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THE USE OF NEW MEDIA IN JOURNALISM EDUCATION

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Abstract :

The new media, comprising modern communication platforms on the internet and other devices, have contributed, and are still contributing immensely, to enhancing teaching and learning in various academic disciplines in the world. Journalism education is one of those disciplines greatly impacted by the new media. Within the context of Nigeria, several journalism and mass communication-training institutions are springing up and the new media are providing the avenue for greater efficiency in teaching, research and learning. Using survey and interview techniques the study explored the use of the new media in journalism and mass communication education among the staff and students of mass communication of Bayero University, Kano as well as the implications of such use. Among others the study established that both academic staff and students are conversant with the use of new media platforms, they are also knowledgeable in its application. Also, the study established that the use of the new media has transformed teaching and research among academic staff and has equally enhanced learning and entertainment among students. However, both academic staff and students are facing a lot of challenges in terms of Internet and electricity infrastructure among others. The study recommended the need to give emphasis in ICT and other new media training to enhance greater output from both the staff and students.

Keywords: *new media, communication, platforms, journalism education*