

## **Communication Development for Development Communication: Prospects and Challenges of New Media Technologies in South East Zone, Nigeria**

**Authors :** O. I. Ekwueme

**Abstract :** New media technologies are noted for their immense contributions in various sectors of the economy which are believed to have resulted in the development of European countries. There is an assumption that we cannot have development communication without communication development, but we are not sure if new media technologies contribute to development in the South-East zone, Nigeria. The study employed mixed method and discovered that new media technologies have a very minimal relationship to development in the South-East zone, Nigeria. It was discovered that the media report on development news is basically informative instead of interactive. The South-East zone is scarcely covered unlike other zones. It argued that the communication technologies introduced in Nigeria was as a result of their struggle for independence. It was recommended that media organisations in the South-East zone should give adequate coverage to the zone, and be more interactive.

**Keywords :** communication, development, new media, technologies

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