



## Influence of New Media on Modern Day Journalism: A Study of Selected Media Houses in Delta State

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### ARTICLE INFO

#### Article History

Received : 06.07.2025  
Revised : 12.08.2025  
Accepted : 21.08.2025

Article Type :  
Research Article



### ABSTRACT

Over the years, Western media paradigms and journalism practices have been the hallmark of journalism practices in Nigeria; however, with the emergence of globalization, spawned by amplified technological changes, journalism practices in Nigeria seriously changed. This study investigated the relationship between new media and modern day journalism in Delta State, Nigeria. Survey research design was used and sample of fifteen(15) journalists in selected media houses were selected using purposive sampling technique. Questionnaire was the major data collection instrument which was administered to the research subjects. The independent variable is new media while the dependent variable is modern day journalism. Data obtained were analyzed via descriptive and inferential statistical tools. First, the evaluation of the literature suggests that modern journalism is rapidly growing to invigorate some features of mainstream journalism practices, compelling journalists to use new media (social media – Twitter, Facebook and the internet) in Nigeria. The empirical results revealed that while new media has made access to news/information easier for the media-audience, it was found that new media positively significantly influence multimedia integration in modern day journalism. The results thus call for the need by media houses to encourage and promote the use of new media technologies in packaging, processing and reporting of news/information. In addition, journalists should focus on trends in new media that can enable them make access to information/news easier for media-audience as well as identifying and engaging new media that can stimulate multimedia integration in modern day journalism.

Keywords: Modern Journalism, Social Media, Multimedia Integration, New Media Technologies, Nigeria

## 1. INTRODUCTION

Undeniably, journalism has moved from its erstwhile state to a new one, where things that were manually done are now automated; hence, journalists of today require a lot more than just notebooks and tape recorders to carry out their tasks. Newman (2024) asserts that the use of new media has transformed journalism in numerous aspects like news processing, packaging and reporting. Alefia et al. (2024) opined that the use of new media (e.g. social media and the internet) in modern day journalism has helped to improve and enhance the timely and effective delivery of news and information. Ufot et al. (2023) observed that the relationship between the internet and journalism has brought about a novel form of communication, which is prevalently termed 'Online Journalism'. As rightly observed by Omowale & Olaimolu (2022), the emergence of new media has revolutionized the dissemination of news and information, previously dominated by traditional media like radio, newspapers, magazines, and television, resulting in greater accessibility to news and information for the public.

In Nigeria, the journalism profession has traditionally been influenced by western media theories and practices. However, in today's globalized world, where rapid technological advancements have interconnected societies, it is crucial to assess journalism practices from a broader, international standpoint (Ufot et al., 2023). Newspapers and periodicals offer a starting point to journalism practices; hence it was seen in the past as a voice for the voiceless because it convey views of members of the society and a functional link

between the government and the general public (Omowale & Olaimolu, 2022). Broadly, journalism refers to a journalist's work in terms of broadcasting of news, opinions and reports, among others; it can be seen as a large audience-examination and reporting of recent world events such as trends in fashion, politics, commerce or general events (Azeez et al., 2017). Given that the media audience rely on the press to keep them abreast of the ongoing, they see modern day journalism (MDJ) much more than just news, opinion and information reporting which were likened to traditional journalism (Oji, 2020). Thus, MDJ employs various digital media to perform broadcasting tasks; for instance, the use of the internet as a tool rather than a singular form of digital media.

Practically, several news organizations are combining traditional and modern methods in order to cut costs and enhance the quality of local news. In contrast, other newsrooms are utilizing social media platforms like Facebook and Twitter to collect and share news in order to engage and connect with their audience (Emmanuel, 2017). It is clear that audience engagement with new technologies when consuming mass media information is changing, but it is uncertain to what extent journalists are utilizing social media in gathering news and delivering content to their readers.

Over time, journalism has developed and got more computerized; hence a lot of journalism nowadays are done digitally (Oji, 2020). Journalism has progressed to the point that almost everyone is now a journalist. As Obalanlege (2015) rightly claimed, technology acceptance paradigm has frequently been used to investigate new technologies and their adoption rates in newsrooms; this study was approached via that lens. In addition, the study explains how media houses are using new media as a reporting tool in broadcasting of information and news to media-audience; it depicts the roles of new media in making news/information easily accessible to media-audience and how these new media technologies can influence multimedia integration in modern day journalism in Nigeria.

As the internet revolutionize communication landscape, journalists and media practitioners have begun to have novel ways of processing, packaging and reporting news to the general public. However, the question has been what is journalists' view of this new development particularly in a developing country like Nigeria? What do journalists in Nigeria use new media technologies for? Are the new media technologies altering or shaping journalistic practices in Nigeria? What exactly are the allusions of the new media to conventional media? Also, there is dearth of studies that had investigated how new media influence modern day journalism in Delta State, Nigeria.

Regardless of the above questions, the print media industry in Nigeria is constantly changing in response to new global media trends, but it is facing difficulties along the way. One issue is that print media readership is declining as more people turn to digital media sources. Without doubt, empirical studies have revealed that modern day journalism is going through one of their most intricate times (Alefia et al., 2024; Hedman, 2016; Udeze & Uche, 2023). However, the reassuring factor is that history shows that journalism has faced threats from emerging technologies before. Furthermore, the only way to deal with these novel technologies that up-ends journalism is to get out in front of it, otherwise it will get-out in-front of journalism. This study therefore investigates the extents to which new media influence modern day journalism in Nigeria. Arising from the above, the following specific objectives and research hypotheses were addressed:

The main focus of this study is to investigate how new media is impacting journalism in today's society in Delta State, Nigeria. Specifically, the study seeks to ascertain the role of new media technologies in facilitating easier access to information and news for media audiences, determine the extent to which these technologies influence multimedia integration in modern-day journalism, and propose measures to improve the application of new media technologies to enhance journalistic practices.

## **2. LITERATURE REVIEW**

### **2.1. Modern Day Journalism (MDJ)**

The concept of journalism has been well defined in the literature; the Longman Active Dictionary defined journalism as the job/task of writing report for newspapers, magazines, radio and television. Vine et al. (2016) see journalism as job/task of gathering, packaging, writing and disseminating news and views about the society via means of mass media. Similarly, Vos & Craft (2017) defined journalism as a discipline of gathering, analyzing, verifying and presenting news/information on current trends, issues, events, and people; hence,

those who practice journalism are known as journalists. According to Claussen (2012), journalism is a form of communication based on asking and answering questions such as who, what, where, when why, how. While Karlsson (2011) believes that journalism may indeed inform society about itself, Greer & Yan (2011); Tewksbury (2005) averred that journalism may be concerned with providing information/ news, comments and amplification on matters that are already in the civic domain to the general public.

Alefia et al. (2024) asserted that journalism involves a purposeful and intentional process of gathering information/news, organizing and evaluating them to inform, entertain, and educate the public in order to influence their decision-making. Emmanuel (2017) argued that journalism is all about information/news gathering, writing, processing and reporting about the society via mass media. Some journalists focus on analyzing information, while others are more interested in the critical role of editing, which shapes how news is delivered to audiences.

The literature suggests that MDJ is rapidly growing in Nigeria to revitalize some features of mainstream journalism practices, which compel journalists to use new media (e.g. social media – Twitter, Facebook and the internet). As a result, a proper synergy of new media and modern journalism can be used to obtain global best practices and efficient journalism practices; this way, harmony of strength/weaknesses of MDJ can be harnessed (Omowale & Olaimolu, 2022). In the same vein, Udeze & Uche (2023) asserted that MDJ has seen significant boost in technology and way news are disseminated. For instance, with rise in social media and other digital platforms in recent years, journalism has become accessible and abrupt than ever before. According to Ufot et al. (2023), it has offered opportunities for a wider-range of voices to be heard and for news/information to reach a larger audience.

Furthermore, MDJ also faces some challenges. As observed by Newman (2024), with the speediness at which news/information are disseminated and shared, there are concerns over correctness and spread of misinformation. This according to Alefia et al. (2024) is connected with the pressure of the journalist who is first to report a story, information or news, thus leading to incomplete journalism, which can have stern consequences for the media-audiences' understanding of events. Another challenge of MDJ is in the area of corporate interests in journalism has raised concerns by the public about the independence fairness and integrity of media houses (Azeez et al., 2017; Oji, 2020). For example, journalists may be pressured to prioritize certain stories, news, information or perspectives to align with interests of their financial backers.

Regardless of these challenges, MDJ also has its strengths. According to Dunu et al. (2017), the ability to reach a global audience and engage with readers in real-time has the potential to spark vital conversations and hold institutions and individuals accountable as viewed by the society. In addition, the numerous ranges of voices/perspectives available via modern journalism can offer a more comprehensive understanding of complex issues. Hence, modern journalism refers to an era of 'Online Journalism' or 'Internet', which has become all encompassing (Hedman, 2016). Currently, there are no media houses worth the name that do not have an online presence.

Furthermore, nowadays, newspapers, magazines, radio, and television stations all have websites where they publish a variety of content such as news stories, interviews, documentaries, and information. These online versions can be accessed via the internet. A report by Dwyer (2010) suggests that approximately 70% of the material found in popular online news sources is directly taken from the traditional print version. Nowadays, media organizations are establishing dedicated online divisions to serve their internet audience. These online platforms offer a variety of content formats, including text, video, audio, and graphics, for viewers to access information, news, interviews, and stories (Claussen, 2012; Obalanlege, 2015). Dwyer (2010) also observed that recent reports on the evolving aspects of producing, delivering, and consuming content have examined the changing dynamics between those who create content and those who consume it.

Given the weaknesses of MDJ; it is imperative for journalists and media house to uphold principles of integrity, accuracy and independence so as to navigate the complexities of modern journalism and keep on in serving the media-audience interests (Alice, 2009; Tewksbury, 2005). According to Vos & Craft (2017), MDJ is characterized by numerous key dimensions reflecting changes in technology, audience expectation and evolving media landscape; these key dimensions of MDJ include but not limited to digital-first approach, multimedia integration, data journalism, and audience engagement.

In this study, multimedia integration in MDJ was employed; multimedia integration in MDJ entails incorporating various forms of media like texts, audios, videos and interactive graphics to present stories, news and information; this appeals to different media -audience preferences and enhances their engagement (Greer & Yan, 2011; Karlsson, 2011; Talabi, 2011). As noted by Vine et al. (2016), modern journalism practice offers opportunities for reflective, critical and research-based studies which focus on professional practice of journalism.

## 2.2. Role of New Media Technologies

Broadly speaking, new media has used to describe concepts such as 'digital', 'hyper-textual', 'interactive', 'simulated', 'virtual' and 'networked' that can be helpful to journalists when creating, packaging, writing, and disseminating information/news contents (Alefia et al., 2024). Hence, Nwanne (2016) sees the term 'new media' as a buzzword on account of its widespread usage. McQuail (2007) as cited in Nwanne (2016) described new media as an incongruent form of communication technologies that share specific features aside from being novel and made possible by computerization and widely available for personal use as a communication device.

Fundamentally, new media indicates opportunities of enhanced communication (Nwanne, 2016). The appearance of new media has no doubt influenced the quality and speediness of communication to an unending enjoyment of mankind. In so doing, there appears to be convergence of both the new and old media; hence, such synergy has enhanced the way people communicate. Hence, what distinguishes the old and new media is the emergence and synergy of the internet and social media platforms like Facebook, Twitter, Instagram, etc. Without scepticism, not only is the internet a novel channel or medium in itself; it makes easy, operations of other new media because every new media are built around the accessibility and efficiency of the internet.

## 2.3. Technology Acceptance Model

The study was anchored on the 'Technology Acceptance Model' advocated by Davis (1989) as cited in Azeez et al. (2017). Notably, the theory is a classical information model advanced to describe computer-usage behavior and dynamics linked with acceptance of technology. According to the theory, information usage behavior is predominately described by behavioral intention that is formed from premeditated decision-making processes (Felix, 2011; Newman, 2024).

The theory advocates two (2) belief factors linked with acceptance of new technology, Perceived Usefulness and Ease of Use. Thus, these two factors are well manipulated by media houses; they are able to have control over media-audience/users and subsequently, their behavioral intention and usage of the new technology (Dunu et al., 2017); therefore, the theory assumes that behavioral intention is formed from premeditated decision making processes

Perceived usefulness is seen as the extent to which technology users or journalists believe that using a new technology would enhance or influence news packaging, processing and reporting to media-audience; this underscores the relevance of technology acceptance theory to this current study. On the other hand, perceived ease of use is the extent to which media-audience believes that using a new technology (new media, e.g. Facebook, Twitter) would be free of effort (Azeez et al., 2017). The relevance of this theory to this current study is that perceived ease of use describes that the use of new media technologies to package, process and report news/information is economical and effortless compared to traditional ways of journalism.

## 2.4. Summary and Gap in Literature

The study reviewed the concepts of modern day journalism (MDJ) as well as new media. Also featured in the review of literature were related studies carried out by prior researchers and the theoretical anchorage of the study. The theoretical framework was hinged on the technology acceptance model advocated by Davis (1989 as cited in Azeez et al., 2017). On the basis of the empirical review, the researcher identified a major gap in terms of limited empirical studies that had investigated the extent to which new media influence modern day journalism (MDJ) in Delta State. In Nigeria, most studies done on new media and MDJ were carried outside Delta State while most studies in this area were carried out in foreign nations; thus, this study was carried out to fill the gap in literature on what is known about the relationship between new media and MDJ.

## 2.5. Hypotheses of the Study

**H01:** There is no significant relationship between the use of new media technologies and ease of news/information access by media audience.

**H02:** New media technologies have no significant influence on multimedia integration in modern day journalism.

## 3. RESEARCH METHODS

In this study, cross-sectional survey research method was employed in examining the relationship between modern day journalism and new media in Delta State of Nigeria. In view of the above, the study population comprised of journalists in media houses in Delta State and they include Correspondent Chapel (5), Broadcast Stations (6), and Newspaper Houses (10); these amount to twenty-one(21) journalists. On the basis of the above, fifteen (15) journalists were selected using the purposive sampling technique. Questionnaire was the major source of data collection which was administered to the journalists in the selected media houses. The respondents consist of male and female journalists and questionnaire was constructed on 5-point scale of strongly agree(SA), agree(A), undecided(U), disagree (D) and strongly disagree(SD).

Furthermore, Cronbach alpha was employed in ascertaining the internal consistency of the research instrument with coefficients of 0.77 (new media), 0.79 (multimedia integration in modern day journalism); and 0.71 (ease of access to news/information). The independent variable is New Media while the dependent variable is Modern Day Journalism (MDJ). Data obtained in the study were analyzed using descriptive and inferential statistics. Mean score, standard deviation, minimum value, maximum value, and Pearson correlation were used in describing the variables of study and in providing answers to the research questions. On the other hand, the simple regression results were employed in testing the relevant hypotheses of the study at 0.05 percent significance level.

## 4. RESULTS AND DISCUSSION

### 4.1. Research Results

**Table 1. Demographic Characteristics of Respondents**

Items	Frequency(N)=15	Percentage (%)
<b>Gender</b>		
Male	10	66.67%
Female	05	33.33%
<b>Total</b>	15	100%
<b>Marital Status</b>		
Single	02	13.33%
Married	13	86.67%
<b>Total</b>	15	100%
<b>Highest Educational Qualification</b>		
Bachelor of Science (B.Sc.) Degree	06	40.00%
Postgraduate Degrees (PGD, MBA, M.Sc., PhD)	05	33.33%
Professional Qualifications	04	26.67%
<b>Total</b>	15	100%

Source: Field Survey (2024)

Table 1 is the variables of demographic characteristics (gender, marital status, and highest educational qualifications) of respondents on new media on modern day journalism in Delta State, Nigeria. It was found that 10 (66.67%) of the respondents were males while 5(33.33%) were females who participated in the survey; the result indicates that majority of the respondents were males as compared to females. Also, it was shown that the marital status of respondents; the results revealed that majority of the respondents representing 13 (86.67%) were married while the remaining respondents were single representing 2 (13.33%). Furthermore, the results revealed that majority of the respondents had obtained first degree (B.Sc.) representing 6, while the

remaining respondents had obtained other educational degrees such as postgraduate degrees (PGD, MBA, M.Sc., PhD) and professional qualifications representing 5(33.3%) and 4(26.67%) respectively

**Table 2. Descriptive Statistics**

Variables	Mean Score	Standard Deviation	Minimum Value	Maximum Value
Modern Day Journalism	3.5011	0.0472	1	5
Access to News/Information	3.5240	0.0603	1	5
New Media	3.5720.	0.0362	1	5

Source: Researcher’s Computation (2024)

In Table 2, the descriptive statistics revealed that multimedia integration in MDJ and access to news/information (parameters of the dependent variable) and new media technologies (independent variable) scored above 3.0 cut-off points of the mean. An indication that the respondents agreed on the extent to which new media technologies can influence modern day journalism as well as access to news/information.

The result above was further supported by the low standard deviation value, indicating that respondents’ views were not too dispersed from each other and that most likely to an extent new media technologies play vital roles in making access to news/information easier for media-audience as well as influencing multimedia integration in modern day journalism. Overall, the results in table 1 has answered the research question that new media plays a major role in making access to news/information easier for media audience and to a large extent, the new media technologies influence multimedia integration in MDJ.

**Table 3. Pearson Correlation**

Variables	Modern Day Journalism	Access to News/Information	New Media
Modern Day Journalism	1.0000		
Access to News/Information	0.7140	1.0000	
New Media	0.6284	0.3079	1.0000

Source: Researcher’s Computation (2024)

Table 3 is the Pearson correlation for the dependent and independent variables of study. The result showed that the coefficients are carrying a positive sign; an indication of positive relationship between new media and MDJ. Furthermore, simple regression was used to test the relevant hypotheses of the study and the results were presented in Table 4:

**H<sub>01</sub>:** There is no significant relationship between the use of new media technologies and ease of news/information access by media audience.

**Table 4. Regression Statistics for New Media and Ease of News/Information Access**

Estimator	Predictors	
R-Squared	0.8190	t-value = 4.39
Adjusted R-Squared	0.7139	t-Prob. 0.000
F-Ratio	13.18	
Probability. F	0.000	

Source: Researcher’s Computation (2024)

The regression result for new media and ease of news/information access revealed that R<sup>2</sup> is 0.8190; indicating that new media explained about 82 % of the systematic variation in ease of news/information access by media-audience. The F-ratio is 13.13, suggesting that new media technologies significantly influence ease of news/information access by media-audience. The result (t-value = 4.39; t-prob. = 0.000 < 0.05%) suggests a rejection of the null hypothesis and an acceptance of the alternate hypothesis that there is significant relationship between the use of new media technologies and ease of news/information access by media audience.

**H<sub>02</sub>:** New media technologies have no significant influence on multimedia integration in modern day journalism.

**Table 5. Regression Statistics for New Media and Multimedia Integration in Modern Day Journalism**

Estimator	Predictors	
R-Squared	0.8278	t-value = 4.61
Adjusted R-Squared	0.7214	T-Prob. 0.000
F-Ratio	13.32	
Probability. F	0.000	

Source: Researcher's Computation (2024)

The regression result for new media and multimedia integration in modern day journalism (MDJ) revealed that  $R^2$  is 0.8278; indicating that new media explained about 823% of the systematic variation in MDJ. The F-ratio is 13.32, suggesting that new media technologies significantly influence MDJ. The result (t-value = 4.61; t-prob. = 0.000 < 0.05%) suggests a rejection of the null hypothesis and an acceptance of the alternate hypothesis that new media technologies have significant influence on multimedia integration in MDJ.

#### 4.2. Discussion

Over the years, western media theories and journalism practices have been the hallmark of journalism practices in Nigeria; however, given the role of globalization and technological changes, journalism practices in Nigeria drastically changed. As a result, a proper synergy of technology and journalism is recommended to ascertain the best way for effective and efficient journalism practices (Alefia et al., 2024); this synergy resulted to the new media in journalism. The expectation of the society for instant information became imperative for evolution of modern journalism. Hence, modern journalism employs digital media to carry out journalist tasks (e.g. using the internet as a tool rather than a singular form of digital media).

Quite a number of studies in developed countries had shown that there is a relationship between new media and modern day journalism; however, this has not been the case in Nigeria on the basis of the above, this study investigated the relationship between new media and modern day journalism in Delta State, Nigeria. Survey research design was used and sample of 15 journalists in selected media houses were selected. Questionnaire was the major data collection instrument which was administered to the research subjects and multiple regression statistical tools was employed in validating the relevant hypotheses of the study.

Findings indicated significant relationship between the use of new media technologies and ease of news/information access by media audience. This finding agrees with the recent studies of Alefa et al (2024); Ufot, et al (2023); and Udeze and Uche (2023) who found that the advent of new media technologies has significantly influence the ease and access of news/information. On the other hand, it was found that new media technologies have significant influence on multimedia integration in MDJ. This finding corroborates with the recent studies of Alefa et al (2024); Ufot, et al (2023); and Udeze and Uche (2023) who found that the emergence of new media technologies has significantly affect multimedia integration in MDJ in Nigeria.

#### 5. CONCLUSIONS

The literature suggests that MDJ is rapidly growing in Nigeria to invigorate some features of mainstream journalism practices, compelling journalists to use these new media (social media – Twitter, Facebook and the internet). As a result, a proper synergy of new media and modern journalism is recommended to obtain global best practices and for effective and efficient journalism practices; this way, harmony of strength and weaknesses of modern journalism can be harnessed. The conclusion reached is that while new media has made access to information/ news easier for media-audience, new media positively significantly influence multimedia integration in MDJ.

Based on the findings, it is recommended that media houses encourage and promote the use of new media technologies in packaging, processing, and reporting news to audiences. Journalists should also focus on emerging new media trends that facilitate easier access to information and enhance multimedia integration in modern-day journalism. Finally, the study contributes to knowledge by provoking journalists to accept, use and adopt technologically-induced new media to enhance and improve professional journalism. Also, the study contributes to knowledge by filling the literature gaps on what is known about the relationship between new media and modern day journalism in Delta State, Nigeria.

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