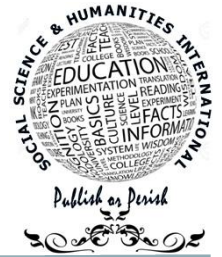


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Digitalization and the Nigerian Media Environment

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ABSTRACT

Technological developments have broaden the way of communication and at the same time put forward some modern challenges in different societies across the globe. Present study discusses the digitalization and digital technologies as key components of modern mass communication, bringing to the fore, their benefits to the Nigerian media environment; benefits such as high-level production, multimedia possibilities, cost efficiency and seamless accessibility with reference to the Nigerian society. Further on, the challenges such as power supply, finance, manpower, privacy invasion and illiteracy were discussed. The study concludes that efforts should be made by the Nigerian government to tackle the issue of power supply and literacy in Nigeria while media practitioners and citizen journalists should respect the ethics of privacy of the common citizen so that digitalization in Nigeria can be truly successful.