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EMERGENT PRACTICES OF NIGERIAN NEWSPAPERS IN THE DIGITAL AGE

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Abstract:

The digital revolution has influenced media practice in Nigeria with the emergence of new contents across various media platforms. There is increased audience interaction with media contents influenced by the increasing availability and affordability of enabling devices among the citizenry. This study examined one of such emerging content in Nigerian newspapers largely influenced by the proliferation of internet access among the populace. Twelve newspapers were examined for the availability of internetbased contents that had been developed into a full-fledged section. Three newspapers, The Punch, The Guardian and Daily Trust were found to include such sections. We conducted a qualitative content analysis of the internet-based section in the three newspapers and discussed the resultant themes and possible implication for journalism practice in Nigeria.

Keywords: *digital age, digital revolution, news, platforms*