Digital Media and Job Creation in Nigeria: A Critical Discourse

[1]Ali, John Ogayi, [2]Aligwe Augustine Ezeora, [3]Nwiphuru Christopher Ogodo

[1]Department of Mass Communication, Federal Polytechnic, Ado-Ekiti, EkitiState, Nigeria.
[2]Department of Liberal Studies, Federal Polytechnic, Ado-Ekiti, Ekiti State, Nigeria
[3]Department of Mass Communication, Federal Polytechnic, Ado-Ekiti, Ekiti State, Nigeria

Corresponding Author's E-mail: ajohn6253@gmail.com

Abstract
This study examined digital media and mass communication. The specific objectives are to exploring types of digital media it implication on mass communication and to identify the power of Digital media on mass Communication. Digital technology has made impact on how we consume media. It has provided new ways of communications with others. This study adopted qualitative research design. The field of qualitative research is characterized by the use of many different theoretical perspectives. The findings revealed that digital media has both positive and negative impacts on Mass communication, yet one should realize its importance in the present world. After the internet creation, it resulted in the development of social media. The draw to social media and the internet caused networks to change their methods of promotion and engagement with the audiences. While networks still have multiple channels and radio stations, they needed to ensure that they were current and important aspect in today's society. It has provided new ways of communications with others. Whether through blogs, social media, photo sharing, video sharing, communication has become more broad and effective through digital technology. The Internet has provided the foundation for the expansion of digital technology. Mass media has changed and been able to offer more information to more people through the Internet. It is recommended that digital media usage in mass communication activities should be improved. The businesses should devise ways to use the platforms beyond their present contacts base.

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Introduction

Digital technology has made in impact on how we consume media. It has provided new ways of communications with others. Whether through blogs, social media, photo sharing, video sharing, communication has become more broad and effective through digital technology. The Internet has provided the foundation for the expansion of digital technology. Mass media has changed and been able to offer more information to more people through the Internet. With the increase in mobile devices, digital technology will further expand the way we use media. Digital Technology has unlimited potential and will further change how we consume mass media.

The oral traditions of the monastic orders gave way to written forms of knowledge in the ancient times. Then in the Middle Ages these stored information and knowledge gave way to print format through the invention of the press. Thereafter this new form of dispensation of information and knowledge has become popular and especially from the eighteenth century with the popularity of the press. In the later part of the nineteenth century, the new invention called telegraph led to faster dissemination of information and was used extensively by newspapers. The twentieth century saw a boom in electronics leading to inventions of radio and later television. Both these electronic mediums were able to give information and knowledge faster and were more animated mediums with a distinct entertainment value. With the flourishing of these two mediums more so of television has led to a gradual decline in the prospects of newspapers. The news format of television is attractive, immediate and vibrantly visual leading to greater credibility and attention of audience. However, print media industry has not experienced a major depletion of readership rather new readers have been able to offset the loss of erstwhile readers.

With the advent of the twenty first century, a new digital form of communication has emerged. With networked computers a plethora of services were made available to such consumers who had access to them. Some of the basic services made available were

news, information and entertainment. This digital media has within a short span of time increased phenomenally as people accessing digital services have increased manifold.

Amongst the different types of services provided online, news is a major component. News is updated fast and immediately. The formats are user friendly leading from headlines to details and even allied news if the user desires. The chances of interactivity are very high if the user desires to give opinion in form of feedback. This interactivity has been successful to some extent in weaning away younger audience from the traditional mass media to new digital media. "They are in danger because younger audience are deserting them for the immediacy and interactivity of the internet"(Freedman,2010).

The rise of digital media has affected news production in a big way. Earlier both technology and economic means were in the hands of the editors who acted as gatekeepers to which news would filter through. "The exploding multi-channel environment the technology to manipulate it, and the internet with its endless options and direct sources all give the consumer the choice previously made by news editors"(Lee-Wright,2010). Internet provides not just the opportunity for the dissemination of news but allows vast scope for uploading information through multifarious sites by interested individuals or groups and not just by big news corporations which are unable to have absolute control on news content both in selection and distribution. "The process of news journalism has been profoundly affected by new media, not just in the technology available to its gatherers and to its editors and distributors but to its consumers and their modes of consumption" (Lee-Wright, 2010). Due to technical alternatives and varied news content in digital media allow the users to pick and choose news and at their own pace and time whereas information flow is regulated to some extent in different mass mediums.

This digital medium is easily accessible and highly interactive; many issues whether global or local find takers with clear idea or preference for such issue unlike in mass mediums. The main difference between alternative news blogs and mainstream news is that alternative news is largely produced by non-journalists who are not backed by

corporate interests (Adams, 2016). There is also greater empowerment of the user, demassification of the media content markets and potential to be more personal (Flew, 2019).However, many interested individuals or groups with vested interests or bias may manipulate this platform. Also it may be noted that often less important news or ones with proximity to users or more entertainment value may get more positive response unlike mass media where news priority is often set by news editors. Online journalism challenges the fundamental role of a traditional journalist in the communication process. Though the individuals are in position of making their own news judgments, the role of the gatekeeper is not totally redundant (Singer, 2016).

In any newspaper during process of news production the journalist who collects the news cannot be sure if this report/story would be selected and if selected how their work will be presented. The journalists at the news desk have to continually write or rewrite stories but only a few of these stories are actually published as there are few editions in a newspaper. Television and radio on the other hand have to speed up news production process as they have an hourly news bulletin and with an hourly deadline looming large additions are made to existing news stories along with incorporation of newer stories. Though radio and television are very swift at breaking news but due to constraint of time are unable to give details excepting important news. The digital medium has no deadline per se as the immediacy factor overrides every other consideration. Sometimes a news or information is uploaded as the story is developing with live feeds. Though the stories are initially sketchy but are fleshed out with more information at later stages. The position of invisible news net where stories are placed in time and space to lead to the concrete and the particular rather than the abstract and universal is challenged by online media Deadlines can be done away with and the geographical space can encompass a vast area (Singer, 2016). Sometimes information is supplemented by users themselves (i.e., citizen journalists) who upload their side of the stories in feedback spaces. One of the exciting developments of modern times being citizen journalism (Adams, 2016).

Literature Review

Unlike traditional media, digital media is transmitted as digital data, which at its simplest involves digital cables or satellites sending binary signals 0s and 1s to devices that translate them into audio, video, graphics, text, and more. Anytime you use your computer, tablet, or cellphone, opening web-based systems and apps, you're consuming digital media. Digital media might come in the form of videos, articles, advertisements, music, podcasts, audiobooks, virtual reality, or digital art (Addo, 2016).The digital age began to unfold in the second half of the 20th century, as computer technology slowly infiltrated different industries and then moved into the public sphere. Yet analog technology remained dominant even through the 1990s. In the years that followed, newspapers, magazines, radio, and broadcast television were still the primary means of communication, with fax machines and pagers becoming most people's first casual forays into the digital world (Umeh, 2019).

When the internet went from a niche hobby to something common in most American homes, the digital age was fully underway. Now, most people walk around with at least one digital media device in their pocket, purse, or backpack, using digital communication at work, on their commutes, and even while out to dinner or shopping. After that, they might come home and play a video game or stream a show, interacting with digital media yet again. Before they go to sleep, they might talk to their digital home assistant, finding out the weather forecast for the following day. What is digital media? The answer is not a simple one. Defining digital media is difficult because it is rapidly evolving alongside innovations in technology and how people interact with it. As we move into the future, our day-to-day use of digital media will likely only increase, particularly as holographic and artificial intelligence (AI) technologies are developed and incorporated into our daily lives (Ibe, 2019).

Exploring Types of Digital Media it Implication on Mass Communication

Traditional (non-digital) media includes several types of communication technologies, some of which have existed for hundreds of years. Newspapers, magazines, books, and other printed materials were among the first types of traditional media. Those forms of media persist, joined in the 19th century by the telegraph and in the 20th century by radio and television, the first examples of mass media (Abdulkabir, 2017).

The digital era, however, meant a whole new set of media transmission methods and devices, with more developed every year. These days, most types of digital media fit into one of these main subgroups:

• **Audio:** Audio forms of digital media include digital radio stations, podcasts, and audiobooks. Tens of millions of Americans subscribe to digital radio services such as Apple Music, Spotify, Tidal, Pandora, and Sirius, which provide a wide range of musical stations and allow users to listen to databases of millions of songs on demand.

• **Video:** Many digital media outlets are visual, from streaming movie and television services such as Netflix to virtual reality surgical simulators used in medical institutions. One of the biggest players in visual digital media is YouTube, which hosts billions of videos. Launched in 2005, the website is one of the most popular destinations on the web.

• **Social media:** Social media includes sites such as Twitter, Facebook, Instagram, LinkedIn, and Snapchat, which enable their users to interact with one another through text posts, photographs, and videos, leaving "likes" and comments to create conversations around pop culture, sports, news, politics, and the daily events of users' lives.

• **Advertising:** Advertisers have made their way into the digital media landscape, taking advantage of marketing partnerships and advertising space wherever possible. The internet has moved away from the use of pop-up and auto play ads, which flooded early websites and drove away visitors. Instead, advertisers look toward native content and other methods of keeping consumers invested without overselling their product.

- **News, literature, and more:** Traditionally, people consumed text via books, print newspapers, magazines, and the like. Even though digital media has proliferated, the desire for those kinds of reading experiences has endured. Research from the Pew Research Center indicates that 38% of adults in the U.S. read news online. The proliferation of literary websites, the popularity of resources like Wikipedia, and the rise of e-readers like the Kindle all further underline the continued importance of written work in digital media.

Examples of Digital Media

Digital media encompasses a wide array of websites, tech devices, and platforms. You may be aware of some uses of digital media, but the fact is that digital media influences many industries and has opened a range of avenues for people to make a living and utilize their talents in different ways. Prior to digital technology, surgeons and other medical professionals had to rely on clunky simulators, videos, or cadavers to practice new surgeries, which made it difficult to perfect certain operations and increased complications when they were performed on living patients. Digital technology has introduced all sorts of new tools into the surgical suite, allowing doctors to better practice and performs such procedures, thus increasing patient safety and reducing mistakes while lowering costs. Modern-day surgeons practice using advanced virtual reality (VR) systems, working through different scenarios with digital versions of the same miniature cameras and sensors they'll rely on during an actual surgery. Digital media has also led to entirely new careers.

Websites such as Twitch allow people to stream their daily lives, and people can pay to subscribe to individual channels to watch what interests them. Twitch streamers include video gamers, musicians, social influencers, and even those who just stream their daily activities, such as going to the store, cooking dinner, or cleaning the house. Users from all different walks of life expose subscribers to different cultures and lifestyles. Digital media professionals can also take advantage of easily obtainable technology such as

cellphones and open-source coding to film their own shows, movies, or podcasts and stream them at little or no cost, creating greater equity in media. These are just a few examples of digital media, though the market for such products is expanding, and there are more applications every year.

Major Digital Media Companies

As the digital world has taken over the modern business landscape, some of the most valuable companies in the world are in the tech sphere. Many of these companies have diverse interests and divisions, including in various forms of digital media and related ventures. As such, the top digital media companies are among the largest corporations on Earth.

• **Google**, founded in 1998 by Larry Page and Sergey Brin, started as a revolutionary new search engine, which spurred the growth of one of the world's most valuable brands (worth $309 billion in 2019, according to statistics reported by CNBC). Google has become a massive, multinational technology company, developing all things internet-related, including its own web browser (Chrome), laptops (Chromebooks), smart glasses, and internet television streams (Chromecast). In 2015, Google announced that it was forming the parent company Alphabet to run the organization's diverse departments with Google existing as a subsidiary.

• **Netflix** launched in 1997 as an online-based movie rental service, where people could order DVDs and have them delivered to their home. Customers made their wish list of films, and Netflix sent them DVDs from the list. Users could keep DVDs as long as they wanted, receiving the next movie on their list upon return of the first. Netflix has since grown from third-party movie distributor to online streaming giant, with over 150 million subscribers paying for a mix of television, movies, and original content. The brand has launched pop culture sensations such as "Orange Is the New Black," "Stranger Things," and "BoJack Horseman."

• **Apple** has grown from a niche computer company with elegant marketing into one of the dominant technology forces on the planet. Founded by Steve Jobs and Steve

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Wozniak in 1976, Apple spent the first quarter-century of its existence as a cutting-edge though struggling computer company, with a few impressive products that never quite caught on. Then, with the introduction of the iMac in 1998, followed by the iPod three years later, marketed with Job's brilliant strategies driving intrigue and demand, Apple moved to the forefront of the gadget market. In the years since, products such as the iPhone, iPad, and Apple Watch have kept Apple going strong. Millions of Americans consume large amounts of digital media each day through their Apple products, such as iTunes and Apple TV.

•   **Facebook and Twitter** are two of the biggest social media websites. Instagram, YouTube, Snapchat, and TikTok also have substantial user bases in the hundreds of millions or more. According to a 2018 Pew Research Survey, 75% of all U.S. adults use YouTube and 68% use Facebook. Over 94% of 18- to 24-year-olds use YouTube, and 80% of them use Facebook. Major players in the business world own these brands. For example, Facebook owns Instagram and other platforms such as WhatsApp. Additionally, Google owns multiple web ventures including YouTube. As generations that grew up with social media get older and new users come of age, the number of people on these platforms will likely continue to grow.

•   **Amazon** remains a digital commerce titan, with an enormous presence in the digital media sphere. The company, in fact, is one of the world's largest by market value according to Investopedia. From Amazon Prime and its accompanying streaming service to personal assistants, cloud service, and digital advertising, the company has an expansive presence online. This is reflected in its growth, with revenues tripling between 2017 and 2018, from $117.9 billion to $232.9 billion.

Digital Media Jobs and Salaries

Digital media includes a wide range of platforms, products, and industries. As such, the job market and earning potential for digital media careers varies based on industry, location, work experience, and education, but in general, the outlook is strong. Many digital media jobs, including those below, exist in various industries, including in the

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public and private sectors. As such, careers in digital media provide the opportunity to work in all sorts of different environments.

Graphic Designer

Jobs in digital media include many graphic design positions. Graphic designers create digital illustrations that convey information, from company logos to movie posters and much more. They use sketch pads, computers, tablets, and other devices to create their work. They utilize different fonts, colors, photographs, shapes, and aesthetic elements along the way. Those in graphic design work with clients to discern what they're looking for, then go through a design process where they develop several options and tweak their ideas to fit the client's needs. There were 290,100 graphic designers working in the U.S. as of May 2018, according to the U.S. Bureau of Labor Statistics (BLS). They earned a median annual salary of $50,370, with those in the bottom 10% of earners making under $29,610 and those in the top 10% earning more than $85,760 each year. By industry, the median annual salary for this position can range from $40,170 (printing and related support activities) to $51,380 (advertising, public relations, and related services). The BLS expects the job market to grow 3% between 2018 and 2028, which equates to 8,800 new jobs.

Web Developer

Web design specialists use their graphic design skills to create websites and other web-based applications. They possess some knowledge of programming and coding, in languages such as CSS, HTML, or Java. Web developers help companies update their websites or design new sites from scratch, using existing templates or frameworks such as Word Press or Square space. They make sure websites look good on different devices while also remaining functional. According to the BLS, there were 160,500 web developers working in the United States as of May 2018, making a median annual income of $69,430. The BLS has high expectations for the job market for web developers, expecting it to grow by 20,900 jobs between 2018 and 2028, at a rate of 13%.

Publishing industries ($75,360) and computer systems design firms ($68,670) had the highest median annual salaries.

Digital Media Specialist

Digital media specialists fill a vital role in the digital media job market. These versatile media professionals are able to perform a number of tasks, combining various skills. Digital media specialists can work in social media, where they use graphic design skills to assist companies with their branding and voice. They may also use on-camera and writing skills, as well as video or audio editing abilities to create packages for use in digital marketing campaigns. Different projects require different tasks and abilities, and digital media specialists can fill any number of them. According to statistics from PayScale, the median average salary for digital media specialists was $34,000 annually as of December 2019. While the BLS doesn't keep specific data on digital media specialists, reports from web marketing news outlets such as Social Media Today indicate that global online ad spending continued to rise significantly in 2019 (4% worldwide), with total spending set to reach $329 billion by 2021, which will account for 49% of all ad spending. These trends suggest favorable job growth in digital media careers.

Land Digital Media Internships

Working in all types of media, including digital media, means taking advantage of networking, which can lead to further opportunities down the line. Even at the high school level, students can begin interacting with digital media opening social media profiles, making connections, and even interning or creating digital content. But it's in college that networking really starts to gain importance, as students start to figure out where they want to go with their digital media career. One common way for students to gain experience and valuable contacts in the industry is through internships.

Internships in digital media can take place over the summer, during a single semester, or throughout an entire school year. They might be in large office settings, or they may

involve work in the community. The further along students are in their undergraduate career and the more skills they possess, the more they'll be able to do in their internships. Before beginning a digital media internship, there are several skills that are valuable for students to develop. Applicants should be confident interviewees, even without prior experience, demonstrating a willingness to learn and grow as they contribute. They should have solid writing abilities and demonstrate some skill in photography, graphic design, website design, or social media. During the course of an internship, students can develop other marketable skills such as storytelling, managing relationships with clients, drafting copy, content programming, and much more. Some digital media internships pay, and some do not. While there is a push within media industries for paid internships, some businesses especially smaller companies are unable to pay their interns. When considering any internship, it is wise to consider the work experience to be gained, and what impact the internship will have on performing real work duties in the future.

Methodology

This study adopted qualitative research design. The field of qualitative research is characterized by the use of many different theoretical perspectives. A theory encompasses a particular world view and provides a lens through which to analyse research problems. It shapes the questions a researcher addresses and the research design, interpretation of data and explanations that follow. Reeves, (2008) illustrate how different theories would highlight different facets of a specific research problem.

The power of Digital media on mass Communication

Digital media refers to the media that are encoded in machine-readable formats. Digital media can be created, viewed, communicated, modified and preserved on digital electronics devices such as software's, digital images, videos, web pages, websites, social media, digital data, digital audio and E books. Digital media's significant impact on society and culture is broader and complex. Digital media combined with internet and personal computing has caused innovation in publishing, journalism, public relations,

entertainment, education, commerce and politics. New challenges of digital media are revolving round to copyright, intellectual property laws and its legality. The so called "Information age" aiming at paperless society also resulted in censorship doubts, digital divide, digital Dark Age in which older media becomes outdated to the new or upgraded information system. Digital media is digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video, and graphics. This means that news from a TV network, newspaper, magazine, etc. that is presented on a Web site or blog can fall into this category. Most digital media are based on translating analog data into digital data. The Internet began to grow when text was put onto the Internet instead of stored on papers as it was previously. Soon after text was put onto computers images followed, then came audio and video onto the Internet. Digital media has come a long way in the few short years to become as we know it today and it continues to grow (Abdulkabir, 2017).

The Birth of Digital Media

In earlier times, messages were once distributed by one particular source to their audience. The audience gathered their sources through a certain form of distribution, whether it was newspapers, magazines, radio, or television. Publishers had a great source of power over the information distributed and how it was perceived by the public. However, all that began drastically change with the rise of computers and more importantly the Internet.

Internet and Computers in Digital Media

Calculation and programming served as the main purposes for earlier computers. However, over time computers began to play a more personal role in humans' lives. No longer were computers being associated with governments or large corporations. As technology grew, people found out that storing information on a computer was convenient and provided good structure. People expanded the functions a computer could provide to its owner. People began to use computers for communication, creative purposes, research, and entertainment. The Internet is a vast global system that links

computer networks. People began taking to the Internet for government, commercial, educational, social, etc. purposes giving rise to digital media. By being able to connect with this growing amount of information, people were able to hear from multiple sources and to make it more personal by posting their own views'. Now publishing and blogging has become so easy that millions of people are able to post onto the internet creating a large amount of websites and information. As new people join the Internet, the amount of information viewed and provided expands.

Digital media's Impact: The digital media's impact can be viewed from a broader perspective namely the positive perspective and the negative perspective. The Positive perspectives include the following:

Digital revolution: Digital media and digital revolution are two sides of the same coin. The revolution is seen in the form of usage of modern technology. Personal computers, smartphones help anybody to access, modify, store and share digital media. Many electronic devices from digital cameras to drones help in creating, transmitting and viewing digital media content. Combined with the World Wide Web and the Internet, digital media has transformed 21st century society in a way that is frequently compared to the cultural, economic and social impact of the printing press. The change has been so rapid and so widespread that it has launched an economic transition from an industrial economy to an information-based economy, creating a new period in human history known as the Information Age or the revolution. The transition has resulted in uncertainty about definitions where the words like digital media, new media, multimedia and similar terms have a relationship to both the engineering innovations and cultural impact of digital media. The impact of the digital revolution can also be assessed by exploring the amount of worldwide mobile smart device users. The fact that a large proportion of the world's population own smart devices demonstrates the rapid level of growth achieved throughout the digital revolution. A smartphone user is impacted with digital advertising every second they open their Apple or Android device. This further evidences the digital revolution and the impact of revolution.

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Innovative creation: Digital media has also allowed individuals to be much more active in contentcreation. Anyone with access to computers and the Internet can participate in social media and contribute their own writing, art, videos, photography and commentary to the Internet, as well as conduct business online. The dramatic reduction in the costs required to create and share content have led to a democratization of content creation as well as the creation of new types of content, like blogs,memes and video essays. Some of these activities have also been labeled citizen journalism. This spike in user created content is due to the development of the internet as well as the way in which users interact with media today. The release of technologies such mobile devices allow for easier and quicker access to all things media. Many media production tools that were once only available to a few are now free and easy to use.

Web only news: Internet helped the companies to distribute content easily. Newspapers are unable to compete with the speed that digital news releases their stories. Not only can the latest updates immediately be found online, but one can also view various articles to gain a better understanding and survey multiple points of view. Not only has the Internet allowed consumers to contribute to the news, they are also allowing them to personalize their news experience. A costumer does not have to buy a whole newspaper to read the select number of articles that interest them. Now they can go online and skip the other articles and skip the payment.

Closer world: The rise of digital media has also allowed people to communicate with others all over the world. Digital media has increased globalization by making communication with people from other parts of the world very easy. Video games can be played over the Internet with people from all over the world. Digital media has eliminated many cultural boundaries and will continue to do so as other less developed countries begin to become more reliant on technology. Digital media has provided instant communication between people all over the world. Different forms of digital media make this interaction easy and fun. Technology and the sharing of photographs on the Internet have found ways past language barriers. Thanks to digital media we are now entering a

world that is culturally globalized. Books began appearing on the Internet for free. Writer's now have the option of placing their books online to be purchased or read through e-books. E-books are an electronic version of a printed book. Although the device to read the print may cost a lot more than the book itself, ordering more electric texts can be cheaper. It can be a lot more convenient than buying or borrowing a book. Ebooks also have the ability to translate text to other languages that the book is not published in. Digital media has changed the flow of the entertainment industry permanently. With the rise of digital media, more and more people in the entertainment industry realize the importance of the Internet. Websites are made to advertise the show. A website may contain celebrity biographies, photo galleries, blogs, etc.

Positive empowerment: Digital media empowers one to assess how technological change is linked to forces of globalization, political institutions, and historical developments, and how it affects democracy and social change. It also equips one with a thorough theoretical and methodological grounding in media and communication studies. Furthermore, it enables one to apply up-to-date research skills to carry out research in various fields. Digital media results in productivity of reflective and well- trained graduates who can understand the multiplicity of social, cultural, political and technological complexities of digital media and who in the long run will be able to solve complex problems and can help in taking vital decisions which are rational in character.

Modernized living style: Digital technology has transformed modern life with gadgets such as laptops, tablets, and smartphones now commonly owned. As well as bringing benefits, digital technology has also bought many downsides. Digital technology has revolutionized almost every aspect of people's lives in recent decades. Office work, shopping, music, movies, television, photography, travel, transport, and long distance communications are just some areas that have been transformed. It's become increasingly rare to find an electronic device or large machine that doesn't incorporate digital technology in some way. Digital technology means that devices can be smaller, lighter, faster, and more versatile. It means that huge amounts of information can be stored

locally or remotely and moved from place to place almost instantaneously. Even the term "information" has expanded to include photos, audio, video, and other media, rather than just letters and numbers. The information can be much more easily manipulated too; photos, music, and movies can be edited, for instance. The negative perspectives and the impact of digital media on society include the following:

Safety of the digital data security: Since, vast amount of data are collected and stored in digital technology which includes private information of individuals and Organisations, it may be difficult to keep the collected data safe. There are possibilities of the private information's reaching hard core criminals. It's become much harder to have personal privacy in the digital world and that's on top of the dangers of your personal data being stolen or sold. Digital cameras watch and record our movements in public places. Minor indiscretions can now haunt an individual for life when they're posted on the internet. Controlling your personal information is very difficult and sometimes impossible. Moreover, Digital media can be difficult to store and maintain for a long term. File formats change over time. In some instances, traditional media can last longer than their digital equivalent.

Complexity: Understanding the devices and machines means depending on computer. Today, using any technology of digital media implies tackling all sorts of complicated settings. A minor error in technology can cost both time and expense. Moreover, it results in overburden of work. Many modern workers spend their days trying to keep up with the hundreds of emails that they are sent each week, all of which require reading and some of which require replies or action. Texts from colleagues in the evenings or on the weekend can mean that people never fully escape work. Organizing the vast amount of digital data acquired in some jobs, such as minutes of meetings, training videos, photographs, and reports can involve a high complexity of work style.

Social disconnect: There is an increasing tendency for people to socialize and communicate via digital devices rather than through real life contact. This can easily lead to a sense of disconnect and isolation. Human beings have evolved over thousands of

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years to have real contact, taking that away is a bad idea. Studies have suggested that the lack of real life contact is causing depression and other forms of mental illness in many people. Even in a family, one can see communication through digital media, rather than direct communication. Society continues to become more and more depersonalized as digitized machines replace humans. People shop online, do their banking online, pay bills online, and increasingly work online. Transport is also set to become automated, which will result in taxis and delivery vehicles being driver free.

Insecurity of Jobs: It used to be that you had to be physically present at a workplace to do a job, but now many work tasks are performed remotely via the internet. That means a Third World worker in a low wage economy can undercut you and take your job. Increasingly, humans aren't needed at all for many tasks, as computers gradually replace them. Driving jobs, for instance, will disappear soon as vehicles become self-driven.

Crimes: The internet is fertile territory for negative forces to operate, thanks to its international nature, large scale, and the relative anonymity that users can enjoy. Examples of this include: terrorists using social media to promote themselves and encourage others; drug dealers using the dark web to trade; pedophiles using chat rooms and other places to exchange photos, videos and other information; and authoritarian regimes attempting to sway or distort elections in democratic countries etc.

Digital media manipulation: Digital media such as photographs, audio, and video are easy to edit, making the manipulation of media widespread. It's not always easy to tell what is real and what is fake anymore. Photographs can be altered using editing tools such as Photoshop. Digital audio and video can be doctored. Thus digital media manipulation can result in negative things- online bullying, work stress, emotional blackmail and other possible crimes.

Impact of plagiarism and copyright and masked identities: Since digital media is remarkably easy to copy and reproduce, there are more chances of plagiarism and copyright thus raising the question on copyright laws. Digital technology provides wide scope for users to hide their identities. Studies show that people are much more likely to

behave anti-socially if they don't think that there will be any consequences. Bullying, trolling, stalking, threatening, and insulting behavior have all increased dramatically with the rise of the internet. People assume fake personas for the purposes of scamming and defrauding. Pedophiles use fake personas to gain access and befriend children.

Addiction: Social media, computer games, messaging, and dating websites can all be addictive. Games want you to play so that you will buy the next version. Websites want you to interact so that they can bring in advertising money. Users end up wasting vast amounts of time and money. Moreover, most of the digital gadgets typically have a short lifespan and as technology advances at a fast pace, devices and machines quickly become unusable thus inducing people to get addicted to go for the new invented model resulting in more budget.

Conclusion

Though digital media has both positive and negative impacts on Mass communication, yet one should realize its importance in the present world. Now a simple search can provide answers or opinions to any subject. After the internet creation, it resulted in the development of social media. The draw to social media and the internet caused networks to change their methods of promotion and engagement with the audiences. While networks still have multiple channels and radio stations, they needed to ensure that they were current and an important aspect in today's society.

It has provided new ways of communications with others. Whether through blogs, social media, photo sharing, video sharing, communication has become more broad and effective through digital technology. The Internet has provided the foundation for the expansion of digital technology. Mass media has changed and been able to offer more information to more people through the Internet.

Internet Marketing: Internet Marketing is a means to market business online. The way to market to people has radically changed in the past few years due to social media. Consumers are much smarter nowadays and are not as interested in any random messages being shown to them and are therefore are engaging more with social networks. This

enable then what products to buy/ services to use, compare products, read peer to peer reviews and finally make their decisions. It is recommended that digital media usage in mass communication activities should be improved. The businesses should devise ways to use the platforms beyond their present contacts base.

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