



DIGITISATION OF THE BROADCAST INDUSTRY IN NIGERIA: AN APPRAISAL OF THE BROADCASTING CORPORATION OF ABIA STATE

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ABSTRACT: *Media Practitioners view the concept of new advancement in the industry from different lenses, thus, it may be as a result of how they perceive development in the society, which involves negative or positive aspects. Since the partial introduction of digitisation in 2012 in Nigeria, broadcast media organisations have been witnessing changes in their organisations both in texts, pictures and in sound. Impressingly, the sort of timely information that is being found in the public domain today for the satisfaction of people can't be over-emphasised which is termed as a precursor of digitisation. digitisation of media organisations entails the concept of converting texts, pictures or sounds in a computerised form which would be processed faster than the analogue method. Transmission to digitisation by many media organisations which the Broadcasting Corporation of Abia State is involved with, gives room for quick generation of data, fast delivery and quality sound and picture presentations as well as multi participation in the Communication flow. The major objectives of this study would be to determine the extent of digitisation of the Broadcasting Corporation of Abia State and examine the level of exposure of the Broadcasting Corporation of Abia people towards digitisation. The study would also aim at ascertaining the effects of digitisation of Broadcasting Corporation of Abia. Hence, to unravel the challenges that are associated with the digitisation of the organisation, preferable ways of redressing the challenges would also be considered pertinent. Thus, the study would be anchored on the technological determinism theory.*

However, the study shall adopt the survey design and also select 10 Staff from BCA in order to get their responses on the subject matter when it is the right time to get to the field for data collection.

KEYWORDS: Digitisation, Public sector, Communication, appraisal, broadcasting, advancement.



INTRODUCTION

Different categories of Media practitioners see the concept of new advancement in the industry from different lenses. This may be due to their research findings or personal perceptions on the subject matter. The perception of the people on the subject matter differ from one scholar to another depending on their observations and investigations. The advancement in the Media industry must be viewed from two different angles, positive/negative. The concept of digitisation has brought about drastic changes in the public-sector communication organisation (Brown, 2017).

Digitisation entails the process of converting information into a digital (i.e. computer-readable) format. The result is the representation of an object, image, sound, document, or signal (usually an analog signal) obtained by generating a series of numbers that describe a discrete set of points or samples. The result is called digital representation or, more specifically, a digital image, for the object, and digital form, for the signal. In modern practice, digitised data is in the form of binary numbers, which facilitates processing by digital computers and other operations. But digitising simply means "the conversion of analog sourced material into a numerical format".

Digitisation is of crucial importance to data or information processing, storage, and transmission, because it allows information of all kinds in all formats to be carried with the same efficiency. Though analog data is typically more stable, digital data has the potential to be more easily shared and accessed and, in theory, can be propagated indefinitely without generation loss, provided it is migrated to new, stable formats as needed. This potential has led to institutional digitisation projects designed to improve in the broadcast industry, communication institutions also give room easy access and the rapid growth in the digital preservation field (Hood, 2014).

Sometimes digitisation and digital preservation are mistaken for the same thing. They are different, but digitisation is often a vital first step in digital preservation. Libraries, archives, museums, and other memory institutions digitize items to preserve fragile materials and create more access points for patrons. This creates challenges for information professionals and solutions can be as varied as the institutions that implement them. Some analog materials, such as audio and video tapes, are nearing the end of their life-cycle, and it is important to digitize them before equipment obsolescence and media deterioration make the data irretrievable.

There are challenges and implications surrounding digitisation which include time, cost, cultural history concerns, and creating an equitable platform for historically marginalized voices. Many digitising institutions develop their own solutions to these challenges. Technological changes can happen often and quickly, so digitisation standards are difficult to keep updated. Professionals in the field can attend conferences and join organisations and working groups to keep their knowledge current and add to the conversation (Pollitt, 2017).

However, historically, public sector communication has predominantly been used to achieve political goals. Before the breakthrough of democracy, there was seldom any obvious separation between politics and administration, and in this setting monarchs and politicians in power used the administrative system to uphold their own positions as they sought to create and maintain control over their subjects. Military and foreign affairs were important aspects and most of these activities would probably be defined as propaganda today. That said, there



are other settings where public sector communication has played an important role in an early stage. To create awareness and knowledge about legal matters in an increasingly regulated society is one such a context. If individuals were to be defined as legal entities and able to act according to laws, rules, and regulations, it was necessary to make sure that they were informed about such matters. Another field for information-providing communication was public health and the combat of epidemics, attempts to counteract infant mortality, and propagations for breastfeeding. Examples of such information campaigns can be found as early as the eighteenth century, even if this was some time before they became customary. These and other similar information activities were often performed with support from civic organisations and local elites including doctors and priests. To some extent, the establishment of compulsory schooling could also be seen as a form of public sector communication. Not because many schools were public, but rather because they often were assigned to support other public sector organisations and their work to foster docile citizens (Kjellgren, 2012).

In this case, with the introduction of democracy, public sector communication moved forward. But initially the overall communication function was very much the same; to inform and to influence. An essential aspect of becoming a democracy was to make sure that citizens learned about how democracy worked, and how the political system was organized. It was also important to make sure that citizens knew their rights and responsibilities. This communicative assignment was often given to public administrators who also were given responsibilities to inform about current changes regarding laws and regulations, benefits, and other types of political matters that affected individuals and their ability to act as citizens. However, the assumption that the state had the right to govern society in line with the public's interest was (and still is) a strong force for public sector communication, and many organisations were assigned to use communication to promote certain behaviours and to reduce others (Heald, 2012).

Broadcast Industry in Nigeria

For a long time, Broadcast industry remained the same regarding its form, functions, patterns, and content. It was the state via its administration that communicated with its citizenry. It was very much top-down communication method, a form of issuing orders and if citizens were given any chance to take an active part, it was often in terms of reporting their attitudes or behaviour to make communication more efficient. Mass communication was then the predominant form of communication, and the overall ambition was to govern the society. These ambitions are still important in many contexts, but it is evident that public sector communication has become a much more diverse and multipurpose activity - an activity that is based on and mobilized by a wider set of principles. The reasons behind multipurpose communication are several, but one of the most central and prominent ones is the emergence of and implementation of new public management (NPM). NPM is a package of reforms that is inspired by a broad management ideology aimed at public sectors with global reach. The overall aim is to reinvent or create more efficient, accountable, and responsive organisations (Holtzhausen, 2014). Thus, the main aim of this study were to:

Objectives of the Study

1. To investigate the extent of digitisation in BCA radio and television.
2. To determine the effects of digitisation of BCA radio and television on the audience.



3. To identify the challenges associated with the digitisation process.

Research Questions

1. To what extent is the digitisation of BCA radio and television?
2. What are the effects of the digitisation of BCA radio and television on the audience?
3. What are the challenges associated with the digitisation process?

Concept of Public Sector Communication

There are extensive variations in what the reforms have come to mean, and how and to what extent they have been applied. But there are some general principles that include market-orientation, devolution, managerialism, orientation toward output driven policies and structure, and implementation of measurable performance indicators. The reforms have changed not only how public administrations are governed, organised, and evaluated. They also opened up the sector for other types of organisations including corporations and non-government organisations. In terms of communication the reforms coincide with principles of strategic communication that in its traditional form has many similarities with the rationales of NPM. As an idea, Strategic Communication provides solutions to many of the problems faced by public sector organisations, for instance when they are exposed to the NPM reforms. Many of the routines, concepts, strategies, and models for strategic communication are directly applicable for, or transformable to the new managerial ideology. However, old principles are still at play and public sector organisations must be prepared to handle an even wider set of complexities and contradictions. Empirical studies have shown that at least four principles commonly are at play when public sector organisations conceptualise, justify, organise, and plan their communication activities (Fredriksson & Pallas, 2016).

The modern age has brought about a new way of communication. Information and newsfeeds are at our fingertips. The opportunity for anything and everything to go viral across ever expanding social media platforms is faster than the speed it takes to verify the authenticity of the source. All it takes is for a disgruntled and disapproving social media user to have a bad experience with what you say or your service delivery and you're finished both online and off. This is the real challenge faced by most public sector organisations and governments of the day. Public expectations need to be met. The public demands for credible responses. They demand accountability, transparency and effective delivery. They want action, not promises. There is an urgency to cut through the clutter and noise, forming a clear and trusted line of messaging, facilitate participation and buy-in. (Potgieter, 2018)

Public sector communication has to be seen and regarded as a service to the general public. Constant engagement to foster participation is needed to build accountability and trust in the Government. Even more so when a Government is embarking on a national transformation agenda. In any transformation agenda, communication is essential for effective consultation and engagement, informing policy-making and service design. While clarity and factual presentation of government policies, intended delivery and achievements are important, what helps complete efforts of building public confidence is trust in neutrality. Political neutrality is a cornerstone of public sector communications. Effective communication has to thus take on a real-time approach. Public sector and government communications must engage with audiences 24 hours a day, clearly and efficiently. It takes a deep dive into the transformation



journey, walking the target audience through the transformation process by sharing measurable positive impacts of the beneficiaries periodically and when it happens. (Hughes, 2018)

Digital Communication

Digital communication, also known as data communication or data transmission, is the transfer of data or information using digital signals over a point-to-point (P2P) channel. A P2P connection is a mode of communication between two communication endpoints.

Communicating digitally is a communication technique in which thoughts, data or information are digitally encoded as discreet signals. These signals are electronically transferred to the recipients. This means transferring data, either by digitised analogue signal or digital bitstream, over point-to-point or point-to-multipoint communication channels. These channels can be made up of many types. For example, there are storage channels, fibre optics, computer buses, wireless communication channels, etc. Information or data is represented as an electromagnetic signal, such as microwaves, electrical voltage, infrared and airwaves. Everyone, and all modern businesses, institutions and organisations depend on this system to communicate between themselves. In this case, the source of information tends to come from a computer keyboard or mobile device and flows or is transferred digitally. Only one person is needed to operate this system. Therefore, this mode of communication reduces manpower and is the cheapest way of communicating to date. Examples of digital communication are, Email, Websites, Blogs, Social media, Live chat, Chatbots, Video chat, Web calling. (Bloomberg, 2018)

Modern technology offers many tools for direct, unmediated communications with the public but these need to be used effectively. They should be credible, efficient and prompt disseminators of authoritative information. They should answer questions accurately, honestly and completely. Modern communication mechanisms evolve so rapidly that they can leave governments, agencies, authorities and organisations struggling to keep up. Every few months there seems to be a new favourite method for getting the message across. To complicate things even further we have a general public that is now much more connected than ever before, and has increased expectations. A public that can easily voice its opinions, with the means to amplify its dissatisfaction. (Waldfogel, 2017)

Features of Digital Communication

One of the features of digital communication is that you can choose when and with whom you want to communicate, including someone who's in another part of the world. What's more, wherever the other person is, the message is transmitted instantly. This speed is good but can also be bad at the same time. Messages travel quickly, but sometimes you write things that you later might regret.

Another feature is that with digital communication, verbal communication takes precedence over non-verbal. Likewise, contact is often brief, replacing the longer, more meaningful contact that being face-to-face brings. Communication through a digital device is often limited to a screen and a speakerphone. As a result, limited information is transmitted, which can sometimes be misinterpreted. You often have to encode and decode text, abbreviations and emojis.



Only video chats and teleconferences allow gestures, body language and tone of voice to be interpreted, as if they were face-to-face conversations. But there are still limitations, as this is very far removed from real human contact.

Digital data can be copied, modified or even reissued. Every message you write, every friend you add, every comment or photo you share is encoded in digital data and stored on the server of the service you use, such as Facebook or LINE. This is a big challenge for everyone who communicates digitally.

With digital communication, you can be in contact with people who have similar interests, whom otherwise you would never get to know. It's a way of socialising and discovering new ideas at the same time. For example, you can join a social media group where people share your passion and, by commenting on posts and photos, by sending messages etc, you can get to know new people.

Another feature of digital communication is that it doesn't cost very much. Social media and calling via the Internet are free. The fact that messages don't need printing on paper because they can be stored on an electronic device for a long time means you can even save money. Books can also be electronically downloaded, so you don't need a printed copy. Consequently, on a global level this contributes to cutting down fewer trees to make paper.

The final feature is that most of your personal ID and information can be stored on your own device. This has both positive and negative implications. You need to be much more careful not to lose your mobile or have it stolen. But in the same time, it's very convenient. For example, you can pay for things with your mobile, and keep passwords or access verification linked to the device, etc. (Gartner, 2020)

The digitisation of communication has set a challenge for marketing today. Empowered customers are increasingly spending their time online requiring companies to adapt to the new rules of digitisation, and meet them through digital channels. However, it seems that many companies are struggling with the new rules and tools. This dissertation contributes to current discussion on the influence of digitisation on marketing from a company perspective. By shedding light on marketing approaches in the digital age, the utilization of digital tools and the factors influencing the operationalization of digitisation, this dissertation contributes to the theoretical discussion on two levels: strategy and usage. The data come from case studies looking the phenomena from different perspectives (branding, CRM and IC) and on a more general level from the perspectives of SMEs. By combining cases, the aim is to develop a theoretical model to make the implications explicit and as a managerial goal, to help companies progress digitisation more efficiently. The result of this dissertation confirms that digitisation has challenged companies on both the strategic and usage levels, requiring companies to make specific changes to the way they operate and also to integrate new tools into their daily routines to meet the current and future expectations of their customers. To contribute to the understanding of the implications of digitisation for company marketing, this dissertation suggests a solution presented as the four digital marketing factors highlighting the four key cornerstones in companies marketing in the digital age namely: Hybrid orientation, Flexible structures, Know-how, and Interactivity. The results call for integrating digitisation and digital tools into organisations and remind us that it is not about the technology, but about how it is harnessed to serve company goals. As digitisation is a rather new and unstructured phenomenon and many companies are still considering how to reconcile the change with their



existing operations to take advantage of the new social tools, the results of this study have several managerial implications including the four factors presented, which provide a good starting point for companies to examine the aspects that they should consider when moving into the digital age. (Van Thiel, 2012).

Digitisation and Public Sector Communication.

The introduction of digitisation in public sector communication has brought a high level of advancement in the field. digitisation which has to do with the act of converting or transforming information into a digital format. In this format, information is organised or converted into discrete units of data (called bits) that can be separately addressed (usually in multiple-bit groups called bytes). This is the binary data that computers and many devices with computing capacity (such as digital cameras and digital hearing aids) can process. According to Zerfass (2014), digitisation refers to creating a digital representation of physical objects or attributes. For instance, we scan a paper document and save it as a digital document (e.g., PDF). In other words, digitisation is about converting something non-digital into a digital representation or artefact. Computerised systems can then be used for various cases. An example from manufacturing would be when a measurement is converted from a manual or mechanical reading to an electronic one. Digitisation plays a pivotal role in public sector communication because it makes communication and information delivery easy and more timely.

Text and images can be digitised which are being used in the public sector communication. Similarly: a scanner captures an image (which may be an image of text) and converts it to an image file, such as a bitmap. An optical character recognition (OCR) program analyses a text image for light and dark areas to identify each alphabetic letter or numeric digit and converts each character into an ASCII code in the public communication sector. Audio and video digitisation uses one of many analogue-to-digital conversion processes in which a continuously variable (analogue) signal is changed, without altering its essential content, into a multi-level (digital) signal. The process of sampling measures the amplitude (signal strength) of an analogue waveform at evenly spaced time markers and represents the samples as numerical values for input as digital data for better communication dissemination in society (Baksik, 2017).

Digitising information makes it easier to preserve, access, and share. For example, an original historical document may only be accessible to people who visit its physical location, but if the document content is digitized, it can be made available to people worldwide. There is a growing trend towards digitisation of historically and culturally significant data. According to an article in *The Guardian* in March 2007, if all spoken language since the dawn of time were digitized, it would consume five exabytes of storage space. Total digital information, in 2006 was estimated at 161 billion exabytes. Email alone made up six exabytes of that figure. digitisation is the process of converting analogue signals or information of any form into a digital format that can be understood by computer systems or electronic devices. The term is used when converting information, like text, images voices and sounds, into binary code. Digitised information is easier to store, access and transmit, and digitisation is used by several consumer electronic devices (Ross, 2010).

Digitisation is the process of converting analogue signals or information of any form into a digital format that can be understood by computer systems or electronic devices. Thus, today, many public sector communication institutions are getting digitised in society. The term



digitisation is used when converting information, like text, images or voices and sounds, into binary code. Digitised information is easier to store, access and transmit, and digitisation is used by several consumer electronic devices. digitisation involves capturing analogue signals and storing the results in digital form. This is usually done via sensors, which sense analogue signals like light and sound, and transform them to their equivalent digital forms via an analog-to-digital converter chip or a whole circuit dedicated to converting a specific analog signal. This works by converting the continuous stream of signal or data found in most analogue data types into discontinuous values. These are then sampled at regular intervals to produce a digitalized output. For example, an audio file is generally sampled at rates of 44.1 kHz to 192 kHz. If an audio file is sampled at a rate of 48.1 kHz it is sampled 48,000 times per second. The digitisation process is more effective and of higher quality if performed at higher sampling rates. (Snawder, 2017).

Digitisation is the process of converting information into a digital (i.e. computer-readable) format, which is being used in the public sector communication system. The result is the representation of an object, image, sound, document, or signal (usually an analogue signal) obtained by generating a series of numbers that describe a discrete set of points or samples. The result is called digital representation or, more specifically, a digital image, for the object, and digital form, for the signal. In modern practice, digitised data is in the form of binary numbers, which facilitates processing by digital computers and other operations, but digitising simply means "the conversion of analogue source material into a numerical format"; the decimal or any other number system can be used instead. digitisation is of crucial importance to data processing, storage, and transmission because it "allows information of all kinds in all formats to be carried with the same efficiency and also intermingled." Though analogue data is typically more stable, digital data has the potential to be more easily shared and accessed and, in theory, can be propagated indefinitely without generation loss, provided it is migrated to new, stable formats as needed. This potential has led to institutional digitisation projects designed to improve access and the rapid growth of the digital preservation field (Bloomberg, 2018).

Doing this may create challenges for information professionals and solutions can be as varied as the institutions that implement them. Some analogue materials, such as audio and video tapes, are nearing the end of their life cycle, and it is important to digitize them before equipment obsolescence and media deterioration make the data irretrievable, thereby limiting the effective services in the communication industry. There are challenges and implications surrounding digitisation including time, cost, cultural history concerns, and creating an equitable platform for historically marginalized voices. Many digitising institutions have developed solutions to these challenges (Tam, 2017).

Mass digitisation projects have had mixed results over the years, but some institutions have had success even if not in the traditional Google Books model. Technological changes can happen often and quickly, so digitisation standards are difficult to keep updated. Professionals in the field can attend conferences and join organisations and working groups to keep their knowledge current and add to the conversation.

Concept of Digitisation Process

Digitisation process is of crucial importance for data processing, storage and transmission because it "allows information of all kinds in all formats to be carried with the same efficiency



and also intermingled”. Unlike analogue data, which typically suffers some loss of quality each time it is copied or transmitted, digital data can, in theory, be propagated indefinitely with absolutely no degradation. This is why it is a favoured way of preserving information in an organisation in the present-day environment. Digitisation process in an organisation deals with strategies, methods and tools used to capture, manage, store, preserve, and deliver content and documents related to organisational processes. It deals with tools and strategies which streamline the unstructured information of the organisation. The digitisation process is also known as imaging or scanning and is the means of converting hard-copy, or non-digital, records into digital format. Hard-copy or non-digital records include audio, visual, image or text. digitisation may also be undertaken by taking digital photographs of the source records, where appropriate (Potgieter & Mabe, 2018).

The digitisation process helps in the reduction of physical space requirements and a much quicker document search and retrieval system. These are just two of the many benefits of digitisation of the paperwork in the organisation. The digitisation process integrates digital technologies into the organisational strategy and operations. It helps the organisation to focus on opportunities to merge the best of both digital and physical processes. The process aims to profoundly extend competitive advantages and accelerate profitable growth (Riley-Reid, 2015).

Management begins by determining whether they are to prepare for ‘digital disruption’ or ‘the digitisation process.’ Digital disruption ultimately destroys and replaces physical operations with purely digital solutions. Management’s primary task, therefore, is to change the mix of operations to compete effectively in a purely digital world. The digitisation process, on the other hand, merges the best of the digital and physical worlds into digital innovations that create wholly new sources of value. The digitisation process requires that management changes not only the mix of the operations but also the capabilities of the employees in and around those operations (Moses, 2021).

With the dramatic increase in types of data and respective formats, the need to integrate and share data across systems has become vital. For the organisation which is adopting the digitisation process, this involves a delicate balancing of the processes that move data between systems. The benefits of the digitisation process are available in the following effective and efficient ways.

Streamlining of the Processes: It results in the delivery of the information/data to the right person at the right time, rationalisation of the paper-based processes, optimisation of the processing time, and improvement in productivity and efficiency.

Management of Documents: Management of documents becomes better organized by, storage and control of the documents in a structured and secure manner, protection of the records earlier kept in paper form, and reduction in the risk of lost/misplaced documents.

Data Capture: By data capture the organisation capture information from paper documents, multimedia and digital sources, and reads Information from scannable inputs like barcodes, Quick Response (QR) codes, Radio Frequency Identification (RFID) chips and many more. It also transforms and delivers captured information into various systems such as document management, Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), and Management Information Systems (MIS).



Continuous Availability: Through the digitisation process, the organisation can ensure continuous availability of the information since the end users are constantly connected and are provided with robust high availability and disaster recovery solutions which are either Local Area Network (LAN) enabled or Wide Area Network (WAN) enabled.

Minimisation of Paper Storage: Since paper-based documents and their copies for distribution get eliminated by the digitisation process, the costs associated with the preparation and storage of paper-based documents get eliminated. The conversion of documents into digital form not only minimises space for storage but also greatly improves access to the documents.

Elimination of Manual Search: Searching for documents is time-consuming especially when files are not kept systematically or they get misplaced. Electronic document management can provide an immediate response to a query, bypassing the long process of a paper search. Eliminating the manual search enhances employees' efficiencies and results in faster response times in the communication industry.

Improved Availability of Information: The digitisation process results in multipoint access to the information. Employees working in different departments, areas, or locations can all have access to the same information through their computers. Images are decentralized, and therefore more easily and readily accessible. Further digitisation process provides the ability to open and view several files at the same time. Also, several employees can simultaneously work on the same document. The access to the document is also faster thus reducing time spent searching.

Increased Information Security: The security of information is increased since the access of the information to the employees can be controlled right down to an individual page, giving the employees access only to the information which is directly relevant to them. Also, electronic document management can provide another form of security through 'disaster recovery'. Once the data is converted to digital format, a backup copy is stored in a disaster recovery vault. The backup is used to recover lost information in case of an unfortunate disaster.

Reduce Storage Costs: The cost of filling and maintaining filing cabinets is staggering. There are costs associated with equipment, space, and the salaries it takes to maintain the filing cabinets. A four-drawer filing cabinet can hold only around 20,000 pieces of paper. With the digitisation process, the requirement of physical storage gets greatly reduced since only those paper documents need to be retained for long periods which are needed for legal requirements. All other documents can be stored in an external hard disc or a compact disc.

Enhance Customer Satisfaction: The digitisation process provides the employees with the ability to locate and retrieve documents instantaneously. This in turn facilitates immediate response to customer questions and inquiries with limited downtime and hence aids in enhancing customer satisfaction (Lee et al., 2012).

Technological Determinism Theory

The technological determinism theory was introduced in the year 1962 by McLuhan. The theory states that media technologies shape how individuals in a society think, feel, act and how a society operates as we move from one technological age to another (Heder, 2021), corroborating McLuhan's theory, that we learn, feel and think the way we do because of the



message we receive through the current available technology (McLuhan 1962). The theory basically explains the fact that changes in communication technology produce profound changes in our societal order. Here, communication technology is seen to have the power to transform the sensory capacity and therefore transform the way we live our daily life.

Technological determinism is a reductionist theory that aims to provide a causative link between technology and society's nature. It tries to explain who or what could have a controlling power in human affairs. The theory questions the degree to which human thought or action is influenced by technological factors.

The term 'technological determinism' was coined by Thorstein Veblen and this theory revolves around the proposition that technology in any given society defines its nature. Technology is viewed as the driving force of culture in a society and it determines its course of history. This entails that there is a serious relationship between the technological level of every society and their culture and behaviour.

Karl Marx believed that technological progress led to newer ways of production in a society and this ultimately influenced the cultural, political and economic aspects of a society, thereby inevitably changing society itself. He explained this statement with the example of how a feudal society that used a hand mill slowly changed into an industrial capitalist society with the introduction of the steam mill.

Winner's Hypotheses

Langdon Winner provided two hypotheses for this theory:

The technology of a given society is a fundamental influencer of the various ways in which a society exists.

Changes in technology are the primary and most important source that leads to change in society.

An offshoot of the above hypotheses which is not as extreme is the belief that technology influences the various choices that we make and therefore a changed society can be traced back to changed technologies.

Technological determinism manifests itself at various levels initially it starts with the introduction of newer technologies that introduce various changes and at times these changes can also lead to a loss of existing knowledge as well. For example, the introduction of newer agricultural tools and methods has seen the gradual loss of knowledge of traditional means of farming. Therefore, technology is also influencing the level of knowledge in society.

This theory was adopted in this study because of its relationship and relevance to the subject matter which states that technological advancement in society determines the choices and shapes the way the people in such society think or react to life. That is, Broadcasting Corporation of Abia practitioners would work in the communication industry based on the sort of technological advancement in the station.



Oral Interview Responses of the Selected Respondents from Broadcasting Corporation of Abia State (BCA)

Oral interview responses of the selected respondents from the Broadcasting Corporation of Abia State (BCA). From the interview conducted with some of the staff in the station which include, Mrs Oluchi Odionyenfe, Rita Nduka, Enyinnaya Jinanwa, Alison Obiajunwa, Nkechi Nworgu and Nma Okam, who are the Newscasters in the station, on the extent of digitisation in the station, they responded that the level of digitisation in the station is at a high extent especially in the radio department.

Again, other staff which include the station director, Chief Anyaso Anyaso, Emenike Ehisianya, Enyinnaya Achinihu, and Onyebueke Onwueyi, were also asked about the level of their exposure to digitisation. Thus, they thought that their exposure towards digitisation was very high. The above-mentioned were also asked about the effects of digitisation on the station, and they reacted that the effects of digitisation on the station were very positive. However, they were also asked about the challenges associated with digitisation in the station which they responded that they include, learning new ideas which they were not used to, the issue of trying to eliminate analogues in the system thereby making those who are not used to the new ideas irrelevant in the station, and suggested that these challenges can be handled by ensuring that all the staff make out time to get fully aware and involved on how to adapt to the new idea. This is because digitisation in the public sector Communication makes work easy and faster thereby reducing pressure and workload on the staff through the help of adopting innovation in the system.

CONCLUSION

From the investigations made, it was revealed that the extent of digitisation Broadcasting Corporation of Abia State was very high. It was also revealed that the level of exposure of the staff in the station to digitisation was high. Again, the study revealed that the effects of digitisation on the station were very positive as it has given room for easy processing of images such as sound, text, and pictures. Finally, it was also unravelled that the challenges associated with the digitisation of BCA include, the inability to learn new ideas easily, and the inability to move into full adoption of the new system in the industry especially in the Television Department due to insufficient funds to effect the new idea. Again, the issue of trying to eliminate analogue from the station is not really that easy considering the orientations and knowledge of people on it, and as such was concluded that these challenges can be redressed by ensuring that all the staff make time in order to get fully aware and involved on how to adapt to the new ideas and for the management also endeavour to release some fund to get the whole organisation fully digitised both in Television and in Radio units.

RECOMMENDATIONS

To ensure effective digitisation of the public sector communication organisation, like the Broadcasting Corporation of Abia State, there should be a need for the state government through the commissioner for information to ensure a fully digitised station for easy processing of information and quick delivery to the public.



Again, there should be a need for all the staff in the station to be trained fully on how to adapt to the innovation in the industry in order to get the required and desired results in the station. It would also be important for all the public sector communication stations in the country to get digitized for easy processing and retrieving of information as well as dissemination of information to the public.

Moreover, public sector Communication organisations in the country being an important institution should be taken seriously in ensuring that the advancement needed in this digital is released to them in order to have the required results in the industry for better delivery and assessment of information in the system.

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