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# **NEW MEDIA TECHNOLOGIES AND THE PRACTICE OF PRINT JOURNALISM**

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## **Abstract:**

*This study investigated the changes that new media have brought into the newspaper industry in relation to how the new media have impacted the production and consumption of newspapers messages. Thus, the study examined the use of new media technology by journalists in newsgathering and production. It also explored the use of new media technology by media audience to access news as well as the influence of new media technology on the reading habits of media audiences. Survey method was adopted. A questionnaire was used to collect data from two groups that included journalists and students of tertiary institutions in Ilorin, Nigeria. Five journalists were purposively selected from The Punch, The Guardian and The Nigerian Tribune newspapers. These organizations were chosen based on their nationwide reach. On the other hand, 240 respondents were drawn, using stratified technique, from the students of University of Ilorin, Kwara State Polytechnic and Al-Hikmah University. Findings revealed that the traditional media was not displaced by new technology; rather the traditional and the new media converge to reach a larger audience, especially the youth. The study concluded that the use of new media to gather and disseminate information has is helping to change the attitude of youths positively to newspaper readership. It is therefore recommended that newspaper organizations should utilize new media and thereby prevent print journalism from becoming history.*

**Keywords:** *new media, newspaper, audience*