTs in education should be pursued holistically. The investments in ICTs should not only be used to promote the development of basic ICT skills but also to enable the development of a broader set of critical thinking, problem-solving, and communication skills.

2. The federal, state, and private university administrators should introduce courses for ICT competency to all first-year communication arts students and encourage lecturers to use ICT facilities in teaching and learning. This will further enhance the use of ICT by these students and eventually increase their ICT literacy.

3. Students should learn to critically interpret media messages and convey their ideas through multimedia art forms in a collaborative environment, to show their ability for creativity and innovative ideas.

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