

## Digital Technology and Public Relations Practice in Nigeria: A critical Discourse

**Patrick James Udomah**

*Department of Mass Communication,  
Akwa Ibom State University, Obio Akpa*

**Daniel Calixtus Akarika**

*Department of Mass Communication,  
Akwa Ibom State University, Obio Akpa  
Email: [danielakarika@yahoo.com](mailto:danielakarika@yahoo.com)*

**Nnamdie Udo Kierian**

*Department of Mass Communication,  
Akwa Ibom State University, Obio Akpa*

<https://doi.org/10.61090/aksujacog.2023.013>

### **Abstract**

*This work critically examined the impact of digital technology on public relations practice in Nigeria. The objectives of the study were to examine the role of digital technology on public relations practice in Nigeria, identify types of digital technology and examine the positive and negative impacts of digital technology on public relations practices. The study made use of qualitative research methods which relied on books, journals, internet sources, review of related literature to critically discourse the impact of digital media on public relation practice. The study which was anchored on uses and gasification theory and technology determinism theory revealed that the advent of digital technology has greatly impacted how public relations has been practised in Nigeria. The study concluded that digital technology has transformed modern life by adding immeasurable benefits to it. The study recommended that to maintain a favourable image in the organization, public relations practitioners should maintain absolute control over this new media technology and continually monitor the web for unwanted online exposure. Furthermore, inadequate and erroneous online information broadcast by disgruntled employees, customers, and stakeholders should be promptly addressed by PR experts in organizations to avoid unfriendly relations with the public.*

**Keywords:** Digital technology, Public relations, Discourse, New media, Publics.

### **Introduction**

The word digital comes from the Latin digitus and refers to one of the oldest tools for counting. When information is stored, transmitted or forwarded in digital format, it is converted into numbers at the most basic machine level as zeroes and ones. Digital technologies are electronic tools, systems, devices and resources that generate, store or process data. Well-known examples include social media, online games, multimedia and mobile phones. It is a branch of scientific or engineering knowledge that deals with the creation and practical use of digital or computerized devices, methods, and systems, among others (Pullen, 2009)

Technology has indeed expanded the public sphere and global understanding (Oso & Akanmi, 2018). Digital technology and its increasing prevalence have impacted human life radically in the last few decades. From the advent of the digital society, spawned by the invention of the computer and ENIAC (Electronic Numerical Integrated Arithmetic Computer), to the present day, digital technology and computing have worked their way into more areas of life, from communications to finance and social interaction. According to Bonin (2013:1), we now "experience journalism through the eyes of technology", digital media are the new means through which journalism products are felt. "Unlike earlier

technologies, these enable online communities built by readers, listeners and viewers to discuss topics, have their views heard and receive a response in record time" (Bonin, 2013:1). The new digital technology, according to O'Sullivan & Heinonen (2008), provides a fresh platform for addressing people. It has become ingrained in news collecting, and the processing routines, raising a series of new challenges regarding journalistic methods.

The coming of the new media is a result of development in the way organizations communicate. It is changing the entire landscape of organizational communication. Memos, emails, newsletters and campaign reports are beginning to be threatened by the immediacy and other interactive features brought about by the new media (Akarika et al., 2022). New media and digital technologies are having a major impact on how organizations consume information or messages. People can now communicate with each other through email, social media, chat messages, video conferencing, video cables, phones, videos, symbols, graphs, charts, and emotions, among other things (Ntuk et al., 2022).

According to Ntuk et al. (2022), corporate communication practices in Nigeria are now embracing new media technology because of the numerous benefits that come with it and this has assisted in successful practice in the 21st century. The advent of new media technologies has had a profound impact on the practice of communication in today's society. This shift in the media world, which is mostly based on the usage of digital computers, such as the internet, and other portable digital devices like cell phones, iPods, and MP3 players, is significant (Akpan et al., 2022). Technology is also helping public relations professionals to be more effective in cutting out unnecessary steps. In the past, press releases were developed and distributed individually, now, press releases are distributed through programs like business wire and constant contact.

The impact of technology on PR is accelerating. As such, PR professionals must determine how they can best leverage technology to stay current. According to Triumph-Aruchi et al., (2023), the emergence of artificial intelligence has gradually transformed the face of digital marketing. As stated by Dennis Hassabis, the founder of Deep-mind-the AI company of Google, Artificial Intelligence is the art to make machines intelligent (Ahmed, 2015).

According to Peterson (2023), as firms modify their approaches to public relations, technology continues to play a critical part in the evolving public relations sector. PR methods are no longer the same as they were 20 years ago, since everything has moved within the digital marketing arena, and a company's reputation is frequently based on what happens online.

In developing countries like Nigeria, stakeholders in the PR practice sector require the adoption and utilization of easily accessible and cost-effective information mediums that can meet their public relations needs. This is why the use of digital technology for effective marketing communication in the wake of information and communication technology (ICT) becomes imperative.

As evident in the provision of the right information on management and control to people, public relations have been recognized and utilized as one of the antidotes to salvage certain abysmal situations. Public relation is the positive relationship that exists between an organization and its public (Danjuma et al. 2021). Asemah (2010) perceives public relations as the process of creating awareness about the policies, programmes, philosophies, inactions, prospects and problems of an organization (whether commercial or non-commercial) with the sole aim of achieving mutual understanding.

Presently, many people are believed to be users of digital technology. This may be a result of the fact that people easily adapt to changes in innovation. Despite the advantages of digital technology, the issue of privacy and data security has become more difficult in this era of digitalization. Some private and organizational secrets can be quite tricky to secure and a single bridge can mean huge information entering the hands of terrorists, company competitors and fraudsters. With the recent popularity of digital technology, traditional, public relations practitioners have changed to accommodate that trend of using digital technology. Thus, this study critically examines the role of digital technology in public relations practice in Nigeria.

## **Literature Review**

Analyzing modern research on digital technologies, the lack of unity among authors regarding the definition of the concept can be noted. Digitalization is the process of converting information into a digital format, the result being the representation of an object, image, sound, document, or signal obtained by generating a series of numbers that describe a discrete set of points or samples (<https://en.m.wikipedia.org>)

Digitalization is a term that has been used more and more frequently in public discourse in recent years, with many variants of the term used, and in many cases, misused or misleading. In general, using the term digitalization, we aim to change the impact and consequences of information and communication technology on society and its systems (e.g., economic, political, cultural, and social). Caution must be exercised when using the term as different conceptual meanings define different processes of digitalization and the role that these processes play in the context of the impact of information and communication technology on society and its systems. Digitalization is the use of digital technologies to change a business model and provide new revenue and value-providing opportunities. It is the process of moving to a digital business (Gartner Glossary 2023).

Digital technologies are electronic tools, systems, devices and resources that generate, store or process data (<https://www.igi-global.com>). Well-known examples include social media, online games multimedia and mobile phones. Digital technology has caused a recent surge in the way our culture consumes mass media. Mass media involves the basic characteristic of communication with large audiences. Communication is a vital characteristic which people use every day. This communication can be done through pleura of methods such as radio, print newspapers, broadcast television, internet, telephones, etc. Digital technology has allowed for more possibilities for productivity than traditional methods. Digital technology has given people the power to express themselves via blogs, social media sites, pictures, and other user-friendly programs. Digital technology has come a long way and is constantly being improved upon every day. Due to the rising surge in digital technology, traditional mass media producers have changed to accommodate the trend of using digital technology (Emmanuel, 2021).

The coming of digital technology has brought tremendous innovations in all spheres of human endeavours. Mass communication and the media of mass communication-radio, television has not been spared from the great revolution. The satellite in particular has made news most instantaneous and simultaneous, especially for broadcast. New technologies have therefore made the job of media practitioners very effective (Nwafor, 2010). Idemili & Sambe (2006:1818) states that "the invention of some electromagnetic technologies such as micro-circuiting, micro-graphics, holographic memory microelectronics, optic-fibre-satellites, video disc, telex, view data, digital broadcast systems, facsimiles, videophones, computers and microprocessors etc. has no doubt revolutionized information gathering process, storage, retrieval and transmission, making information available ever more widely, rapidly and less expensive".

## **Types of Digital Technology**

### **Websites**

Websites are one of the most popular methods for individuals to access the web, which is a result of several pieces of digital technology. A well-maintained and attractive company website can offset potential negative online publicity from unhappy customers or former employees. PR staff may use the company website to communicate with the public, consumers and members of other media outlets (Frenz, 2007).

### **Internet**

The Internet is a system architecture that has revolutionized communication and method of commerce by allowing various computer networks around the world to interconnect (Kahn, et al. 2023).

### **Smart Phones**

A smartphone is a cellular telephone with an integrated computer and other features not originally asserted with telephones, such as operating system (OS), web browsing and the ability to run the software. Smartphones are used by consumers and as part of a person's business or work (<https://www.techtarget.com>).

### **Video Streaming**

Video streaming is a continuous transmission of video files from a server to a client. Video streaming enables users to view videos online without a levy to download them. Streamed video content can include movies, TV shows, YouTube videos and live-streamed content (<https://www.techtarget.com>).

### **Tablet Computers**

A tablet computer is a wireless, portable personal computer with a touchscreen interface. The tablet form factor is typically smaller than a notebook computer, but larger than a smartphone. The idea of tablet computing is generally credited to Alan Kay of Xerox, who sketched out the idea in 1971 (<https://www.techtarget.com>). According to Paul et al. (2022), other examples of digital technology include:

### **Digital Television**

Digital technology has transformed televisions in numerous ways. For starters, both the picture and audio quality have undergone dramatic improvements. Modern televisions can also be used to stream movies and shows, rather than just receiving programs via an antenna or cable connection.

### **EBooks**

Digital alternatives to traditional print are now plentiful. This enables users to access a multitude of reading materials from a single, portable device, so there's no longer the same need to carry around a lot of bulky, heavy books. It's easy to alter the font size and style to suit reader preferences. Plus, unlike print books, there are no trees cut down to make them.

### **Geo-Location**

The combination of satellite and digital technologies means that the location of a device, such as a mobile phone, GPS device, or internet-connected computer, can be calculated very accurately. This information can then be used with other digital applications, such as mapping technology, to provide users with relevant information related to their location.

### **Blogs**

Digital technology has enabled the creation of blogs, which are now commonly found across the web. These regularly updated websites usually contain personal reflections, typically written in an informal style. They are also increasingly interactive, containing links to videos and other media, and are often accompanied by readers' comments.

### **Social Media**

Social media sites, such as Facebook, Twitter, and Instagram, have seen an explosion in popularity in recent years. They bring together multiple pieces of digital technology to enable users to interact via text, photos, and video, as well as form social groups. Social media applications rely almost entirely on

user-generated content. Today's slim tablets and laptops are nothing like the original computers, which were enormous and stationary.

### **Printers**

Printers are another digital device that is so commonplace that we pretty much take them for granted. Although in recent years, information increasingly tends to be stored rather than printed, life without these output devices would still be difficult to imagine. We also shouldn't forget 3D printers, which are increasingly presenting both new opportunities and challenges.

### **Digital Cameras**

These devices have much greater versatility than traditional cameras, especially when used in conjunction with other digital technology. Digital images are easier to store, organize, edit, email, and print. Most digital cameras can also capture videos.

### **Overview of Public Relations and Digital Media**

Public relation is such a large industry that many opportunities are opening for whoever desires to practice the profession (Orji-Egwu et al., 2019). In this digital age, there are more opportunities than they were before the big data explosion of digital media. This has brought about better ways of telling stories, various means such as digital photos and videos, and even ways to measure the impact of what you are doing (Orji-Egwu et al. 2019).

Digital media have changed the way corporate communications are practised. Now the power over the message is no longer the exclusive preserve of a media organization, the various publics also enjoy equal power to initiate dialogue through social media. According to Necmiye and Fahri (2017), digitalization has changed so many things in the world including customer behaviours, the way businesses make trade, the ways organizations serve their customers, and so many other things. Kaplan & Haenlein (2010) confirm that before now, the focus of a PR publicity campaign was all about securing decent coverage on television, radio and dailies. According to McAllister & Taylor, (2007) and Patman & Sweetser (2008), public relations practices are shifting to digital media as the lines between online and offline promotion become blurry. However, the level of compliance to this change by PR management still varies. Gordon (2010) notes that while many public relations practitioners value social media; a few of them maximize the advantage they offer to the profession.

### **Theoretical Framework**

This work relied on two theories, namely: The Uses and Gratifications Theory and Technological Determination Theory

#### **Uses and Gratification Theory**

Uses and gratification theory claims that the media do not do things to people, rather people do things with the media. In other words, the influence of media is limited to what people allow it to be. The theory states that audience members make use of the mass media as a means of satisfying certain personal interests and needs. According to McQuail, (2005), this theory assumes that the media and content choice is generally rational as directed towards certain specific goals and satisfactions, thus, the audience is active and audience formation can be logically explained. The uses and gratifications theory is very relevant to the present study because digital technology can enhance the level of creativity and dissemination of information by PR practitioners in Nigeria.

#### **Technological Determinism Theory**

This theory is anchored on technological determinism as conducted by Marshall McLuhan who states that we are living in a new age of technology that has never been experienced before. McLuhan declared that each media alters our physical environment, imposing on us a particular pattern of perceiving and

thinking that controls us to an extent we scarcely suspect (Emery et al., 1991:56, cited in Awofadeju et al., 2020). Digital technology has drastically improved the way media organizations source, process, store and disseminate information. It has improved journalism practice in the 21st century. Many studies have proven that technological determinism theory underpins much of modern media and journalistic practice (Wasserman; 2001; Charles, 2013).

The use of digital technologies by journalists in media organizations corroborates the assumption of the theory of technological determinism by McLuhan because there is a paradigm shift in the operation of media practices in Nigeria in the 21st century because journalists before now engaged in media functions by going into town to source gather and disseminate information, but with the advent of digital technology at their disposal, these technologies are now altering the physical environment of sourcing for information. Through the use of these digital platforms, the ease of practising journalism has improved in print media organizations.

The phrase "technological determinism" refers to the view advocated in this paper that technology has changed both journalistic practice and how communication and information are received in Nigeria. Technology, on the other hand, does not dictate society; rather technology is society (Levy, 1998 cited in Avofadeju et al., 2020).

### **Methodology**

To ascertain the impact of digital technology on print media organizations in Nigeria, this research adopts qualitative research which according to Dudwick et al., (2006) refers to a range of data collection and analysis techniques. It consists of a set of interpretative practices that make the world visible (Mohajan, 2018). This study relies on secondary sources which include books, journals and websites, to critically examine the impact of digital technology on public relations practice in Nigeria.

### **The Impacts of Technology on Public Relations**

Peterson, (2023) outlined the following positive and negative impacts of technological public relations:

- i. **Ease of PR communication:** For many firms, the Internet is their initial point of contact. PR professionals can rapidly inform the public and consumers about corporate news and product innovation. Websites enable interactive connections between PR personnel and consumers. Email facilitates communication with members of the media and the distribution of bulk press releases conveying key corporate news.
- ii. **More demanding consumers:** The internet has generated more demanding customers and enabled disgruntled customers to broadcast their displeasure to a huge number of people. Inadequate and erroneous information frequently leads to customer unhappiness.
- iii. **Complicated media mix:** Before the widespread usage of the internet, PR professionals employed a simpler media mix to promote business and goods such as magazines, newspapers, billboards, telecom and radio which were all part of the old media mix. Presently, new media mixes incorporate traditional media components as well as e-mail, websites, blogs, viral videos, and webcasts. To maintain a favourable public image, PR specialists must maintain control over each of these new factors and must continually monitor the web for unwanted online exposure.
- iv. **The benefits of a website:** A well-maintained and appealing corporate website might help to mitigate any bad internet exposure from dissatisfied customers or former workers. PR personnel may utilize the corporate website to connect with the general public, consumers, and members of other media outlets.

### **Social Connectivity**

Digital technology makes it easy to stay in touch with friends, and family, and work remotely, even if one is in another part of the world. People can communicate by words, video, audio, and exchange other media. Websites, apps, and software have all been created to help users to socialize. Social media,

messaging, texting, laptops, tablets, and mobile phones etc. help people to be connected, meaning that nobody needs to feel isolated in the digital world. Users can be regularly updated with news on local events and social happenings. Through this connectivity, the media gets to create a social atmosphere where individuals/audience members get to interact with one another on a particular topical or trending issue being disseminated or circulated by the media. Peterson (2023) also outlined the following negative impact of digital technology on public relations practice in organizations:

### **Data Security**

Digital technology ensures that enormous amounts of information could be accumulated and saved. These are sometimes private information regarding organizations or individuals. It can be quite tricky to keep this information secure. Only a single breach can mean huge sums of personal information entering the hands of terrorists, company competitors, foreign adversaries or alternative malign entities.

### **Complexity**

We no longer know the workings of these machines and devices which we interact with daily. Repairing a contemporary automobile today means interacting with a computer, it's not just mechanical. Fixing a phone can entail handling all kinds of complex settings. Minor glitches in the operations of a computer can cost both time and money, which might affect the flow of information to the masses.

### **Privacy Concerns**

It has become much more difficult to own privacy in the electronic world and that is in addition to the risks of one's personal information being stolen or sold. As an example, everybody gets the capability to shoot photos and video footage on their cell phones and place it on the internet. Employers can look for individuals on the internet and possibly find unflattering photos, or view them expressing controversial remarks on social networking sites. Digital cameras view and record our moves in public areas. Minor indiscretions are now able to affect people's life when they are posted online. Assessing your personal information is extremely hard and at times impossible. This is also a major issue in the world where digital technology has come to stay, the private lives of individuals and public figures are usually invaded without their consent. And these often lead to the spread of uncensored content about them as well as depression.

### **Work Overload**

Many contemporary employees spend their days trying to keep up with the countless emails which they are sent every week, all of which need reading and urgent replies while some need publication. Texts from co-workers and bosses in the evenings or during weekends may indicate that individuals never completely escape function. Organizing the huge number of digital information obtained in certain tasks like the minutes of meetings, instruction videos, photos, reports, and directions may also be a massive task.

### **Digital Media Manipulation**

Digital media such as photos, sound, and video are simple to edit, making the manipulation of websites prevalent. It is not always easy to tell what's real and what imitation there is. Pictures can be changed using editing programs like Photoshop. Digital sound and video could be toyed with. And this in a way has affected mass communication because photos of public figures are being manipulated and fake video footage of public figures can go viral.

### **Job Insecurity**

Whereas employees are needed to be physically present in a workplace to perform a project, many work tasks are done remotely through the net. It usually means a Third World employee in a low-wage economy can undercut another and choose his/her work. Increasingly, humans are not required at all for

several jobs, as computers slowly replace them. For example, video coverage of an event that is usually handled by video photographers/photojournalists can now be handled by a single drone operator, therefore, leading to the loss of jobs by most workers in this field.

### **Over-reliance on Gadgets**

Reliance on cellular phones, computers, and other electronic gadgets is becoming commonplace. A lot of individuals have their contact information, photos and texts along with other private details on their phones. Should they lose their phones or the gadgets break down or run out of electricity, they are in trouble. Standard living skills such as locating the way around the roads of a city have been substituted by taking instructions from a GPS. Consequences include negative impacts on social life, financing, academic accomplishment, and sleep routines, in addition to psychological and health issues.

### **Addiction**

Social networking, messaging and related sites can be addictive. Sites would like you to socialize so that they can earn advertising money. Users end up wasting huge amounts of time and earning cash in return. When employees get too addicted to online content as well as online sources, it tends to affect the quality of the job.

### **Organization and Storage**

Digital media can be quite tough to organize. Pictures and audio for example can be found on many devices, including cellular phones, tablet computers, notebooks and mobile hard drives. Individual items can be tough to locate, simple to inadvertently delete or lose, along with the apparatus they're saved on, which could be lost, stolen, or even suffer a catastrophic malfunction. Digital media can be tricky to store and maintain long term. Document formats change over time. In some cases, conventional media can last more than their electronic equivalent.

### **Social Media Monitoring**

Monitoring the media has long been an important component of PR, but as a result of technological advancements, how it is done has evolved dramatically. Before now, media monitoring entailed reviewing the local and national press, mostly through newspapers, television news and radio programmes, now, media monitoring incorporates and is mostly focused on social media impressions.

### **Taking Advantage of Influencers**

Influencers have such huge power over customers that they cannot be ignored and must be exploited by PR executives to target the audience of many organizations.

### **The Value of Online Reputation**

From the perspective of customers, a firm that does not have an internet presence simply does not exist. However, just presence is insufficient. It becomes imperative for PR practitioners/firms to maintain a superb online image. This explains why many organizations are spending huge resources on digital marketing.

### **The Power of Visuals**

PR practitioners and organizations must no longer rely only on images and television shows. Streaming has transformed the way brands present themselves to the public and has also become the main source of crisis management in PR.

### **Immediate Crisis Management**

Organizations used to be able to create a crisis response to issues in hours or days. Because people now have unprecedented access to information, everything must be responded to instantly.

## **Conclusion**

Digital technology has transformed modern life by adding innumerable benefits to it. Nowadays people carry smartphones, which by all means are a smaller version of an old-age computer, a storage device, a camera with added artificial intelligence and comfort. It has transformed lives tremendously, impacting the way people travel, work, shop, communicate or entertain themselves. The public relations sector has been permanently altered by technological advancements. However, this is the way communication changes, and to have a successful PR practice, organizations must keep abreast with the innovative trends in this digital era.

## **Recommendations**

Based on the negative impact of digital technology on PR practice. The following recommendations were made:

- i. Due to data security concerns, organizations should hire the services of cyber security experts to work alongside PR practitioners to protect organizational data from being hacked by cybercriminals.
- ii. To maintain a favourable public image, PR practitioners in organizations should maintain absolute control over each of these new media (digital technology) and must continually monitor the web for unwanted online exposure.
- iii. Inadequate and erroneous information broadcast online by disgruntled employees, customers, and stakeholders should be frequently addressed by PR experts in organizations to avoid an unfriendly relation among the public.

## References

- Ahmed, K. (2015). Google's Dennis Hassabis-misuse of artificial intelligence could do harm: <http://www.bbc.com/news/business-34266425>
- Akarika, D. C. Ukpe, A. P. & Kierian, N. U. (2022). New media technology and its impact on organizational communication in University of Uyo Teaching Hospital, Akwa Ibom State. *Crutech Journal of Communication*, 4(1), 141-154.
- Akpan, E. A.; Peter, I. U. & Akarika, D. C. (2022). New media technologies and its impact on mass communication practice in Nigeria. *Nasarawa Journal of Multimedia and Communication Studies*, 4(2), 125-139.
- Asemah, E. (2010). Public relations and democratic governance in Nigeria. A componential overview. Lizborn Press.
- Awofadeju, P. O., Ogwuche, P. O. & Olaseinde-Fayomi, O. B. (2020). Social media and journalism practice at the Osun State Broadcasting Corporation (OSBC), Osogbo. *Idia Journal of Mass Communication*, 5(1), 300-324
- Bonin, G. A. (2013). Journalism and new media. *Global Media Journal-Canadian Edition*, 6(1), 1-3.
- Charles, A. (2013). Organizational Ambidexterity: Past, present and future. Academy of management perspective, being a paper presented at Rock Centre for Corporate Governance at Stranford University Graduate School of Business. <https://papers.ssm.com>sol3>papers>.
- Dudwick, N., Kuehnast, K. Jones, V. & Woolcook, M. (2006). Analysing social capital in context: A guide to using qualitative method and data. World Bank Institute.
- Emmanuel, C. (2021). Changes in Digital Technology and their effects on mass media. <https://www.123helpme.com/essay/changes-in-Digital-Technology-and-their-Effects-361993>.
- Frenz, R. (2007). The positive and negative effects of technology and PR. <https://smallbusiness.chron.com>
- Gartner Glossary (2023). The roadmap for digital transformation. Retrieved from <https://www.gartner.com>
- Gordon, R. J. (2010). "Okun's law and productivity innovation" *American Economic Review*, 100 (2), 11-15  
<http://www.bbcafrica.com>  
<https://www.criticalmentum.com>  
<https://www.igi-global.com>  
<https://en.m.wikipedia.org>  
<https://www.techtarget.com>
- Idemili, S. O. & Sambe, S. A. (2006). The Nigerian Media and ICTs: Implications and Challenges. In Nwosu, L. E. & Soola, O. E. (Eds). *Communication in global ICTs and ecosystem perspectives-Insight from Nigeria*. Enugu: Precision Publishers pp.181-188
- Kaplan, A. M. & Haenlein, M. (2010). Users of the world, united! The challenges and opportunities of social media. *Business Horizons*, 53, 59-68.
- McAllister, S. & Taylor, M. (2007). Community college web sites as tools for fostering dialogue. *Public Relations Review*, 33, 230-232
- McQuial, D. (2005). *Mass communication theory*. Los Angeles: Sage Publications.
- Mohajan, H. (2018). Qualitative research methodology in science and related subjects. *Journal of Economic Development and People*, 7(1), 23-48.
- Necmiye, I. G. & Fahri, A. (2017). Effectiveness of digital public relations tools on various customer segments. *Journal of Management, Marketing and Logistics*, 4(3), 65-80.
- Ntuk, E. U; Essien, G. B. Akarika, D. C. (2022). New Media technologies and the challenges of corporate communication practices in Nigeria. *Crutech Journal of Communication*, 4(1), 131-141

- Nwafor, K. A. (2010). An Appraisal of the Application of ICTs in the Nigeria mass media: A study of NTA and The Guardian Newspaper. Unpublished M. Sc Project, submitted to the Department of Mass communication.
- Orji-Egwu, A. O., Oyelike, A. S. & Nwakpu, E. S. (2019). Influence of digital media on public relations in a Hyper connected in: perspectives from public relations professionals in Ebonyi State. *South-East Journal of Public Relations*, 2(1), 46-57
- Oso, L. & Akanmi, T. (2017). Democracy and the digital public sphere. In Olukotun, A. (ed) Watchdog or captured media? A study of the role of the media in Nigeria emergent democracy (1999-2016). Lagos Diamond Publications.
- O'Sullwin, J. & Heinonen, A. (2008), Old values, new media. *Journalism Practice*, 2(3), 357-371
- Patman, M. L. & Sweeter, K. D. (2008). PR practitioners use of social media tools and communication technology. *Public Relations Review*, 34, 412-414.
- Peterson, K. (2023). The impact of technology on public relations in 2023. Marx Communication. <https://marxcommunications.com>
- Paul, A. Odojor, A., Oluwaseye, O. Alade, A., Adefisayo, I. & Nosakhare, O. (2022). The challenge and impact of technological advancement to the legal profession in Nigeria given the Covid-19 pandemic *KIU, Journal of Humanities*, 6(4), 5-19.
- Pullen, D. L. (2009). Back to basics. Electronic collaboration in the education sector. Handbook of research on electronic collaboration and organizational strategy. Retrieved from <https://www.igi-global.com>
- Triumph-Aruchi, E. N.; Samson, A. C. & Akarika, D. C. (2023). Role of artificial Intelligence in enhancing digital marketing in Nigeria. *Aksu Journal of Communication Research*, 9(1), 74-90
- Wasserman H. (2001). *Media Geopolitics and Power*. Cape Town: CT Press