

The New Media and Their Economic and Socio-Political Imperatives for Africa: A Study of Nigeria

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Abstract : The advent of the New Media as enabled by information and communication technology from the 19th through the 21st century has no doubt taken its toll on all fronts of human existence; especially in Africa. Apart from shortening the distance between all parts of the world, technology and the new media has also succeeded in making the world a global village. Hence, it is now easy to relay live audio and visual signals across the length and breadth of the world in real time. People now contract and execute businesses across countries, conferences are held and ideas are shared with a simple push of a button. Likewise, political leaders and diplomats are now just a click away from reaching those important decisions that take their country's fortunes to the next level. On the flip side, ICT and the New Media have also contributed in no small measure in aiding global terrorism and general insecurity around the world. More interesting is the fact that as developing economies, African countries have massively embraced the information technology and this has helped them in keeping up with the trends in the polity of other model democracies around the world. This paper is therefore designed to determine the how much effect ICT and the New Media has exerted on the economic, social and political lives of African. Nigeria shall be used as a case in point for the purpose of this paper.

Keywords : Africa, ICT, new media, Nigeria

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