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**Impact of information and communication technology on broadcast media: A study of broadcasting corporation of Oyo state, Orita Basorun, Ibadan**

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**Abstract**

*This study examines the impact of ICT on broadcast media in Broadcasting Corporation of Oyo State, Oyo State (BCOS), Nigeria. The study adopted Technological Determinism theory as it relates to ICT and broadcasting media. Descriptive research design was used with the sample size of 118 who were employees of BCOS, Ibadan. The primary source of data which is questionnaire was used to collect information needed for the study. The findings of the study revealed that ICT is being adopted in Corporate stations and ICT is being used for all the activities of the corporation. The result of the study disclosed that the use of ICT made collection of information easier in broadcasting corporation and allowed the corporation to get first-hand information from direct sources. The study revealed that the major challenge hindering the effective use of ICT in BCOS, Ibadan were inadequate finance on ICT equipment, epileptic power supply and expensiveness of ICT equipment. The study concluded that ICT influence the news broadcasting in the corporation which has increase the advertisement level of the corporation as this will enhance better performance of the corporation.*

**Keywords:** ICT, Broadcasting, media,

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**1. Introduction**

The information and communication technologies have always been the bedrock of change in the broadcasting industry. The introduction of ICTs in broadcasting through advanced technology can be seen as the facilitator of such change. The development in media technologies has taken away the constraints of time and space in our broadcast industry; communication has also been made easier and more democratic and media content creation and distribution have also been made easier (Dickinson, 2017). There have been a lot of technological changes in broadcasting and the majority of such changes have been in the areas of digitalization and enhancement of existing technology. Example of such technological changes can be witnessed in how listeners are now permitted to obtain traffic

information and news while listening to a cassette, compact disc or radio station, etc. (Akpan, 2016).

In the electronic media, ICT has enhanced drastic changes that have transformed the broadcast industry, most especially in facilitating speedy and quick delivery of news. ICT has, in addition to enhancing the creation, processing, sharing and dissemination of information in the broadcast industry, also brought about the speedy and quick delivery of news with a high priority (Orhewere, 2017).

Nevertheless, ICT helps to spread information through a faster and cheaper means and it also ensures that information is readily available when needed. In times past, a significant time lag between the point that an event occurred and the time that the news about it was made public

could be easily spotted but ICT has now helped to bridge such time lag.

Promoting ICT as an important tool for speedy news delivery in the broadcast industry was expressed by Samadar (2005). He opined that creation, storage, management and dissemination of information by electronic means are made possible with the aid of ICT. In the meantime, in addition to seeing ICT as a complex entity, Marcelle (2010) also regarded ICT as an application and services used for the creation, dissemination, processing, and transformation of information using ICT tools. The Nigerian mass media are not left out of using advanced ICT tools to bolster their broadcasting services; the NTA, AIT, Channels, Silverbird and a few other TV stations in Nigeria, for example, have now adopted the use of satellite to make their services more efficient and speedier. Some of them have adopted a system similar to CNN and BBC World in their news broadcast. Two or more newscasters from different locations far apart can now be brought together on screen simultaneously (split screen) and discuss with one another briefly before one is faded out, this has only been made possible with the aid of the new equipment. One may see this method as not being as perfect as that of the advanced media organizations, notwithstanding it is commendable (Orhewere, 2017). Television broadcasting is believed to have been elevated with the application of information and communication technologies into its operations.

### **Statement of the Problem**

In this digital age, the role of ICT cannot be overemphasized and the important role of ICT in broadcasting industry cannot be ignored. It is alleged that for any medium of information dissemination to remain appropriate, the new communication technologies must be integrated in their operations as they are believed to increase productivity, interactivity.

Following the invasion of communication technologies, broadcasting stations in Nigeria have commenced the practice of new technologies in their operations, and despite the existence of new technologies in broadcasting stations, the possibility of Broadcasting Corporation of Oyo State (BCOS) to meet up with International Telecommunication Union (ITU) ultimatum becomes bleak due to the fact that when compared to their counterparts in other developed countries, it is nowhere to be found.

A media organization such as the Broadcasting Corporation of Oyo State is expected to be able to meet the information needs of its audiences in terms of the provision of important news on a regular basis but its operations appear to have fallen below their expectations. Mass media is a tool used to convey information to the public and as well as the world of communication devices (Cangara, 2002). It has been discovered that BCOS is not able to broadcast several live events from their station and repetition of news is also frequent on air, which displeases its audience in most cases. Consequently, its audiences have lost their trust and confidence to obtain first-hand information from it when they are in need of breaking news regarding the occurrences within or outside their state. This is believed to have possibly been caused by inadequate use of ICT by this media organization for communication and transfer of newsworthy information from the field journalists who are saddled with the responsibility of gathering news from the source to the media house for its broadcasting services. Ufuophu-Biri (2007) posits that information and communication technologies have changed the situation in mass media positively, in various aspects of their operation globally, because news no longer takes time to travel within a country let alone across countries and continents. Broadcasting corporation of Oyo State obviously has not fully integrated the

realities of modern ICT tools in their operations, which explains why their broadcasting services have been dismal and far below the expectations of its audiences. The improvement in ICT can only be said to be achieving the desired ends when they readily and continuously influence positively the operations of the Oyo State broadcast media. This leads the researcher to examine the impact of ICT on broadcast media (A Case of BCOS, Orita-Basorun, Ibadan, Oyo State).

### **Research Questions**

1. To what extent has ICT been used in BCOS, Ibadan?
2. How does ICT influence news processing in BCOS, Ibadan?
3. How does ICT contribute to news broadcasting in BCOS, Ibadan?
4. What are the challenges hindering the effective use of ICT of BCOS, Ibadan?

## **2. Literature Review**

### **New Media Technologies**

The term 'new media' refers to a wide range of changes in media production, distribution and use. These changes are technological, textual and cultural (Lister et al 2003). Whereas 'the media' usually refers to the cultural and material products of 'communication media' as well as the institutions and the organisations under which they are produced, 'new media' infers something 'far less settled, known and identified' (Lister et al 2003). In general term, media typically refers to the various means through which something can be done but in the context of broadcasting, it refers to the means by which a large number of audiences can be reached at once. Corroborating the assertion of Lister et al (2003), new media in the context broadcasting is about the use of advanced technology in media production and disseminating them to the general public for their consumption.

The 'new' in 'new media' suggests a somewhat break away from the 'old', or what Meikle (2002) refers to as 'top-down technologies'. This separation of 'new media' from 'old' or mass-media can be contested on a number of levels. For example, studies of new media technologies often fail to consider their relationship with other forms of contemporary media culture and ignore the question of whether these new media technologies merely extend rather than break away from older forms of media such as radio and television (Sefton-Green 1998). Tacchi (2000) argues that some configurations of new media should be considered in terms of extensions or elaborations of older media. Indeed, new media should be seen as a mere extension of the mass media contrary to the notion of Meikle (2002), since it still revolves around reaching the audience or the public with news about things happening around them, albeit with the use of more advance technology than the old time. The internet has been heralded as emancipatory and democratising - revolutionary tool for communication and access to information. These claims echo the rhetoric that generally surrounds the introduction of new technologies, such as radio (Spinelli 2000). In his introduction to *Future Active*, Meikle (2002) demonstrates the similar paths the two technologies travelled along, with early development funded by military investment, its early take up amongst technological enthusiasts, and so on. Online community networks and internet radio as well as modern broadcasting can be said to still be surrounded today by a degree of hyperbole. The technologies themselves are seen to hold the potential to encourage community building, empowerment, unregulated and egalitarian levels of media access allowing everyone to have a voice, to be able to communicate with others and form connections not reliant on physical proximity or mobility. There are examples such as ham radio and Whole Earth

'Electronic Link (WELL) in the early development of radio and the internet respectively, uses which persist but which have paled in significance as other (commercial) uses attract far greater attention. As with radio, notions of empowerment and liberation connected to the internet have been contested and subverted, and the imagined nature and use of the internet has changed. Nevertheless, just as with radio, it would be hard to deny the fundamental and powerful changes that these technologies have accompanied in terms of all of the areas which are generally now considered 'hype'. The internet (like radio before it) may well have begun to predominantly take the 'one to many' transmission model. Yet the possibility of using these media differently remains. Just as radio is used in many contexts across the world as a community building, participatory and empowering tool for development, there are similar applications of the internet. Community radio – especially long-established forms such as in countries like Australia and Canada – demonstrate this. There are a range of models of community radio which emphasise community ownership and participation in organisation and programme making. They are long established 'third tiers' of radio, often described as 'alternative media' (Olley, 2009). A primary driver of alternative or community media is the notion of 'access.' Increasing access to new media technologies can be considered one of the main forces behind an historical shift that has moved the source of production and meaning away from the exclusive domain of mass media and the public sphere towards the reader/audience. This shift has provided the opportunity for the private citizen to become not only the 'reader' or consumer of meaning, but also the 'writer' or producer of knowledge. In corroboration of Meikle's (2002) assertion, online radio is indeed an example of a new media which has been made possible by the Internet; it

takes away the process of transmitting on the conventional radio wave such as the FM or AM or MW. The presence of Internet radio has now made it possible for listeners to enjoy their favourite radio programmes on the go without the need for a transistor radio or having to set up a complicated aerial antenna for signal reception.

### **Information and Communication Technology**

Nwodu (2006) states that information and communication technologies are grouped into major modes. These modes are the telecommunications and the computer communications. Digital and cellular phones, fibre optics, microwave technology, satellite communications, transistor, computer and the Internet have combined to enthrone speedy, faster and easier gathering processing and distribution of news and information around the globe. Umunadi (2009) asserts that information and communication technology involve the use of computerized machinery, fibre optics, telecommunication, satellites, the Internet and other (ICT) tools in today's economy. Tihamiyu (2002) explains that information and communication technologies are now generally perceived as strategic activities and the management of resources for stimulating personal, organizational and national productivity growth and development. Ufuophu-Biri (2007) posits that information and communication technologies have changed the situation in mass media positively, in various aspects of their operation globally, because news no longer takes time to travel within a country let alone across countries and continents. The submissions of Nwodu (2006), Umunadi (2009), Tihamiyu (2002), and Ufuophu-Biri (2007) are all factual in that both telecommunications and computer have come together to form the information and communication technology since it enhances fast download of information which can be used for various purposes e.g. scientific researches, news, education, etc.



from the Internet. It also allows fast and easy communication across the globe regardless of the location or whether or not computers are involved. In the context of broadcasting, it allows news to be transmitted from one end to another without necessarily involving the physical presence of both the sender and receiver at the same location e.g. from the field journalists to the editors in media houses, from television or radio stations to the general public via radio waves and the Internet, etc.

### **ICTS and Broadcasting Operations**

To many, ICT is seen as more of a convergence of technologies rather than a mechanism that can help transport, convey or disseminate timely information. One key impact of ICTs on news gathering is not only to improve quality news delivery but also facilitates the creation and dissemination of information, by electronic means. In this regard, Dugo (2008) maintains that Information and Communication Technologies have transformed the world in all spheres of life in time past. He further elucidates the potential of ICT in reducing manual operations in fostering the growth in the media has increased rapidly. For this reason, ICT bridges the constraints of distance and time by possibly bringing news sources closer than ever before to the news gatherers and reporters.

Mugo (2006) is of the view that the telephone has bridged the time between the reporter and the source, reporter and editor, saving costs such as travel logistics as news can be reported from any location and at any given point in time. Still, cost is one of the immediate impacts of ICTs on news gathering, as the cost of gathering news has drastically and significantly reduced with the advent of information and communication technologies. In addition to improving the delivery of News, Computer and Telecommunication Technology serve as a medium for improving both the quality and quantity of information in broadcast

media. This serves as a springboard to the fact that broadcast stations report live incidence of occurrence of any sort in real-time.

Chan-de Liu (2006) is of the notion that Information and Communication Technology improves News reporting. More so, news reporting refers to the act of conveying or relaying, or communicating the message to the audience. Meanwhile, Chan-de Liu (2006) further elucidates that ICTs have made exchange of ideas, (which is a form of reporting) between communicators and receivers easy. He argues that “Participation which necessitates reasoning and moreover trust, will help reduce the social distance between communicators and receivers, between teachers and learners, between leaders and followers as well as facilitate a more equitable exchange of ideals.”

Timeliness and immediacy is one of the challenging features rocking ICTs in news reporting. It is imperative to say that ICTs have had a magnificent and tremendous impact on how fast news content reaches the target audience. Before now, audience mainly rely on newspapers for most recent happenings and broadcasters to present information or news the following day through special editions, and at the slotted news hour. ICTs have made it even easier to publish information in real time, updating breaking news and events as they occur. (Mugo 2006).

The submissions of Dugo (2008), Mugo (2006), and Chan-de Liu (2006) are indeed true as ICT truly helps to facilitate easy and quick delivery of news by ruling out the constraints of logistics arrangements involved in sending news from the source to reporters or editors.

### **Theoretical Review**

#### **Technological Determinism theory (TD)**

The theory was propounded in 1964 by a Canadian professor of English, 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. 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 sets the conditions for social change. 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.

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. Technological Determinism implies that media technology shapes how we as individuals in the society think, feel, act, and how the society operates as we move from one technological age to another (McLuhan, 1964). McLuhan also postulates that the medium is the message, which means that personal and social consequences of any medium are as a result of any new technology.

Griffin (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.

### **3. Methodology**

#### **Research Design**

The research design used for this study is survey method. The population of the study is the entire staff members of both radio and television of BCOS, Ibadan which is 168 staff. According to the Human Resource Unit of the corporation.

The sample size of staff members is calculated based on Sample size calculator; the sample size used for the study is 118. The convenience sampling technique was used to select 118 out of 168 staff members of BCOS. The instrument used for data collection is questionnaire. The five-point Likert scale points was designed by the researcher and used to determine the level of agreement with the respondents and have the following numerical codes: Strongly Agree (SA) = 5: Agree (A) =4: Undecided (UD) = 3: Disagree (D) =2: Strongly Disagree (SD) = 1. The study used descriptive statistics in analyzing the data collected.

#### 4. Results and Discussions

**Research Question 1:** To what extent has ICT been used in BCOS, Ibadan?

**Table 1: The extent at which ICT is being used by BCOS, Ibadan**

S/N	The extent at which ICT is been used by BCOS, Ibadan	SA (%)	A (%)	UN (%)	D (%)	SD (%)	Mean
1	ICT is being adopted in Corporation station	58 (49.2)	60 (50.8)	-	-	-	4.49
2	The ICT is being used regularly in the corporation	54 (45.8)	57 (48.3)	7 (5.9)	-	-	4.39
3	ICT is being adopted in all department of the corporation	29 (24.6)	55 (46.6)	17 (14.4)	10 (8.5)	7 (5.9)	3.75
4	ICT is being used for all the activities of the corporation	45 (38.1)	66 (55.9)	7 (5.9)	-	-	4.32
5	Latest ICT equipment are being used by the corporation	25 (21.2)	21 (17.8)	23 (19.5)	39 (33.1)	10 (8.5)	3.35

*Source: Field Survey, 2022*

From table 1, 49.2% of the respondents strongly agreed and 50.8% of the respondents agreed that ICT is being adopted in Corporation station. With the mean of 4.49 it indicates that ICT is being adopted in Corporation station.

More so, 45.8% and 48.3% of the respondents strongly agreed and agreed respectively that The ICT is being used regularly in the corporation while 5.9% of the respondents were undecided. With mean value of 4.39, it means that ICT is being used regularly in the corporation

Furthermore, 24.6% and 46.6% of the respondents strongly agreed and agreed respectively that ICT is being adopted in all department of the corporation while 14.4%, 8.5% and 5.9% of the respondents were undecided, disagreed and strongly disagreed to this statement. With means

value of 3.75, it tells that ICT is being adopted in all department of the corporation.

Besides, 38.1% and 55.9% of the respondents strongly agreed and agreed respectively that ICT is being used for all the activities of the corporation while 5.9% of the respondents were undecided to this statement. With means value of 3.35, it divulges that ICT is being used for all the activities of the corporation.

Furthermore, 21.2% and 17.8% of the respondents strongly agreed and agreed respectively that latest ICT equipment are being used by the corporation while 19.5%, 33.1% and 8.5% of the respondents were undecided, disagreed and strongly disagreed to this statement. With means value of 3.75, it revealed that latest ICT equipment are being used by the corporation

**Research Question Two: How does ICT influence news processing of BCOS, Ibadan****Table 2: ICT influence news processing of BCOS, Ibadan**

S/N	ICT influence news processing of BCOS, Ibadan	SA (%)	A (%)	UN (%)	D (%)	SD (%)	Mean
1	The use of ICT made collection of information easier in broadcasting corporation	50 (42.4)	61 (51.7)	7 (5.9)	-	-	4.36
2	ICT has allowed the corporation to get firsthand information from direct sources	42 (35.6)	40 (33.9)	16 (13.6)	10 (8.5)	10 (8.5)	3.79
3	It takes few time in processing of news with ICT	53 (44.9)	48 (40.7)	17 (14.4)	-	-	4.30
4	The adoption of ICT has allowed the corporation to witness increase in live coverage of events in recent time	50 (42.4)	49 (41.5)	10 (8.5)	9 (7.6)	-	4.18
5	The use of ICTs are very important in news sourcing, gathering, processing and dissemination	55 (46.6)	63 (53.4)	-	-	-	4.46
6	The adoption of ICT has made the corporation to operate round the clock (24 hours)	71 (60.2)	44 (37.3)	3 (2.5)	-	-	4.57
7	ICT has improved the storage and archival of news documentation	73 (61.9)	45 (38.1)	-	-	-	4.61
8	The corporation station can compete with their counterpart and global practice due to the use of ICT	34 (28.8)	29 (24.6)	20 (16.9)	22 (18.6)	13 (11.0)	3.53

*Source: Field Survey, 2022*

From table 2, 42.4% and 51.7% of the respondents strongly agreed and agreed respectively that use of ICT made collection of information easier in broadcasting corporation while 5.9% of the respondents were undecided to this statement. With means value of 4.36, it signifies that use of ICT made collection of information easier in broadcasting corporation.

Additionally, 35.6% and 33.9% of the respondents strongly agreed and agreed respectively that ICT has allowed the corporation to get firsthand information from direct sources while 13.6%. 8.5% and 8.5% of the respondents were undecided, disagreed and strongly disagreed to this statement. With means value of 3.79, it denotes that ICT has allowed the corporation to get firsthand information from direct sources.

Additionally, 44.9% and 40.7% of the respondents strongly agreed and agreed respectively that It takes few time in processing of news with ICT while 14.4% of the respondents were undecided, to this statement. With means value of 4.30, it denotes that it takes few time in processing of news with ICT.

Similarly, 42.4% and 41.5% of the respondents strongly agreed and agreed respectively that the adoption of ICT has allowed the corporation to witness increase in live coverage of events in recent time while 8.5% and 7.6% of the respondents were undecided and disagreed to this statement. With means value of 4.18, it reveals that the adoption of ICT has allowed the corporation to witness increase in live coverage of events in recent time.

Correspondingly, 46.6% and 53.4% of the respondents strongly agreed and agreed



respectively that the use of ICTs is very important in news sourcing, gathering, processing and dissemination while none of the respondents go against to this statement. With means value of 4.46, it means that the use of ICTs is very important in news sourcing, gathering, processing and dissemination.

Likewise, 60.2% and 37.3% of the respondents strongly agreed and agreed respectively that the adoption of ICT has made the corporation to operate round the clock (24 hours) while 2.5% of the respondents were against this notion. With means value of 4.57, it means that the adoption of ICT has made the corporation to operate round the clock (24 hours).

Equally, 61.9% and 38.1% of the respondents strongly agreed and agreed

respectively that the ICT has improved the storage and archival of news documentation while no respondents were against this notion. With means value of 4.61, it means that the ICT has improved the storage and archival of news documentation.

In the same way, 28.8% and 24.6% of the respondents strongly agreed and agreed respectively that the corporation station can compete with their counterpart and global practice due to the use of ICT while 16.9%, 18.6% and 11.0% of the respondents were undecided, disagreed and strongly disagreed. With means value of 3.53, it discloses that corporation station can compete with their counterpart and global practice due to the use of ICT.

**Research Question Three: what is the contribution of ICT to news broadcasting of BCOS, Ibadan?**

**Table 3: Contribution of ICT to news broadcasting of BCOS, Ibadan**

S/N	Contribution of ICT to news broadcasting of BCOS, Ibadan	SA (%)	A (%)	UN (%)	D (%)	SD (%)	Mean
1	The news broadcasting room has witnessed rapid development due to ICT adopted in the corporation	44 (37.3)	55 (46.6)	7 (5.9)	9 (7.6)	3 (2.5)	4.08
2	The adoption of ICT has attracted more viewers/listeners to the news being broadcast by the corporation	52 (44.1)	37 (31.4)	11 (9.3)	11 (9.3)	7 (5.9)	3.98
3	ICT facilitate speed of operation, accuracy, quality and quantity of news operations and content	66 (55.9)	49 (41.5)	3 (2.5)	-	-	4.53
4	There is increase in the range at which news is being broadcast by the corporation	43 (36.4)	64 (54.2)	4 (3.4)	-	7 (5.9)	4.15
5	ICTs has helped to reduce and simplify the workload on reporters and editors alike	40 (33.9)	34 (28.8)	17 (14.4)	21 (17.8)	6 (5.1)	3.68
6	The use of ICT has enhanced effective, efficient, easy and interesting news operations	34 (28.8)	71 (60.2)	13 (11.0)			4.17
7	ICT guarantee greater reliability and profitability for the corporation	27 (22.9)	42 (35.6)	18 (15.3)	10 (8.5)	21 (17.8)	3.75
8	The adoption of ICT has increased the level of advertisement for the corporation	24 (20.3)	68 (57.6)	6 (5.1)	13 (11.0)	7 (5.9)	3.75



S/N	Contribution of ICT to news broadcasting of BCOS, Ibadan	SA (%)	A (%)	UN (%)	D (%)	SD (%)	Mean
9	The use of ICT has allowed news to me made available at finger tips of audience	50 (42.4)	58 (49.2)	10 (8.5)			4.33
10	ICT has had tremendous impact on how fact content reaches the target	45 (38.1)	45 (38.1)	7 (5.9)	14 (11.9)	7 (5.9)	3.90

Source: Field Survey, 2022

From table 3, it shows that 37.3% and 46.6% of the respondents strongly agreed and agreed respectively that the news broadcasting room has witnessed rapid development due to ICT adopted in the corporation while 5.9%, 7.6% and 2.6% of the respondents were undecided, disagreed and strongly disagreed respective. With means value of 4.08, it revealed that news broadcasting room has witness rapid development due to ICT adoption in the corporation

More so, 44.1% and 31.4% of the respondents strongly agreed and agreed respectively that the adoption of ICT has attracted more viewers / listeners to the news being broadcast by the corporation while 9.3%, 9.3% and 5.9% of the respondents were undecided, disagreed and strongly disagreed respective. With means value of 3.98, it revealed that adoption of ICT has attracted more viewers / listeners to the news being broadcast by the corporation.

More so, 55.9% and 41.5% of the respondents strongly agreed and agreed respectively that the ICT facilitate speed of operation, accuracy, quality and quantity of news operations and content while 2.5% of the respondents were undecided to this statement. With means value of 4.53, it revealed that ICT facilitate speed of operation, accuracy, quality and quantity of news operations and content.

Moreover, 36.4% and 54.2% of the respondents strongly agreed and agreed respectively that there is increase in the range at which news is being broadcast by the corporation while 3.4% of the respondents were undecided to this

statement. With means value of 4.15, it revealed that there is increase in the range at which news is being broadcast by the corporation.

Besides, 33.9% and 28.8% of the respondents strongly agreed and agreed respectively that ICTs has helped to reduce and simplify the workload on reporters and editors alike while 14.4%, 17.8% and 5.1% of the respondents were undecided, disagreed and strongly disagreed respectively to this statement. With means value of 3.68, it reveals that ICTs has helped to reduce and simplify the workload on reporters and editors alike.

In addition, 28.8% and 60.2% of the respondents strongly agreed and agreed respectively that the use of ICT has enhanced effective, efficient, easy and interesting news operations while 11%, of the respondents were undecided to this statement. With means value of 4.17, it shows that the use of ICT has enhanced effective, efficient, easy and interesting news operations.

Consequently, 22.9% and 35.6% of the respondents strongly agreed and agreed respectively that ICT guarantee greater reliability and profitability for the corporation while 15.3%, 8.5% and 17.8% of the respondents were undecided, disagreed and strongly disagreed respectively to this statement. With means value of 3.75, it discovers that ICT guarantee greater reliability and profitability for the corporation

Consequently, 20.3% and 57.6% of the respondents strongly agreed and agreed respectively that adoption of ICT has increased the level of advertisement for the

corporation while 5.1%, 11.0% and 5.9% of the respondents were undecided, disagreed and strongly disagreed respectively to this statement. With means value of 3.75, it reveals that adoption of ICT has increased the level of advertisement for the corporation.

Accordingly, 42.4% and 49.2% of the respondents strongly agreed and agreed respectively that use of ICT has allowed news to me made available at finger tips of audience while 8.5% of the respondents were undecided to this statement. With

means value of 4.33, it tells that use of ICT has allowed news to me made available at finger tips of audience.

Lastly, 38.1% and 38.1% of the respondents strongly agreed and agreed respectively that ICT has had tremendous impact on how fact content reaches the target while 5.9%, 11.9% and 5.9% of the respondents were undecided, disagreed and strongly disagreed respectively to this statement. With means value of 3.90, it reveals that ICT has had tremendous impact on how fact content reaches the target.

#### **Research Question Four: What are the challenges hindering the effective use of ICT of BCOS, Ibadan?**

**Table 4: Challenges hindering the effective use of ICT of BCOS, Ibadan?**

S/N	Challenges hindering the effective use of ICT of BCOS, Ibadan	SA (%)	A (%)	UN (%)	D (%)	SD (%)	Mean
1	Lack of qualified staff to operate ICT tools	40 (33.9)	62 (52.5)	4 (3.4)	-	12 (10.2)	4.00
2	Lack of maintenance culture on the part of the operators	52 (44.1)	44 (37.3)	4 (3.4)	11 (9.3)	7 (5.9)	4.04
3	Epileptic power supply	51 (43.2)	64 (2.5)	3 (2.5)	-	-	4.40
4	Inadequate finance on ICT equipment	83 (70.3)	35 (29.7)	-	-	-	4.70
5	Phobia for ICT by the management of the corporation	52 (44.1)	46 (39.0)	11 (9.3)	9 (7.6)	-	3.86
6	Frequent Change in ICT devices	28 (23.7)	65 (55.1)	6 (5.1)	19 (16.1)	-	3.86
7	Expensiveness of ICT equipment	34 (28.8)	81 (68.6)	3 (2.5)	-	-	4.26

*Source: Field Survey, 2022*

From table 4, 33.9% and 52.5% of the respondents strongly agreed and agreed respectively that lack of qualified staff to operate ICT tools was one of the challenges hindering the effective use of ICT of BCOS, Ibadan while 3.4% and 10.2% of the respondents were undecided and strongly disagreed respectively to this statement. With means value of 4.00, it discloses that Lack of qualified staff to operate ICT tools

affect the effective use of ICT of the corporation.

Additionally, 44.1% and 37.3% of the respondents strongly agreed and agreed respectively that lack of maintenance culture on the part of the operators was recognized as one of the challenges hindering the effective use of ICT of BCOS, Ibadan while 3.4%, 9.3% and 5.9% of the respondents were undecided,

disagreed and strongly disagreed respectively to this statement. With means value of 4.04, it discloses that lack of maintenance culture on the part of the operators affect the use of ICT of the corporation.

Moreover, 43.2% and 54.3% of the respondents strongly agreed and agreed respectively that epileptic power supply served as one of the challenges hindering the effective use of ICT of the corporation while 2.5% of the respondents were undecided to this. With means value of 4.40, it discloses that epileptic power supply is seen as one of the challenges hindering the effective use of ICT of the corporation.

Furthermore, 70.3% and 29.7% of the respondents strongly agreed and agreed respectively that inadequate finance on ICT equipment is the major challenges hindering the effective use of ICT of the corporation while none of the respondents disputed this. With means value of 4.70, it discloses that inadequate finance on ICT equipment is the major challenges hindering the effective use of ICT of the corporation.

Additionally, 44.1% and 39.0% of the respondents strongly agreed and agreed respectively that phobia for ICT by the management of the corporation hindered the effective deployment of ICT of the corporation while 9.3% and 7.6% of the respondents were undecided and disagreed respectively to this. With means value of 3.86, it unveils that phobia for ICT by the management of the corporation hindered the effective deployment of ICT of the corporation.

Similarly, 23.7% and 55.1% of the respondents strongly agreed and agreed respectively that frequent change in ICT devices hindered the effective deployment of ICT of the corporation while 5.1% and 16.1% of the respondents were undecided and disagreed respectively to this. With

means value of 3.86, it unveils that frequent change in ICT devices hindered the effective deployment of ICT of the corporation.

Finally, 28.8% and 68.6% of the respondents strongly agreed and agreed respectively that expensiveness of ICT equipment while 2.5% of the respondents were undecided to this. With mean value of 4.26, it unveils that expensiveness of ICT equipment prevented effective full placement of ICT of the corporation.

### **Discussion of Findings**

From the findings of the study, it is discovered that ICT is being adopted in Corporation station and is being used regularly in the corporation as well as the adoption of ICT in all department of the corporation. The result of the finding signifies that use of ICT made collection of information easier in broadcasting corporation and shorten the time in processing of news with ICT as well as the adoption of ICT has allowed the corporation to witness increase in live coverage of events in recent time (Nwodu, 2006, Ufuophu-Biri, 2007).

Consequently, the use of ICTs is very important in news sourcing, gathering, processing and dissemination. The study added that the adoption of ICT has made the corporation to operate round the clock (24 hours) couple with the fact that the ICT has improved the storage and archival of news documentation (Dugo, 2008).

In additional, the outcome revealed that there is increase in the range at which news is being broadcast by the corporation and that use of ICT has enhanced effective, efficient, easy and interesting news operations as well as the use of ICT has allowed news to be made available at finger tips of audience.

Lastly, the finding of the result revealed that inadequate finance on ICT equipment, epileptic power supply and expensiveness

of ICT equipment were the major challenges hindering the effective use of ICT of BCOS, Ibadan.

### 5. Conclusion and Recommendations

The study concluded that ICT is being used by BCOS and it has contributed to news processing which increase their coverage all over Oyo State and its environment. The study also concluded that ICT influence the news broadcasting in the corporation which as increase the advertisement level of the corporation. The study revealed that inadequate finance on ICT equipment, epileptic power supply and expensiveness of ICT equipment were major challenges hindering the effective use of ICT in BCOS, Ibadan.

Based on the findings of this study, the following recommendations were made;

There is need to make use of latest ICT equipment by the corporation as this will enhance better performance of the corporation. Also, the management of the corporation should try as much as possible to support the corporation with adequate finance to buy latest ICT equipment. Moreover, epileptic power supply should be regularized because this usually causes malfunctioning of ICT equipment. Lastly, the phobia of ICT by management board should be set aside as it come with more advantages than disadvantages.

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