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Analysis of Media Convergence Approaches of *Channels* and *Arise News* Television Stations in Nigeria

[1]Theophilus Ikenna Christopher, [2]Barigbon G. Nsereka & [3]Itieke-Idamieba Harry

[1]Department of Mass Communication, Faculty of Communication and Media Studies, Rivers State University
[2]Department of Journalism and Media Studies, Faculty of Communication and Media Studies, Rivers State University
[3]Department of Development Communication Studies, Faculty of Communication and Media Studies, Rivers State University

[1]https://orcid.org/0009-0008-7346-4988
[2]https://orcid.org/0000-0002-6979-0122
[3]https://orcid.org/0009-0002-2779048X

***Corresponding Author:** 9icekid179@gmail.com

ABSTRACT

Background: The media landscape has undergone significant transformations in recent years, driven by technological advancements, shifting audience preferences, and increasing importance of digital media. Media convergence, which refers to the integration of different media forms and platforms, has become a key strategy for media organisations seeking to remain competitive and relevant in this changing environment. In Nigeria, the television industry has been at the forefront of media convergence, with many stations incorporating digital media and online platforms into their operations. *Channels Television* and *Arise News* are two prominent television stations in Nigeria that have embraced media convergence as a key part of their broadcasting strategies. Despite the growing importance of media convergence, there remains a need for a deeper understanding of how different media organisations approach convergence, and the implications of these approaches for the media industry as a whole.
Objective: This study investigated the media convergence approaches of *Channels Television* and *Arise News.*
Method: The survey research design was adopted and employed interview guide to collect data qualitatively. The population consisted of the staff of the production department, programmes department, and news and current affairs department of the two stations. Eighteen staff were selected purposively with six from each of the departments as samples.
Result: Findings show that the staff have responded positively in adapting to media convergence in the work place by daily usage of laptops and desktops, streaming services, mobile apps, websites, internet, 8k and 6k video cameras for video production and audio digital mixer for clarity of audio transmitted, smartphone were used for communication and also advanced contents delivery and contents production timelessly which were posted on their social media platforms; although power failure and high cost of media technology tools and high cost of training were part of the factors militating against full adaptation to media convergence by broadcast professionals in the stations.

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Conclusion: The conclusion of this study is that both *Channels TV* and *Arise News TV* have adopted media convergence approaches; this reflects in changes in content delivery, and dissemination.
Unique Contribution: The study provides fresh insights into the complex and rapidly evolving media landscape in Nigeria. It is hoped that the new insights would be of benefits to media organisations seeking to navigate the challenges and opportunities of media convergence.
Key Recommendation: The recommendations for this study include making funds available to upgrade facilities for production, training and retraining broadcast professionals on the ethics and use of media resources and providing an effective and efficient power supply system in order to harness the unlimited potentials of media convergence both in the stations studied and others in the country.

Keywords: Media Convergence, Comparative Analysis, Channels TV, Arise News TV

INTRODUCTION

Convergence is a term used by various academic disciplines to describe and analyse manifold processes of change toward uniformity of media contents. Its application in the communication sector is often referred to as media convergence. It overlaps with some sub-sectors between communication and digital creative industries such as publishing, music, broadcasting, advertising, film and games. These sub-sectors are even growing because of convergence. Beyond that, the consequences of media convergence are also witnessed in other parts of innovative industries, such as museums, libraries and design in particular. New digital media technology and services are considered as central drivers of creative industries. Altogether, this makes the study of media convergence, both its approaches and results, highly important for the understanding of the digital creative economy (Biagi, 2012).

The content of traditional media (print and electronic) was mostly linear and unidirectional as the audiences became dumping grounds for news and reports. In recent times, however, the status quo has changed. With the introduction of new media technologies such as the internet, laptops, smartphones, tablets, iPhones, iPods, Xbox, to name a few, as well as the proliferation of digital devices, there have been tremendous disruptions in the nature, structure, and landscape of broadcasting across the globe (Pavlik, 2005; Pavlik, 2015; Kalamar, 2016; Kipkirui, 2016). The old (or traditional) broadcast media and the new media have fused, giving birth to what is technically known as media convergence. As a consequence, the audiences of broadcast messages are no more dormant and have become citizen journalists or broadcast news producers‘ (Erdal, 2007; Chao-Chen, 2013; Kalamar, 2016).

Hinton and Hjorth (2013) aver that although the Internet and social networks have transformed journalism operations, news production has remained centralized within the media space. They further state that the evolution of technologies has greatly attributed in enabling the journalists in the world at large to report on what is happening around them. This is because it is the result produced which had a major impact in terms of breaking and covering stories. As a result of this, journalists have provided real-time descriptions of events (Culberton, 2014). Also, the application and use of digital technology has equally reduced the frequency of sports journalists for instance,

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traveling abroad because he or she could just watch the match right at his or her own comfort and still write the stories accurately. By examining their historical development, technological advancements, and the changing media landscape in Nigeria, we can gain a comprehensive understanding of the factors that have shaped their current approaches to media convergence (Benthey, 2011).

The broadcast industry in Nigeria has undergone massive transformation with the advent of digital technologies. Traditional broadcasting ways and methods have evolved, giving rise to media convergence, where various media platforms converge to deliver content to large and widely dispersed audiences. This convergence has revolutionised the way information is produced, distributed and consumed, presenting both challenges and opportunities for broadcasters (Nwafor, Onwe, Onyejelem, Ujebe, Omojunikanbi, Chime-Nganya, Oshibe, 2024).

Nigeria as a developing country has witnessed a surge in digital adoption and internet penetration. This has led to a shift in consumer behaviour, with audiences increasingly relying on digital platforms for news, entertainment, and information. As a result, broadcasters in Nigeria have had to adapt their strategies to meet demands and engage with audiences across multiple media channels. According to Benthey (2014), the evolution of digital technologies covers a large span of time and has gone through different stages starting from times when news was controlled by few individuals and media houses to the period when news has been domesticated and kept at the finger-tips of content producers.

Broadcast audiences also do not have to stay close to the ―box‖ (radio set) in order to receive radio messages anymore, neither do they need to stay glued to their television sets in order to watch television programs (Adeyeye et al., 2020) With just a click on a device such as a smartphone, they can live stream the broadcast program online – even when they are miles away from their houses. The dictum that ― the radio only speaks once - has been demystified as the news consumer can simultaneously listen to and record a broadcast, or download it and reuse it. The consumer in question can also visit YouTube weeks, months, or even years later, to access the uploaded content.

This media information superhighway, as Agba (2002) describes, has completely revolutionised the entire process of producing and distributing broadcast content. The internet ‘s capability of distributing information usable for broadcast programmes is awe- inspiring (Owuamalam, 2008; Mathew, Ogedebe & Abaya, 2013). Taylor (2015) sums it up this way: The internet, therefore, has made convergence possible. It has blurred the differences that exist between the old broadcast media and the new broadcast media and created a meeting point or an alignment for them. Thus, we not only have traditional radio and traditional television stations, but we also have internet radio and internet television. With convergence, local, national and international broadcast stations not only engage in traditional linear broadcasting but also have links through which their audiences can access their broadcast messages online. Convergence has also triggered significant changes in the way and manner in which broadcast stations disseminate information to audiences consume content with the availability of new platforms and portable devices (Nwafor, & Onwubere, 2019).

Nowadays, broadcast messages can be provided on multiple platforms such as analogue or digital terrestrial broadcasts, satellite, cable or Internet Protocol (IP), and Over-the-Top (OTT) television (Olley, 2009; OECD, 2013; Kipkirui, 2016). With convergence, the definition

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of broadcasting is rapidly changing (Erdal, 2007; Obaje, 2018; Aligwe, Nwafor, & Alegu, 2018). As a result of the enormous transformations that convergence has brought to broadcasting, the attention of media scholars across the globe has increasingly been drawn to the influence of convergence on broadcasting practice (Pavlik, 2005; Khan, Shalid & Ahmad, 2014).

The debate is two-sided. Some scholars (Adoni Nossek, 2001; Menezes & Carvalho, 2009; Chao-Chen, 2013; Turow, 2014; Taylor, 2015; Uba, 2017) argue that convergence has a positive influence on broadcasting practice. The premise of their argument is that convergence has led to more fabulous markets and higher profits for broadcast operators. Some other scholars (Deuze, 2003; Pavlik, 2005; Khan, Shalid & Ahmad, 2014; Kalamar, 2016; Kipkirui, 2016; McEwan, 2017), however, think that the influence convergence is negative. They contend that factors such as hyper-competition and increased consumer choices have led to a continuous decline in the profits of broadcast operators as a result of convergence.

According to Anaeto et al (2008) and supported by Onwe, Nwafor, & Orji-Egwu, (2017) Information Communication Technology has been the converging platform for different word of media communication, information machine and technologies and equipment i.e. Radio, Television, Computers, satellites, fibre optic Cables, phones, Facsimile machine etc. Consequently, the acquisition, utilization and application of information communication technology in media practice today make the world activity less cumbersome, faster and error proof.

The foregoing views is in tandem with realistic scholarly position ‘adopted by Maid (1996) and Okoro, Nwafor, & Odoemelam, (2014) who posit that new information, communication technologies have revolutionised information gathering, processing, storage, retrieval and transmission, making information available even more widely, rapidly and less expensive. They do not only gather, process and disseminate information, they can also arrange, marshal and select information rapidly. In spite of the above merits, the truth still remains that acquisition and application of these advanced media, technologies by media outfits in Nigeria especially the government owned stations in their gathering; packaging and transmission equipment is still insufficient.

Two prominent broadcasting Television in Nigeria, Channels and Arise News, have emerged as key players in this evolving landscape. Channels, a long-established broadcasting television channel, has successfully transitioned into the digital era, while Arise News, a relatively new entrant, has quickly gained recognition for its innovative approach to media convergence. A comparative study of these two broadcasting Television will provide valuable insights into their strategies, approaches, and effectiveness in navigating the challenges and opportunities presented by media convergence in the selected television stations.

This study aims to contribute to the existing body of knowledge by conducting a comparative analysis of Channels and Arise News in the context of media convergence. By examining their content production strategies, distribution and economic aspects, this research will shed light on the effectiveness of their media convergence strategies and provide valuable insights for broadcasters, policymakers, and industry stakeholders. Through this comparative study, we seek to identify best practices, challenges, and opportunities for broadcasters in Nigeria. By understanding the strategies employed by Channels and Arise News, we can provide recommendations for broadcasters to enhance their media convergence efforts, improve staff

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productivity, and thrive in the dynamic digital landscape. Overall, this study aims to contribute to the growth and development of the broadcasting industry in Nigeria, fostering innovation and sustainability in the era of media convergence.

Research Questions

The following were the research questions that guided the study:

1. In what ways do *Channels* and *Arise News* utilise media convergence?
2. In what ways do multimedia convergence of news and programme contents of *Channels TV* differ from those of *Arise News*?
3. What are the challenges faced by *Channels* and *Arise News* in integrating media technologies in their broadcast operations?

Theoretical Underpinning Technological Determinism Theory

This study is based on technological determinism theory of Marshall McLuhan. Technological Determinism theory (TD), simply put, is the idea that technology has an important effect on how the media contents are disseminated to audience. The theory was propounded in l964 by a Canadian Professor of English, Marshall McLuhan. According to McLuhan (1964), "technological determinism" is a theory which states that the characteristics inherent in a new technology govern the direction of its development and set the conditions for social change. In essence, the prevailing technology at any given time is themed to have an overwhelming influence on how media content is being created, consumed and transmitted. And this will also determine the way people communicate within the society since the media is a societal channel of communication. This also implies that the cultural aspects of societal communication will be shaped by the prevailing technology at any given time, hence the term, technological determinism because technology becomes a determinant of the communication process in the society.

McLuhan's notion of a global village is based on characteristics inherent in electronic media, including the elimination of time and space barriers in the communication process. The ability to eliminate space in the communication process will create a new global sense of communication that is reminiscent of older oral traditions because people will become more dependent on technologies. Thus, the characteristics of eliminating space constraints will cause social change. According to Okon (2012), the medium then will become the message beyond the content of the message since the prevailing technology becomes the herald of such message beyond the human operators.

Dennis and Defleur (2010) acknowledge McLuhan's ideal world, that everyone would be connected to a global network of interactive communication in which everyone can be a communicator, capable of originating, retrieving, storing, and disseminating messages. Okon (2021) refers to this phenomenon as the '*prosumer'* concept where the lines demarcating the producer and the consumer of the message become blurred and the identity or status of the producer and the consumer can now be interchanged in simultaneity within the communication spectrum per time using technology. Technological Determinism implies that media technology shapes how

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we, as individual in the society think, feel, act, and how the society operates as we move from one technological age to another (McLuhan, 1964).

McLuhan, by postulating that the medium is the message, implies that personal and social consequences of the vagaries associated with the utilization of any medium or new technology will have to be borne by the user. In essence, the alterations in the message form and style, interpretative patterns and perceptions by the communicants as a result of the technology will affect the message final meaning without the blame on technology but the sender.

We learn, feel and think the way we do because of the messages we receive through the current technology that is available. For instance, the radio requires us to only listen and develop sense of hearing. On the other hand, television engages both our hearing and visual senses. We then transfer those developed senses into our everyday lives and we want to use them again while phones no longer serve only the purpose of making and receiving calls, but with the conclusion of both recording and watching films, listening to musicals, sending messages as well other entertainment functions, as a result of media convergence.

Griflin (2000) stresses that Mcluhan's theory of technological determinism regards communication inventions as pivotal because of the consideration of every new form of the media innovation to be an extension of some human faculty. The media do not only extend our reach and increase our efficiency, they also act as a filter to organize and interpret our social existence, while technology will invariably cause cultural change. Technological determinists interpret technology in general and communication technologies in particular as the basis of society in the past, present and even the future. Technologies such as writing or print or television or the computer change the society. The entire form' of the society is seen as being determined by technology, new technologies transform the society at every level, including institutions, social interaction and individual's idea is associated with the notion that humans are first and foremost tool makers and tool-users, (Clitndler,1995).

Technological determinism expresses the relationship between technology and the society, as well as setting the conditions for social change and progress in every society. Technological determinist often sees technology as the major cause of social change, which can be considered 'techno centrism'. Techno centrism is a perspective that accounts for almost every social change in terms of technology.

However, McLuhan's perspective about the medium being the message is suitable to this study because the medium has changed the means of communication in the society. In the present age, people make use of electronic media much more than sending messages through post office. The prevalent technology thus causes cultural change. This implies that when the technologies are developed, the culture and the society will immediately change to reflect the 'values inherent in these new technologies such as the impact of' Computer, Cell phone, the Internet, Cable, Satellite, Camcorder, Digital camera and High-Definition Television. People could communicate across national boundaries which will enable them to access other cultures and make preference. Technologies have reflected the world as a global village because societies now think, feel and act in accordance with the current trends in technologies.

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The theory of' technological determinism is applicable to this study because technologies have drastically changed the entire complex systems of time, space and harriers in communication as well as enhanced the quality of media contents. As Okon (2012) affirms, the entire spectrum of African communication system has become a victim of neo-colonialism and world media imperialism as a result of the overwhelming effect of technology. In effect, the media substructure is structured along the line of colonialism that still gives the colonial masters much advantage over their former colonies in terms of content and operational stylistics. Konkwo (2015) refers to this phenomenon as trado-tronic media where the traditional media takes the form of modern media in order to conform to the current trends in the society. But in reality, what happens is that the technology is being used to air contents of traditional African society. In this wise, media forms are made to converge to give wholesomeness to the message and cover possible perspectives that makes the message more intelligible and effective in meaning delivery.

Convergence and Television Broadcasting

Media scholars all over the world are unanimous in their views that convergence is shaping, affecting, and redefining the world 's broadcasting landscape. For instance, Dominicks (2015, p. 263), after taking an in-depth look at recent trends in broadcasting in the United States of America, concludes that — broadcast television is in a state of change. According to Biagi (2012), Pavlik (2005), Jenkins (2006), Baran (2012), Pavlik (2015), and Kipkirui (2016), convergence has led to the reshaping of broadcasting in terms of content, nature, structure, organization, and delivery. Biagi (2012) notes that: Within the last 30 years, the emergence of the internet as a media delivery system has transformed the structure and the economics of the media business in the United States and throughout the world … Today, the internet delivers all types of media using a single delivery system without barriers. You can receive all types of media just about anywhere you want, delivered by many different types of companies, carried on invisible electronic signals one cannot see.

Convergence has led to the erosion of the differences that once existed among the media of communication (Pavlik, 2005; Fagerjord & Storsul, 2007; Latzer, 2013; Baran, 2015). It has brought the hitherto disparate fields of telecommunications, broadcasting, and computers together and blurred the differences that exist among them (Pavlik, 2005; Turow, 2017; Taylor, 2015; Ngomani, 2016). According to Baran (2015), convergence in broadcasting is fuelled by three elements which have come together almost simultaneously:

(a) Digitization of nearly all information, which provides a standard means to represent all forms of communication.

(b) High-speed connectivity; networks are becoming faster and more pervasive – wired and wireless.

(c) Seemingly endless advances in technology in which speed, memory, and power improvements allow a device to do more. That redefines the limits to what is possible.

Baran (2015) and Turow (2017) posit that convergence in broadcasting has necessitated the blurring of the differences between content producers and content consumers. Traditionally, the producer in the broadcast business was a large, hierarchically structured broadcast organization

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such as CNN, Pixas Studios, NTA, and others. Today, however, blogs, social networking sites, websites, and the like have made broadcast consumers double as producers; hence the coinage producers (Latzer, 2013; Baran, 2015; Turow, 2017). Baran (2015, p. 41) remarks that today, 37% of Internet users have contributed to the creation of news, commented about it, or disseminated it via postings on social media sites.

Oyero (2007), and Olowofela & Peter (2018) assert that with convergence, radio and television stations have broken barriers in Nigeria as most smartphones used in the country have preinstalled radio and TV apps on which the audience access their content. The internet and social media are not left out of the equation as the stations also upload various online audio and videos which users can easily access.

In recent times, broadcast stations across the world deliver content via multiple platforms, which some scholars (Petersen, 2002; Fagerjord & Storsul, 2007; Cordeiro, 2012) refer to as crossmedia. As Turow (2017) notes, not only do broadcast audiences consume content on different sites, they listen to and view content using different services. Turow (2017) emphatically states that: If you subscribe to cable or satellite television, you probably know that the companies give you the possibility to view a variety of channels live or even on demand just about anywhere through various devices – your TV set, your desktop computer, your laptop, your tablet, your smartphone, your Xbox video game console, your Apple TV, and more.

For instance, an international broadcast station like the BBC not only has channels through which its audience can live stream content via a multiplicity of media devices but has also made it possible for the audience to view and download its content on YouTube. Aside from these, the stations' reporters now produce both broadcast and print content (meant for posting on the station's website) simultaneously.

The situation is not any different in Nigeria. Broadcast operators across the country now disseminate their messages using multiple platforms (Bisola et al., 2018; Oyero 2007; Emwinromwankhoe, 2018b; Ja'afaru, 2018; OlowoFela & Peter, 2018). Stations such as ITV, NTA, Raypower FM, Silverbird Radio, Channels Television, TVC Nigeria, amongst others, have links through which consumers can access content online using a multiplicity of devices. These devices include smartphones, iPhones, iPad, tablets, laptops, advanced video game consoles, and lots more. Also, most of these stations simultaneously broadcast on digital terrestrial TV and cable TV.

Convergence is an ineluctable phenomenon in today's broadcasting practice. Convergence has come to stay, to transform, to reshape, redefine and restructure the practice of broadcasting. Broadcast operators in Nigeria in general and in Edo State, in particular, cannot afford to turn a blind eye to this hydra-headed giant whose influence on broadcasting is massive. This development is the reason Okoroafor (2016) strongly advocates the inclusion of special lectures on convergence in the curriculums of institutions that have mass communication or media studies disciplines in the country.

Communication across the world has evolved with the advent of technology and media. There are now several ways to exhibit your work, voice your opinions on issues and spread knowledge and

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information globally. Related to these, is a phenomenon called Media Convergence. This has emerged due to the immense digitalization and the widespread use of the internet. Industries and organizations across the world have started transforming their methods and have merged the many types of media for better functioning and growth. In this blog, we will go through the various characteristics of media convergence, examples, advantages, and more.

Media Convergence simply refers to the merging of different types of mass media such as Traditional Media, Print Media, Broadcast Media, New Media and the Internet as well as portable and highly interactive technologies through digital media platforms. This results in the combination of 3Cs, i.e. Communication, Computing and Content as all three are integrated through technology. The most relevant example of media convergence is a Smartphone that blends together various media, i.e. print media (e-books, news apps), broadcast media (streaming websites, radio, music apps) as well as new media (the internet) into a single device that performs various functions from calling and texting to photography, videography, gaming and so much more.

The most popular examples of Media Convergence are:

a) Smartphones (converging camera, music, the internet, books, and all other media together)

b) Online Radio (converging radio with the Internet)

c) E-books (converging paperbacks with the digital technology)

News Websites and Apps

The Impact of Digital Technologies on the Gathering, Production and Dissemination of News
The evolution of digital technologies covers a large span of time and aspects. Decades have passed since the development of news broadcast to the advent of Internet. From the time when news was the sole property of print newspapers, each step and breakthrough has had major impacts on journalism. Whether it is gathering, producing or disseminating, each of these technological advances has slowly transformed the landscape. However, there is one aspect of news which resisted for many years. Since the development of journalism, news was generally distributed from passive consumers. What I mean here is that the three aspects of gathering, producing and disseminating remained within the monopole of a few, while being consumed by the many. The developments and technological advances in TV, video, photo and any other digital medium never could break out of this monopoly**.**

Digital Television Broadcasting

Except with any last-minute change, Nigeria is likely to switch from analogue to digital television broadcasting soon. The Nigerian broadcasting industry is indeed, undergoing a quiet revolution. This is because from all indications the switch will first start with the television medium for now. Interestingly, this new technology entails transmitting and receiving broadcast television signals. This technology has as its unique features, greater accuracy, versatility, efficiency and interoperability with other electronic media. Ultimately, viewers are in for a perfect signal.

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Television broadcasting involves converting picture with accompanying sound to electrical signals, transmitting such signals through a medium after suitable amplification and re-

converting the signals to picture and sound in the television set. (Ilupeju, 2005, p.9). But that's the conventional television. The difference between traditional analogue broadcasting and digital broadcasting resembles the disparity between AM and FM signal qualities. Again, the difference for digital television is that audio, video and data are transmitted over airwaves like a computer. The purpose of digital versus analogue in other platforms such as cable, satellite, telecoms, is characterised by reduced use of spectrum and more capacity than analogue, better quality picture and lower operating costs for broadcast transmission after the initial upgrade costs (Olayinka, 2010).

Sennit (2008) also cited in Ater (2010) states that digital television is a broadcasting technology that offers viewers sharper pictures and enhanced sound quality compared to the existing analogue television by transmitting large qualities of data in compact form, just like in personal computers, compact disc and the internet. Similarly, it is expected that digital television will revolutionise television viewing experience. Lieberman and David (2008, p.55) cited by Ater (2010), lend their voices to this position. They noted that digital television is an innovation new type of broadcasting television that will transform television viewing experience. Continuing, they said, it enables television stations provide dramatically clearer pictures and better sound qualities. Digital television can also offer multiple programming choices, interactive capabilities and data services such as significantly enhanced closed captioning.

The journey of television broadcasting has grown from one level to another. Although, digital television technology emerged to public view in the 1990s, it was until November 1, 1998 that almost 40 TV stations around the United States aired the first digital broadcasts (Kombol, 2010, p.5). With the conversion of audio, visual signals into digital form that is as a series of ones and zeros, viewers have clearer pictures and sound quality than analogue systems. According to the Bureau of Information and Telecommunication in the United States (2003: 3), digital television (or DTV) broadcasts are transmitted using a digital signal (a series of 1s and 0s in a particular order) rather than an analogue signal. That is, the digital TV receiver processes the picture and sound information of the broadcast in much the same way that a computer processes data. The TV reads the pattern of 1s and 0s and converts them into whatever images or sound those particular patters represent (Kombol, 2008, p.1).

Digital television thrives on the invention of digital technology which has made television broadcasting according to Michael (2010, p.1) "an unending and fast dynamic production capabilities". He noted that the developmental advancement of information technology in the world over has given rise to digital broadcast production techniques. Accordingly, Ekpeke (2013) cited by Okon and Ihejirika (2014, p.41) notes that "digital broadcasting offers to broadcasters the opportunity for mixed programming. Idoko (2010, p.5) agrees with this feature of digital television. Idoko avers that digital is a mere efficient transmission technology that allows broadcast stations to offer improved picture and sound quality, as well as offer more programming option for consumers through multiple broadcast stream (multicasting). Multicasting allows broadcast stations to offer several channels of digital programming at the same time, using the same amount

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of spectrum required for one analogue programme. This means more programming choices for viewers (Ater, 2010).

Interestingly, the Nigeria Television Authority (NTA) in collaboration of its Chinese counterpart Startimes of China is providing Nigerians a feel of digital television just like the DSTV. Startimes, with over 30 channels, uses Digital Video Broadcast on Terrestrial (DVB-T), a new technology which does not require a dish. It comes with just a decoder. More so, Ater (2010) notes that the technology guarantees stable signal in bad weather conditions like gusty and rainy days. It also eliminates the usual cost of installation as it does not require a satellite dish and only needs a TV antenna.

METHOD

This study adopted descriptive survey research design. Staff of *Channels Television* and *Arise news* who work in the headquarter of both Television stations were interviewed via WhatsApp calls and phone calls in addition to the deployment of electronic mails soliciting their opinions on the subject matter under investigation. The population of the study is members of staff of Channels Television and Arise News working in the department of programme, news and current affairs and engineering given as 60 from both television stations. Channels TV have a total of 35 staff while Arise news has a total of 25 staff in the departments mentioned. The sampling technique used was purposive sampling. This involved identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced with a phenomenon of interest. The purposive sample was used due to the peculiarity of the study in identifying staff with expert knowledge about subject matter under focus.

The instrument used to collect data for this study was the interview schedule or guide and a tape recorder. The interview was made up of four close ended questions and four open ended questions however, as it is with the character of interview, nine follow up questions were generated in the course of the interview which were added to the initial questions making them thirteen questions on the interview schedule. The questions on the interview guide were crafted in a manner that interviewees provided insightful responses to the research questions.

To ensure validity of the research instrument, a professor and some statisticians assessed the researcher's work and validated approaches adopted, as well ensure that the questions on the research instrument addressed the subject matter.

To ensure reliability of the research instrument, the researcher conducted a pilot test. The pilot test was conducted in Rivers State University, the researcher selected 10 members of the SUG and the research instrument was administered to them, to further strengthen the reliability of the instrument, the test re-test was adopted and the Pearson Product Moment Correlation was used to calculate the reliability.

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The data was presented in simple frequency tables with percentages. The method for analyzing the qualitative data was through the Yin's Explanation Building Technique.

Data Presentation/Analysis Table 1: Distribution of Respondents by Age

Age	Channels TV	Arise News	Frequency	Percentage (%)
22-25	3	2	5	28.00
26-30	5	2	7	38.88
31-35	2	1	3	16.66
36-40	1	1	2	11.11
41->	0	1	1	5.55
Total	11	7	18	100

Table 1 above shows that most of the respondents within the age-30 years 26 outnumbered those of other age ranges with 38.88%.

Table 2: Distribution of Respondents by Degree Level

Qualification	Channels TV	Arise News	Frequency	Percentage (%)
M.Sc.	3	2	5	28.00
BS.c/HND	7	5	12	66.66
Ph.D	1	0	1	5.55
Total			18	100

Table 2 above shows that staff with BSc and HND degree have the highest frequency.

Table 3: Sex Distribution of Respondent

sex	Arise Tv Frequency	Channel Tv Frequency
Male	5	7
Female	2	4
Total		**18**

Table 3 above shows that most of the staff of Channels and Arise News were male staffs

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Psychographic Data Analysis

Research Question 1: In what ways do *Channels* and *Arise News* utilize media convergence? The interviewees from Channels TV and Arise news stated how they have utilized media convergence to enhance their broadcast process and operations.

In the Production department of Channels TV they named the components and their uses: the All in one Desktop, used for troubleshooting and setting up other equipment; the internet used for research and communication; cloud system, for sharing and saving files on cloud using Google drive; email, used for communication both with the internal and external publics; Digital video mixer and video software used for video editing; audio software audacity is used for recording purposes; 8k video camera with 7680 x 4320 pixels used for recording videos in high quality with no background noise. Production switcher is an equipment we use in channels TV which allows multi-camera live production and can switch between different video standards.

Channels TV make use of wire cast video software for streaming. CCTV is used more in our department for accountability of equipments unlike other departments to ensure equipments are secured and theft of equipments are managed and documented with evidence. All production equipments are in good condition.

In the Production department of Arise news they named the component and their uses: WhatsApp, used for communication within staffs and sending of contents , laptops used for production and editing of videos and audio recorder used to play or recording purposes; networking system, for sharing and saving files on a shared network; transmitter, used for broadcast clarity and reach; amplifiers, used for sound clarity; 6k video camera with 6144 x 3160 pixels for recording of HD video with low background noise. we also make use of an digital audio mixer for the clarity of audio with the help of lapel mic clipped to the shirt of the presenter and guest. Arise news make use of obs studio video software for streaming. Audio software used for audio production is called adobe audition. Some of our equipments are old but cannot be replaced quickly because of the hike in price of commodity currently.

Channels TV interviewees of programmes department mentioned aspects of broadcasting where they utilize media convergence these include the stations and presenters going live on social media platforms during programmes, presenters make use of internet and email in sending in their show preparation for vetting before presentation also used for communication. Content gathering and dissemination are made with the aid of smartphones. We make use of automated scheduling software to schedule programmes called Digiware TV a software that generates schedules for a day, week, or month. It can also include automated commands to control devices and graphics. The aid of media convergence Channels TV presenters make use of Biometric time attendance system which aids presenters to resume presentation shift early boosting productivity level.

Arise News interviewee of programming department presenters make use of internet and a WhatsApp content group in sending in their show preparation for vetting before presentation. We make use of automated scheduling software to schedule programmes called stream labs obs a software that can schedule content on multiple platforms and screens. It can also manage broadcasting rights, production catalogues which is fast and easy to use. smart phone is use for

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content production and dissemination, the aid of media convergence Channels TV presenters make use of programme log book which aids staff to resume presentation shift early boosting productivity level among staff but can be manipulative.

Channel TV interviewee of News department stated the teleprompter, is used during live telecasts such as news and other current programmes and they make use of sophisticated smart phone to record correspondent during news gathering ,news processing, reporting and dissemination. just as Adigwe (2012) whose study on the impact of information and telecommunication technologies (ICTs) on news processing, reporting and dissemination in broadcast stations in Lagos State revealed that ICTs have led to a great improvement in the ways news are processed and reported in the stations, especially in the areas of timeliness and live broadcasting. news department is a very vital part of Channels television some of our staff work from home sending news report and audio via email to boost efficient and different contents availability.

Arise news of New department stated that the teleprompter, is used during live telecasts such as news and other current programmes and they make use of microphones and audio recorder to record correspondent during news gathering. news department is a very vital part of a television some of our staff work from home sending news report and audio via whatsapp to boost efficient and different contents availability. CCTV is used more in our department for appraisal of news and current affairs staff unlike other department to ensure you are always at your editorial desk not really for security purposes because we have a policy and signed a staff theft form.

When asked how well they utilize social media to foster produced content reaching wider audience in their unit, arise news interviewee of programme department clarified that Arise news has over 2.8 million subscribers over social media having Youtube at 921,000, Instagram at 475,000, and Facebook at 557,000, Twitter at 825,000 and Tiktok at 15,400 stating that Arise News post their post –production videos and content across their social media integrating traditional news with social networking allowing users to consume content. Another arise news interviewee state how they engage in streaming service by streaming live on all their platforms.

The station bagged the industry's most coveted award of "Best Television Station of the Year" 2023 because of their activism during 2023 elections.

Channels TV interviewee of programme department also clarified that Channels TV has one of the biggest numbers in social media with a total of over 16.6 million subscribers on Social media that made The station bag the industry's most coveted award of "Best Television Station Of The Year" a record 16 times (2000-2004, 2008, 2010-2018 and 2020-2022) stating that Channels TV is always Streaming live on all their platforms. Merging television with the internet allows viewers to access content on-demand across devices.

Both stations agreed how automation of programme scheduling is made possible through media convergence and together how smart phone has helped in their recording of audio and video reportage, taking of pictures and video of incident with fast time delivery, also emphasising how over time some of their staffs work from home with internet sending text, news and even join or attend their quarterly meetings across the nation via video conference. Media convergence has

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helped to surmount challenges they used to have in the past where tapes could freeze or some unforeseen circumstances could occur.

Staff members of the news and current affairs department in Arise news stated that media convergence has made their work faster and easier, breaking down barriers that could serve as impediments and hold-ups in the process of news gathering and production. News and reports can be gathered in the field using equipment such as digital cameras, tape recorders, and can be sent in from the field using whatsapp.

Staff members of the news and current affairs department in Channels TV stated that media convergence has made their work faster and easier, breaking down barriers in the process of news gathering and production. News and reports can be gathered in the field using equipment information and contents are sent through email.

According to interviewee from both stations. All has been added advantage in the broadcast process which led to both stations having their mobile app and websites respectively in Google play store for their viewers. Both stations interviewee stated how CCTV has been involved in their broadcasting lives as departments has CCTV for security, real time monitoring of equipments and used to gain insight into daily operations of both efficient and unproductive staff.

Researcher's Observation: the research confirmed that all the media equipment stated by the respondents were available at Channels and Arise News Nigeria. Most of the media equipment observed were operational and in good working condition in channels but in Arise news some equipnments are old but cannot be replaced because of the hike in price of commodity during the time of the interview informing the researcher that some the obsolete equipment needed to be changed for better digital productions and quality. Channels TV utilize email in sending of content while arise news utilize whatsapp in sending of content, Channels Tv utilize sophisticated smart phone in audio recording while Arise utilize microphone in audio recording, Channels TV utilize cloud while Arise news utilize network system LAN, Channels TV utilize CCTV for monitoring of equipments in production department while Arise news use CCTV for staff appraisal in news department. Channels TV utilized biometric time attendance system for presenters while Arise news utilized programme log book for presenters.

Similarly both stations utilized media convergence in Smart phones, social media, streaming service, video software, audio software used on laptops and desktop, video cameras and gadgets, video conference meeting, mobile apps and biometric time attendance system and CCTV in reducing internal theft and employee stealing.

Research question 2: In what ways do media convergence of News and Programme content of *Channels TV* differ from those of *Arise News*?

From the list provided above, we can see that media convergence has been utilized well by both television stations which have aided their broadcast process and operations. The interviewees all said the general response in respect of how they differ from each other

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Arise News TV

Arise News interviewee stated that Arise News bar is normally 2 minutes 45 sec, stories on the news bar are not segmented which fosters focus and deliberation among viewers also Arise News Logo stands at the bottom of the left hand side and differ from other television stations. Colour scheme is normally white, black and Red. During presentation Arise news presenters don't make use of in-ear monitor, but make use of laptop during presentation.

Moving to our programmes content we have the following programmes; World Briefing, Arise 360, Arise xchange, Global Business Report, Global Sports Report and The Morning Show. These programmes are broadcasted live we only stream live on our websites that is why we established an app that is available on Google play store as an alternative. Then speaking on call in Guest we strictly deal on live video displaying the name and position of the guest on screen, we hardy engage in call in audience. Media content used in our news and programme are possible with smartphones being use for video, audio, text and pictures additionally same device is used for communication and sending message to presenters on a live programme through WhatsApp.

We generate revenue from agencies commercials and our programme through adverts scheduled with the aid of scheduling software also funds from Dstv, Gotv, and social media online payment into our Dollar account because payment is done in USSD

Channels TV

The News bar is 15 second and stories on our news bar are segmented into business, foreign, sports, info and Headline which aids in Channels TV fostering constructive engagement among viewers and also Channels TV time is displayed on the news bar

The Colour scheme is normally white and blue also our sound (Signtune) is unique and our logo is our identity which stands at the top of the left hand side and also we have programme logo for all our programmes. Call in guest in our programme we display pictures, names with position sometimes locations while call in audience we display name and location. During presentation Channels presenters make use of in-ear monitor but make use of I pad during presentation.

In Channels we normally broadcast live from our website Live.Channels Television (channelstv.com) unlike other stations in Nigeria and also broadcast live on our online mobile app available on Google play store making or content available 24/7. Just as Mwaura (2011) conducted a study to ascertain the impact of the new media on radio broadcasting on Capital FM radio, Kenya. Findings revealed that the staff of Capital FM Kenya significantly used new media platforms during broadcasting of content, and the station ‘s audience now has more options as to how to consume these contents. Channels TV generate revenue from programmes through adverts, agencies commercials, and funds from Dstv, Gotv, sky and social media online payment into our Dollar account because payment is done in USSD

Additionally, Our Global Headquarters is currently in Lagos. The station has since grown to establish three other stations in Abuja, Edo and Kano states televising different programms like

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Business Morning, Sports Tonight Entertainment Show, Law Weekly, Health Matter, Tech Trends And A National Kids Cup since 2009 a sport event for kids from 16 years.

Now similarly both stations interviewees agreed that news and programme make use of smartphone in locating address of locations through the help of GPS and reporting live into their programmes also stating that smart phone are used to record and video content used in their news and programme. Additionally both station interviewees agreed in the use of streaming service and social media.

Researcher's Observation: The researcher's observation on the Second research objective is that segmenting of stories in the news bar was a means which Channels TV used to foster engagement among viewers because it had options of various sectors unlike Arise News that is just one sector for a period of 2mins 45 seconds being talked about by presenters. Channels TV time is displayed on the news bar while Arise News has no display of time and also Channels tv logo is placed at the top of the left hand side while Arise is placed at the bottom of the left hand side. Moving over to availability of live programme Channels TV broadcast live on their YouTube, website and mobile app increasing their audience reach and engagement unlike Arise News that broadcast live via YouTube and website but not their mobile app. Secondly channels TV display name and locations of call in audience while arise news hardy engage in call in audience similarly both station engage in call in guest but differ as channel TV are flexible and make use of picture to identify the guest while arise news strictly make use of videos. Channels presenters make use of in-ear monitor while Arise news don't . Arise news often engage in crossdigital broadcast system broadcasting from their Abuja and Lagos studio simultaneously unlike Channels TV. They both have Political, Business, entertainment shows and sport programme but differ in programme content as Channels TV have more options like, tech show, kid's shows that has an annual event also a health show and a law show which covers more age.

Lastly Channels TV has logo for all their programmes and displays them during their programmes unlike Arise news that doesn't and also content delivery was through social media platforms and streaming services. Arise news make use of both Lagos and Abuja studios during their daily programme depending the location of the guest strictly video, guest identification is name and status unlike Channels TV that make use of phone conversation or apps like Skype and zoom during their programme and guest identification is done through picture and name with status/position or video call. Both stations programme generates revenue from Adverts and commercial and payment from Gotv and Dstv but Channels TV has an edge with the payment from Sky media agency.

Research Question 3: What are the challenges faced by *Channels* and *Arise News* in integrating media technologies into their broadcast operations?

Channels TV

Interviewee of Channels TV stated that Internet access is expensive and also a necessity as a broadcasting station, also lack of tools to transcribe from video to text is a challenge that we face to serve the public better. Some time we get abusive and conflicting feedback and response from followers which is a challenge because we can't control the feedbacks on social media. power

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supply is a challenge changing of batteries of solar is very expensive. Just like Olley (2009) embarked on a study to determine the challenges new media technologies have brought to broadcasting practice in Nigeria, the researcher found high cost of media technology as a problem. Access to equipment is now a challenge because of high cost of clearing the equipment in Nigeria custom service. **Arise news** interviewee of Arise News says that High cost of equipment is a major challenge faced in recent times as we cannot change bad equipment but to manage them adding that training of staffs are no longer frequent because of the poor funding and economic condition of the country and definitely lack of stable power supply is a challenge, buying of diesel to run generators 24/7 is very expensive., mechanical failures because of outdated equipment, bad weather conditions.

Researcher's Observation: The researcher's observation on the Four research objective observes that both stations has different challenges respectively like for arise High cost of equipment is a major challenge faced in recent times adding that training of staffs are no longer frequent because of the poor funding and economic condition and channels faced challenges lie Internet access been expensive also lack of tools to transcribe from video to text then similar challenges like lack of stable power supply, mechanical failures because of outdated equipment, bad weather conditions.

Conclusion/Recommendation

The conclusion of this study is that both *Channels TV* and *Arise News TV* have adopted media convergence approaches, this reflects in changes in content delivery, and dissemination.

The findings under scored the significance of programming strategies, and policy considerations in the broadcasting sector. The research identified the need for further studies on economic impact assessment, policy evaluation, and technological advancements. Overall, this research contributes to the existing knowledge on media convergence, broadcasting strategies, economic viability, and policy considerations in Nigeria. The insights gained from this study can guide broadcasting channels, policy makers, industry stakeholders, and researchers in making informed decisions and driving the growth and development of the broadcasting industry in Nigeria.
The following recommendations proceed from these discussions and findings:

1. Owners of broadcast television stations should make it a point of duty to upgrade their facilities with new media technologies.
2. The management staff of television broadcast stations should, from time to time, conduct training and skill acquisition programs for their employees on the use of new media for broadcast purposes.
3. Television broadcasting channel should make tenacious efforts to verify information obtained from the internet, social media well as those from citizen journalists before relaying them and engage more with the people on physical basis instead on depending solely on technology.

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Ethical clearance
Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes, and their participation was voluntary.

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Conflict of Interest
The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Authors' Contributions
Theophilus Ikenna Christopher conceived the study, including the design, Itieke-Idamieba Harry collated the data, and handled the analysis and interpretation, while Theophilus Ikenna Christopher wrote the initial manuscript under the supervision of Professor Barigbon Nsereka. All authors have critically reviewed and approved the final draft, and are responsible for the content and similarity index of the manuscript.

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