

The Old Basis of Press Authority and New Media: Devolution of Communication Power Base in Nigeria by X (Formally Twitter)

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Abstract : With the advent of new media, especially X, the government's previous foundation of media power and control in Nigeria has been diminished because they can no longer regulate the public sphere to control social action and reactions. This study examined how IPOB (Indigenous People of Biafra) resistance and the 2020 #Endsars aborted revolution were able to control public discourse during social upheavals, as well as how the new media have diminished the influence that the government and media owners once had over Nigerians. This study is significant because it recognizes the social transformation brought about by the emergence of new media, particularly with the most widely used social media platform in Nigeria, X, and how citizen media activity is altering the media ecosystem and challenging the government and private media owners' hegemony over news coverage in Nigeria to the point where the government saw X as a blatant threat to its hegemony and banned it in 2021. This study used a triangulation of qualitative and quantitative analysis with 300 respondents (n=300) from different sectors of the media practitioners, scholars, and university students in Nigeria to draw a conclusion in line with Democratic Participant Media Theory, which questions the necessity for centralized media regulated by the government and conglomerates. The contributions to filling the gap in the literature are meant to aid readers in comprehending how X has developed into a dominant force in Nigerian media, particularly during the crisis. The study offers recommendations for media executives, policymakers, and the public on how to manage the media conflict that has developed because of the loss of official government oversight of the mass media due to the emergence of X in the media space.

Keywords : Twitter, new media, regulations, dominance, resistance

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