

Bridging the Knowledge Gap on Migration and Inclusiveness through Web-Based Media: Implications for Theorising Communication

ALEMOH, Thomas A. *Ph.D.* & OGBA, Esther L.

Department of Theatre & Media Arts,
Federal University, Lafia, Nasarawa State

Abstract

The implications of the emergence of the new media, of which the social media are a part, will no doubt engage the attention of scholars for quite some time. Unarguably, the social media are redefining the communication landscape in amazing ways. For instance, the old, young and children are migrating from the conventional media to become active participants in the emerging new world of interactive media. With migration, the issue of exclusion is gradually paling into insignificance as people who were cut off from accessing the mainstream media owing to a myriad of barriers have become active information sources and consumers in the new media terrain. This development raises a fundamental question on theorising an aspect of communication. Is the introduction of social media going to bridge the information gap between the privileged and underprivileged in society in contrast to the tenet of the Knowledge Gaps theory? Using an inductive analytical approach, this paper seeks to establish that the advent and wide spread use of the social media may have ignited a process of closing up the information gap between the privileged and underprivileged. To that extent, the tenet of the said theory needs to be re-examined in the light of current realities. However, this paper opens a window to empirical test of the argument presented here as a logical way of proving or disproving theories.

Keywords: Knowledge Gap, Migration, Inclusiveness, Web-Based Media, Theorising, Communication, Media Literacy