

Acquisition and Utilisation of Digital Media in the Teaching and Learning of Mass Communication in Tertiary Institutions in Akwa Ibom State, Nigeria

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Abstract

This study employed the survey research method using the instrument of questionnaire to assess the acquisition and utilisation of digital media in the teaching and learning of mass communication in tertiary institutions in Akwa Ibom State, Nigeria. The population for this study was 53 lecturers and 292 students of the Departments of Mass Communication in selected tertiary institutions in Akwa Ibom State, making a total of 345 as the sample size. However, only 312 responded to the study. From their response, we found out that there is a near absence of digital media in the teaching and learning of mass communication as only an insignificant few attested to their existence. Although, there are benefits derivable from the use of digital media tools, there are far reaching disadvantages as the respondents enumerated several factors that make the environment not conducive for the use of digital media in the teaching and learning of mass communication to include lack of technical-know-how, absence of training, and lack of basic infrastructure to aid in the deployment of digital media in the teaching and learning of mass communication in Akwa Ibom State. Based on these findings, it was recommended that proprietors of higher institutions in the state should made efforts to digitise the training offered in their departments of mass communication so as to produce the right kind or professionals/practitioners needed in 21st century media practice.

Keywords: Digitisation, Survey, TOE Framework, Digital Media Education, Nigeria