

ADOPTION OF CONVERGENCE TECHNOLOGY FOR SPORTS JOURNALISM:

A STUDY ON *BRILA 88.9 FM*

BY

PIUS OWOICHO OGWUCHE

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF SOCIAL SCIENCES
AHMADU BELLO UNIVERSITY,
ZARIA KADUNA STATE,
NIGERIA**

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**PIUS OWOICHO OGWUCHE B.Sc (ABU) 2011
(*M.Sc/ SOC-SCI/ 21323/ 2012-2013*)**

**BEING A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES,
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**DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF SOCIAL SCIENCES,
AHMADU BELLO UNIVERSITY,
ZARIA**

MAY, 2017

DECLARATION

This is to declare that this dissertation titled “**Adoption of Convergence Technology for Sports Journalism: A Study On Brila 88.9 FM**” is my original work and not a duplicate of someone else’s. All materials used therein are adequately acknowledged by way of reference.

OGWUCHE Pius Owoicho

Name of Student

Signature: _____

Date: _____

CERTIFICATION

This dissertation titled “**Adoption of Convergence Technology for Sports Journalism: A Study on *Brila 88.9 FM***” by OGWUCHE Pius Owoicho meets the regulations and standards governing the award of the degree of Master of Science (M.Sc) in Mass Communication of Ahmadu Bello University, Zaria- Nigeria.

SUPERVISORS:

Suleiman Salau, Ph.D.

Signature: _____

Chair Member Supervisory Committee

Date: _____

Ibrahim Jimoh, Ph.D.

Signature: _____

Member Supervisory Committee

Date _____

Mahmud M. Umar, Ph.D.

Signature: _____

Head of Department

Date: _____

Professor Sadiq Zubairu Abubakar

Signature: _____

*Dean, School of Postgraduate Studies,
Ahmadu Bello University, Zaria.*

Date: _____

DEDICATION

To the memory of my late dad, Gabriel Ogwuche Esq, who laid the foundation for my academics and to my mum, Regina Ogwuche, who continued my dad's vision and to my unborn children.

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TABLE OF CONTENTS

Cover Page	
Title page	ii
Declaration	iii
Certification	iv
Dedication	v
Acknowledgements	vi
Table of contents	viii
List of Tables	x
Abstract	xi

CHAPTER ONE: INTRODUCTION

1.1	Background to the study	1
1.2	Statement of the problem	5
1.3	Research questions	6
1.4	Aims and objectives of the study	6
1.5	Significance of the study	7
1.6	Scope of the study	7
1.7	Operational definition of key terms	8

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1	Introduction	9
2.2	Conceptual review	9
2.2	Review of Empirical Studies	14
2.3	Theoretical framework	32

CHAPTER THREE: METHODOLOGY

3.1	Introduction	40
3.2	Research design	40
3.3	Population description	41
3.4	Sampling technique and size	41
3.5	Methods of data collection	42
3.6	Validity and reliability	43
3.7	Methods of data analysis	43

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1	Introduction	44
4.2	Demographic characteristics of <i>Brila fm</i> staff	44
4.3	Respondents ability to use and manipulate information and communication technologies (ICTs)	46
4.4	Opinion on Sports Radio 88.9 <i>Brila fm</i>	54
4.5	Discussion of findings	66

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1	Introduction	76
5.2	Summary of findings	76
5.3	Conclusion	78
5.4	Recommendations	78
5.5	Suggestions for further studies	79
References		80
Appendix		
	Appendix i: research questionnaire for staff of <i>Brila FM radio</i>	86
	Appendix ii: interview schedule to the head of Brila FM Abuja and Brila FM Kaduna	90
	Appendix iv: transcribed interview report.....	91
	Appendix iii: observation checklist.....	100

LIST OF TABLES

Table 4.2.1	Age, Sex and Highest Educational Qualification of Respondents.....	45
Table 4.2.2	Categories of journalists at <i>Brila FM</i>	46
Table 4.3.1	Ownership of computer by respondent	47
Table 4.3.3	Staff computer training sponsored by <i>Brila FM</i>	48
Table 4.3.4	Personal digital device for your report	49
Table 4.3.5	Sources of sports stories on the internet	50
Table 4.3.6	Uses of ICTs by respondents	50
Table 4.4.1	<i>Brila fm</i> live and simultaneously broadcast of sporting activities	54
Table 4.4.2	Efforts made by <i>Brila fm</i> to ensure the use of ICTs by its staff members	55
Table 4.4.3	Devices used at <i>Brila fm</i> ?.....	56
Table 4.4.4	Adoption rate of digital/ internet devices for broadcast at <i>Brila fm</i>	57
Table 4.4.5	Social media in which respondents have accounts in	59
Table 4.4.6	Respondents' level of satisfaction with the device/ ICTs provided at <i>Brila FM</i> .	59
Table 4.4.7	Changes caused by ICTs to the working standards of respondents (from analogue to digital devices).....	60
Table 4.4.9	Respondent's channels of interviews with sports people and sports celebrities...64	
Table 4.4.10	Strategies put in place by <i>Brila FM</i> to maintain its available ICTs	65
Table 4.4.11	Respondents Self Rating on a Scale of 1-5, 5 being the highest on the jobs done at <i>Brila FM</i>	65

ABSTRACT

This dissertation, study's the transformation taking place in the field of sports journalism due to convergence made possible by the emergence of digital plenitude with the following objectives: to find out the extent of convergence adoption by *Brila 88.9 FM*, to know the current devices of convergence available to *Brila FM* staff, to know the benefits convergence devices have on the working standards of *Brila FM* and to know the possible challenges faced by staff of *Brila FM* in using modern devices for their sport reporting and programmes. Convergence theory and diffusion of innovation theory were adopted to serve as a framework for the study. Using a mixed research method, in-depth interview, observation checklist and questionnaire were the instruments used for data collection. The in-depth interviews were conducted with the heads of stations at *Brila FM* Abuja headquarter and *Brila FM* Kaduna station. The study found out that *Brila FM* have adopted convergence in its work because almost all the activities done or carried out at *Brila FM* in one way or the other involves the use of convergence technology. The study also revealed that, there has been provision of latest convergence facilities at *Brila FM* as staff derive benefits from using convergence technologies for their work, some benefits include quick download of sports stories from any sports website around the world. The engineering department at *Brila FM* also derives benefits from convergence as it uses ICTs to link up with its partners and affiliate station Sky Sports Radio United Kingdom (UK). The study also revealed that staff faced challenges in utilizing convergence devices at the station. The study recommended that, *Brila FM* should put more efforts in staff training, organizing seminars and workshops to enlighten and update the knowledge of their staff on the latest ICTs used for sports broadcast. Also, it should put more emphasis on servicing their devices other than purchasing new ones always and there should be speedy integration of ICT devices when purchased. Journalists working for *Brila FM* should not wait for the management to send them for IT training; they can enroll for IT training on their own.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

One aspect of the media which for long has been regarded as the “toy department” is the area of Sports Reporting or Sports Journalism. This is so because at its infancy, the area of sports journalism was given limited time and space in the news media. According to Domingo (2006), with the recent improvement in sports journalism to a more highly developed stage, sports journalism should be scrutinized using the professional criteria within the news arena. The advent of Information and Communication Technologies (ICTs) has transformed beyond recognition, the terrain and institution of mass media, most especially in the area of sports journalism. There is an advantageous paradigm shift in the global practice of journalism and the aspect of sports reporting has seen drastic improvement due to the coming of new communication technologies.

The internet is the fastest growing medium in history. Agba (2001) observed that the digitalization, convergence of computer and telephony technologies which are the most important aspects of the internet have greatly influenced the way news and information are produced and disseminated. Also, in the words of Kindem and Musburger (2009), media production requires both analogue and digital technologies, but in recent times, with the advent of digital technologies, media production has improved including the convergence of technologies as well as corporate integration.

According to Agba (2001), the rapid concentration of ownership and conglomeration, rapid globalization, increased audience fragmentation, hyper-commercialism and steady erosion

of traditional distinction among media which today is driven by technology and money is referred to as convergence.

McQuail (2005) sees convergence as the processes of coming together or becoming more alike. The author said that, it is usually applied to the convergence of media technologies as a result of digitalization (computerization). As media continue to evolve, several trends are already apparent which include convergence.

Dominick (2011), buttresses convergence as not a new idea, but the word, which has enjoyed renewed popularity in recent years and which has become the centerpiece in discussions about future trends in mass communication. Dominic further observes that convergence could be in the form of corporate convergence where companies purchase smaller companies or operational convergence, which occurs when owners of several media properties in one market combine their separate operations into a single effort.

In his analysis on the most important type of convergence, Dominic (2011) attributed convergence to device convergence, which combines the functions of two or three devices into one mechanism. Device convergence is manifesting itself in yet another way. All media seem to be converging on the internet, which is a major channel of distribution. Newspapers and magazines have online editions, radio and television can be watched on the internet, music downloads are fast replacing CDs as the preferred delivery methods. TV networks are making their episodes available for downloading as well as starting their own broadband channels. Radio stations can now be picked on high definition and satellite radio, while newspapers, books, and magazines can be found online.

With the transformation taking place in the field of journalism, one area of the media according to Mohammed (2014) which has so far been affected and improved is the area of

sports reporting (sports journalism). Just like all reporters on special beats, the sports reporter today has so many tools, computers, and media outlets to deliver sporting events to an anxiously waiting audience who would acquire any digital device to keep abreast with what is happening in the sporting world. Millions of dollars is spent on sports, like football, lawn tennis, golf, basketball etc. The media spends a lot to make sure that they get the latest technology available to gather information about sports and spread it to the audience.

In recent times, convergence has made the jobs of sports media more flexible. Many sports reporters today are the editors, reporters, and often times, photojournalists, they do this during different sporting activities like the Federation Internationale de Football Association (FIFA) World Cup, Olympics championships, National Basketball Association (NBA) Basketball or during tennis championship. We see the journalists with their cameras and their laptop computers; they cover and report the sporting activities as the event unfolds giving every minute update with audio, picture, and text. This shows the extent to which sports journalism has been transformed.

With evolution, globalization has since become a buzzword and as such it has brought about improvement, drastic change and competition in the field of sports reporting. The digitalisation of sports reporting made possible by convergence will be well appreciated if the sports reporters are on the side of the digital divide where they can manipulate all given technologies in reporting sporting activities. This implies that the area of sports reporting cannot be well appreciated by both the journalists and the audience unless the sports journalists are able to manipulate the recent technologies used in reporting sports like the touch screen television used by Sky Sports television and Super Sports television and also some sports radio and print media.

The touch screen television is a perfect example of media convergence because; it has pictures, audio, and text. It is connected to the internet and sports presenters, analysts make valuable use of it. Sport reporters in the stadium, the commentators, and those at different sport press conferences use it in filing in reports or covering sporting activities. The audience also adjusts to the demands of the converged technologies used by the sports reporters or broadcasters.

Just as the sports journalists are very important in the 21st century, so also is the profession of sports journalism. Some scholars have come to recognize this profession as one important department in the field of journalism. Sports Journalism, according to Boyle (2006), in many ways remains a paradox. In the hierarchy of professional journalism, it has been traditionally viewed disparagingly as the toy department, a bastion of easy living, sloppy journalism, and soft news. He views Sport Reporting or Sports Journalism as the most engaging writing in the media, unlike political and international diplomacy reporting because there's a bit more latitude given to sports reporting because the writings or broadcast are meant to entertain as much as to inform.

According to the Museum of Broadcast Communication (2008), Sports Journalism involves the coverage of sports as a television programme, on radio and other broadcasting medium. It usually involves one or more sports commentators who add spice to the broadcast by describing the event as they happen. These commentators give more insight on the sport, the stadium and background information on the players. All these information are researched by sports journalists using the ICTs and other digital equipments.

With the emergence of digital plenitude made possible by device convergence, the internet and the World Wide Web which has significantly lowered the barriers of access and cost

in production of sports programme which has increased in recent years, the number of sports media organizations, clubs and even individual athletes who are able to produce, and distribute content for the consumption of their audience (Boyle 2006).

Looking at it from the point of view of Ugwu (2012), the emergence, and convergence of information and communication technologies (ICTs) has made the mass media and sports media witness tremendous transformation. This has brought some challenges to the practice of modern mass communication and sports journalism. With the present sophistication in the information superhighway, the former notion that mass communication is not a science may be having a paradigm shift and the sports department is no exception.

In Nigeria, the media have played a key role in sports ascendancy as a social, cultural and economic institution and with the recent development in the nexus between convergence and media, there is need to examine and acknowledge the relationship between convergence and sports journalism. This is so, because in Nigeria, there have been more debates on the impact convergence has on the field of mass communication in general, and not on sports journalism, as such, there is need to investigate, using grounding empirical research, the impact convergence is having on sports journalism in the country.

1.2 Statement of the Problem

Going by the literature reviewed for this study, like in the study by Boyle (2006) titled “sports journalism: context and issue” and Ifeduba (2011) study titled “European football club Newspapers in Nigeria: Gratifications or Media Imperialism” both revealed that there has been a small but significant contribution to studies in the new field of sports journalism globally.

While there has been an increasing recognition of the importance of examining the profession of sports journalism, there are still significant aspects of sports journalism deserving

detailed analysis, notably, the impact convergence has on sports reporting and sports journalism, the problems faced by sports media like internet connectivity, and access and infrastructure, costs of power which might be some of the factors that hinder convergence.

In Nigeria, literature like the study on “the challenges of media convergence in Nigeria by staff of Voice of Nigeria (VON)” and Mohammed (2014) study on “sports journalism and its contribution to sports development in Nigeria”, both revealed that there is a deficiency of research and literature in the field of sports journalism and most of the studies on the implications of technologies in Nigeria media are channeled towards journalism as a whole but not on sports journalism. This research therefore focuses on and explores the impact of convergence on sports journalism; using *Brila 88.9 FM* as a case study.

1.3 Research Questions

- i. To what extent has *Brila FM* Nigeria adopted convergence?
- ii. What are the current devices of convergence available to *Brila FM* staff?
- iii. What benefits do convergence devices have on the work of *Brila FM*?
- iv. What challenges do the reporters of *Brila FM* face in using convergence devices for their reports and programmes?

1.4. Aims and Objectives of the Study

This study is aimed at examining how convergence impacts on sports reporting by *Brila FM*. The specific objectives are:

- i. To find out the extent of adoption of convergence by *Brila FM* Nigeria.
- ii. To find out the current devices of convergence available to *Brila FM* staff.
- iii. To examine the benefits convergence devices have on the working standards of *Brila FM*.

iv. To find out the possible challenges faced by reporters of *Brila FM* in using modern devices for their reports and programmes.

1.5 Significance of the Study

Going by the existing literature, it has been noted that there is a symbiotic relationship between sports and the mass media in Nigeria (see Talabi 2011, Uwaje 2004 and Ifeduba 2011). Sports need the mass media and the mass media also allows for time and space for sports stories as part of its entertainment news. There is a deficiency of research and literature in the field of sports journalism (Mohammed, 2014). There has not been any study seen so far, in Nigeria on the implications of convergence technologies on sports journalism. This is the gap the study wants to fill.

The findings of this study will be of significance to specialized and academic institutions because; it can be used as a reference material for teaching journalism students interested in sports reporting. It will also help in the development of modern mass communication curriculum in Nigeria and in the media industry worldwide.

The study is also significant because it will help the management of *Brila FM* and other broadcast stations including sports media in Nigeria to understand the type of ICT facilities to acquire in order to enhance their operations.

1.6 Scope of the Study:

This study is confined to the context of the strength of convergence on the operations of *Sports Radio 88.9 Brila FM*, between the year 2014 and 2015. This is the period in which the study was carried out. The study looked at how well the radio station has been able to manipulate and incorporate ICTs and other new media tools in their operations during the period under review.

Sports Radio 88.9 Brila FM Nigeria was chosen for the research because it claims to be the only known full time sports radio station in Nigeria and the first in Africa (www.brilafm.net). According to *Sport Radio 88.9, Brila FM* is Nigeria and Africa's pioneer sports radio; it was founded in 2002 by ace sportscaster, Dr. Larry Izamoje, in Lagos State, Nigeria. It started a second (2nd) station in 2007 in Abuja. It achieved Pan- Nigeria spread in 2011 with new stations in Kaduna (North) and Onitsha (East) of the country.

In addition, the researcher believes it will be the best case study for this kind of research because the radio station can provide accurate data for the study. This work is delimited to *Brila 88.9 FM*.

1.7 Operational Definition of Key Terms

1. Convergence: The use of multiple devices like digital console, desktop and laptop computers, midgets, transmitters and receivers for simultaneous sports radio broadcast.
2. ICTs: Devices that enhance convergence like digital console, desktop and laptop computers, midgets, transmitters and receivers etc.
3. Journalist: A personnel working for a sports radio station.
4. Sports radio: A media house fully dedicated to 24 hours sports broadcast.
5. *Sports Radio 88.9 Brila FM, Brila 88.9 FM, Brila FM* radio: They are all the-same; this is the case study for the research.

CHAPTER TWO LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

In order to establish the impact of convergence on Sports Reporting, a review of literatures was made. Firstly, this section of the review sheds light on the concept of Sports Journalism and Convergence, establishing relationships between them. Secondly, an empirical review was done to find out if studies have been conducted in these areas and the positions taken by scholars in buttressing the impact of convergence on sports journalism. Finally, the review discusses the convergence theory and diffusion of innovation theory and how these theories have been used to study convergence and its impacts on sports journalism. Hence, this review is done in terms of conceptual, empirical, and theoretical dimensions.

2.2 Conceptual Review

a. Types of Sports Programs: The straight sports cast concentrates on summarizing the results of sports events and on news relating to sports in general. Some sportscasts are oriented solely to summaries of results, which can come from wire service reports or other services. Also, there are occasional broadcasts of sports roundups of fifteen and more minutes in length, usually as part of a network daylong coverage of athletic contents. On cable, however, sports programs have proliferated from live coverage, news, and feature channels of major sports to channels that cover minor sports.

The sports feature program mostly includes live or recorded interviews with sports personalities, anecdotes, or dramatizations of happenings in sports, human interests, or background stories on personalities or events relating to sports, but not in themselves an actual

athletic contest. Any sports program can amalgamate several approaches or, as in an after-event critique or summary, concentrate on one type alone. Many sports news shows are combinations of the straight report and the feature sports program. (Hilliard, 2008, 185). In addition, some sports news programs go beyond the basic information, this includes analysis and commentary.

b. Internet Sports Reporting: An increasing number of websites deal with sports: features, history, personalities, and trivia among other topics. The limited number of sites in cyber space permits sports fans to find even the narrowest area of interest in any given sports from almost anywhere in the world. Hilliard (2008), points out that, as sports begin to stream from broadcast stations and cable systems onto the internet, and as the internet itself begins to originate the kinds of sports programs now found on the older media, greater opportunities will open for the media sports reporter. For the sports reporter, the interactive aspects of the internet expanded both the opportunities and requirements. The same principles according to Hilliard that apply to cyberspace news writing, applies to cyber space sports writing, including viewers interactive opportunities.

c. Sports Reporting and its Organization: Sports broadcast formats parallel those for the regular news shows. The most common approach as buttressed by Hilliard, (2008), is to give all the results and news of the top sports of the season and work down toward the least important sport. The most important story of the most important sport is given first, unless a special item from another sport overrides it. Writing sports is similar to writing news. The basic principles and techniques apply to both. The style, however, is different. If anything, sports broadcast must be even more precise and direct than are news broadcasts.

d. The Reporter-Source Relationship: According to Moloteh and Lester (1974), news is largely determined by the ability of sources to create appropriate and acceptable news. The reporter's news gathering and interactions with sources is a complicated social process and perhaps the most crucial facet of the production of news.

The ability of the reporter to gather news worthy information and packaging it hangs largely on his or her ability to gain access to and cultivate sources of information because the selection of sources and questions asked do not only affect the story itself but may also shape the outcome (Strentz 1978).

The reporter must manage his source very meticulous, because the reporter-source relationship is one of interdependence and is based on the notion that the relationship is mutually beneficial for both parties; however, it is equally marked by the tension over control of and access to all-important information.

Strentz further points out that at its most basic level, the reporter-source relationship is an exchange that provides the reporter with the information necessary to do his or her job and the source with the opportunity to promote a specific point of view or image.

e. Convergence: Technologies have been improving convergence, which is the erasure of distinctions among media. Baran and Davis (2012) express the facts that we are in the midst of a revolution in communication technology that many scholars believe is transforming social orders and cultures around the world. New technological device expands the possible uses of the existing technologies. New technologies combine to create media systems spanning great distances but also serve a broad range of highly specific purposes.

According to Hoffman (2007), convergence is the fusion of television and personal computers (PC) into a single home appliance. Much touted by both the computing and broadcasting industries as a major advance in technology and convenience, the computer is equally a stealth device in marketing. To McQuail (2007), the most fundamental aspect of information and communication technology (ICT) is probably the fact of digitization which is the process by which all texts (symbolic meaning in all encoded and recorded forms) can be reduced to a binary code and can share the same process of production, distribution, and storage. According to him, the most widely noted potential consequence for the media institution is the convergence between all existing media forms in terms of their organization, distribution, reception, and regulation.

Convergence has made different forms of mass media to survive, retain their separate identity, and even flourish because; new electronic media is an addition to the existing spectrum rather than a replacement. McQuail observes that convergence has to be considered to have much more revolutionary consequences.

In addition to convergence smoothening media practices, Baran, et al (2012), believe that people now regard the first centuries of mass communication as dominated by expensive, clumsy technologies that provide a limited array of services to gigantic audience. While Deize (2007), puts convergence as a word invoked frequently in the contemporary media environment. It is safe to state that the media professionals must accept technological convergence as a part of their work in the digital age. However, in addition to the convergence of media and technology, scholars have also noted the ability of convergence to improve managements control over media work.

Deuze buttresses the point that convergence affects four main facets of the mass media industries; content, relationships between producers and consumers of media, the structure of media companies and how media professionals do their work. As Deuze argues, convergence is blurring the lines between production and consumption, between making and using media, and between active or passive spectatorship of mediated culture. Convergence has begotten the need for multi skilling in many news rooms, essentially increasing the work loads of many media workers with no improvement in the resources allotted to them (Deuze, 2007, p.142), some journalists view multi skilling as a way to increase their versatility and, thus, as a form of professional enhancement (Chapman and Kinsey, 2009).

Hesmondhalgh, (2002); Deuze, (2007), point out that scholars have shown that the contemporary media worker faces a less secure work situation, more responsibilities and more autonomy. Hesmondhalgh in particular notes how those in the cultural industries work long hours under tough conditions and give up compensation and job security for creative autonomy.

According to Chapman and Kinsey (2009), the potential negative effects of convergence spurred by technological development were recognized back in the 1990s. Scholars noted the likelihood that journalists would be burdened with heavier workloads and pressures because of the expectations of working in a multimedia environment. Perhaps, the biggest concern was that the quality of journalism would suffer as the need to produce more news increased (Cottle and Ashton, 1999).

2.3 Review of Empirical Studies

a. Convergence and the Shift in the Practice of Journalism

Domingo and Heinonen (2008), opine in their study “Weblogs and Journalism” that weblogs can be seen as a new category of news and current affairs communication. The study was conducted in order to contribute to the debate on the influence of weblogs on journalism and to make it more systematic.

These researchers proposed a typology of journalistic weblogs like public weblogs, along a continuum ranging from the least to the most institutionalized in terms of their relationship to the established media. They found out that weblogs are produced by publics outside the media companies and there are also weblogs produced by those in the media. Both weblogs are added as part of media content.

In addition, they came up with the conclusion that weblogs are a symbol of the ongoing change in the relationship between citizens media and journalists, a change that questions the basic assumptions of the traditional roles of institutional journalism. This shows that new media used as weblogs by outsiders of the media can challenge traditional professional standards, conversation with the audience, transparency in the report process or even participatory news production which are common in blogging. By challenging the conventional understanding of what journalism is, Domingo and Heinonen argue that weblogs have revitalized the expectation of a paradigm shift in journalism practice now in the internet era.

Furthermore, journalists find it challenging to adapt to the use of digital technology and without proper training, this could prove more difficult to curtail. Tarcia and Simao (2008) carried out a research on challenges and new ways of teaching journalism in times of media

convergence. The study investigated the training of journalists facing the challenges brought about by digital technology and the internet.

While the researchers set out an objective to develop strategies to assist students to become pro-active, they demanded in their observations that institutions should have an educative process that satisfies the new professional requirements generated by media convergence. The study carried out in Brazil came up with the result that pointed to the need for journalism institutions and education to act together with the students in the search for alternatives capable of accompanying the changes brought by digital technologies while also taking into consideration the users interactive and participatory possibilities.

b. Dimensions of Convergence in Media Terrain

In a preliminary study, Domingo (2006) is of the view that in the last decade, the development of the internet as a news medium, persuaded both academics and professionals that convergence could be the savior of journalism in the 21st century. The study looked at convergence as a very polysemous concept that has been used to describe various trends in journalism that have something in common, the blurring of limits between different media, professional skills and roles.

Domingo's paper analytically structures convergence into four dimensions; they are intergraded production, multi skilled professionals, multiplatform delivery, and active audience. The analytical grid as put forward by the researcher can help in exploring convergence, avoiding deterministic assumptions and allowing to map it's development in different media companies as an open process with diverse outcomes.

The study was carried out in Spain with a sample of 58 Spanish cases studied using the conceptual framework. Results of the study showed that multiplatform delivery is the most popular convergences strategy, the research buttressed that any given dimensions' developments tend not to radically change established professional routines and values, the dimensions which include integration and multi-skilling according to the research result seem to be closely related and mainly developed in local and regional media with small staff, while delivery and audience strategies are more complex in natural media. One basic importance that this study postulates is that the conceptual framework used in the study can be useful to international comparisons of journalistic convergence.

c. Social Media and Sports Journalism

In another related study is by a group of scholars, Price, Farrington and Lee in 2013 on the impacts of new social media on sports journalism and the education of sports journalism students. The researchers went into the study because of the lack of academic study on twitter despite its impacts which has made it a significant tool for journalists and their audiences. They focused the research on how twitter is influencing journalism in the area of sports reporting. Through interviews with members of a press pack, the study explored how twitter is perceived by sports journalists, how it is affecting professional relationships, and how it is being implored in everyday working practices.

The research findings suggest that, the new technology, twitter, is creating some problems and divisions among journalists partly due to lack of clear guidelines and best practice. They point out that while twitter undoubtedly offers new journalistic opportunities in terms of sourcing, publishing, and accessing audiences, it poses a number of potential problems including

workload, loss of exclusive source access and content, and abuse from readers. Based on their research findings, the authors recommends that training in the use of twitter should form an essential part of any sports journalism course if future reporters are to get the best out of this social media.

d. Using Convergence to Access Sports Media and Eradicating Intermediaries

The present technology driven society allows sports enthusiasts to access more sports media than even before. Sports fans can receive up to the minute updates on their favorite teams and athletes through websites, message boards, and apps. They can also access their favorite sports figures through social media, eliminating the intermediary to find out everything, from what a player had for breakfast to their social and political views.

The instantaneous news and information circle is not unique to sports media and reporting only but the global national obsession with sports creates an intriguing dynamics with which to examine this phenomenon. Serazio (2010) argues that sports media uniquely offers the opportunity for community memory and identity because the object of this journalistic coverage and adoration (sport) is itself a platform for collective memory. Serazio pg 37 opines that:

This area of journalism also provides an excellent Opportunity to better understand the effect of technology on the field as a whole, given it previous evolution with the rise of radio and television broadcasts, as well as the current online and mobile transformation.

Courtney (2013), in a research titled “tackling the establishment with technology” a study of sports media in Texas looks at today’s new media landscape, “who tells the story and how it is told” has changed from the traditional journalistic ritual of the past. The study examines four cases within sports media that challenge the sports media complex, complicated partnership between sports organizations and personalities and the outlets that cover them. The study whose

in-depth analysis look at the impact of technological advances in communication on the institutionalized connection between media and sports found out that while there are several factors that have affected the strength of the sports media complex, new media continue to serve as a catalyst in the erosion of the relationship between legacy media and sports governing bodies.

e. Convergence and Media Multi Tasking

Roberts (2000) examines media usage amongst American youths. The study showed that American youths are awash in media. They have television sets in their bedrooms; personal computers in their family rooms and digital music players and cell phones in their backpacks. The research argues that American youths spend more time with media than any single activity other than sleeping, with the average American eight to eighteen year's old reporting more than six hours of daily media use. The growing phenomenon of media multi tasking using several media concurrently, multiplies that figure to eight and a half hours of media exposure daily.

Roberts further observes how both media use and exposure vary with demographic factors such as age, race and ethnicity, and household socioeconomic status and with psychosocial variable such as academic performance and personal adjustment. In his study, Roberts noted that media exposure begins early, increases until children begin school, drops off briefly, then climbs again to peak at almost eight hours daily among eleven and twelve years old. The study also showed that television and video exposure is particularly high among African American youths. According to Roberts, media exposure is negatively related to indicators of socioeconomic status. In addition, media exposure according to the research is positively related to risk taking behaviors and is negatively related to personal adjustment and school performance. In the study's literature review, evidence pointing to the existence of a digital divide, variation in

access to personal computers and allied technologies by socioeconomic status and by race and ethnicity were reviewed. The authors also examined how the recent emergence of digital media such as personal computers, video game consoles, and portable music players, as well as the media multitasking phenomenon they facilitate has increased young people's exposure to media messages while leaving media use time largely unchanged.

In addition, new media, they pointed out, are not displacing older media but are being used in concert with them. The study findings are well applicable worldwide with the advent of new media consumers, mostly youths who spend so much time-consuming media product. The scholars concluded by arguing that one implication of such media multitasking is the need to re-conceptualize media exposure, despite initial problems, now the new technologies that allow the convergence between TVs and PCs have been developed.

f. Converged Concept of Media and Information Literacy

As broadcast, audiovisual and print media converge with telecommunications, computing, and information systems, research carried out by Livingstone, Couvering and Thumin (2008) on media literacy and information literacy, shows that both audio and visual could hardly separate despite their contrasting disciplinary backgrounds, theories, and methods. They looked into the public's understanding of an effective engagement with media information and communication technologies of all kinds. They advocate a converged or at least dialogical concept of media and information literacies, arguing that each tradition has much to learn from the other, although the researchers accept that some differences must remain.

Technologies as emphasized by the study do not stand still and therefore nor do the literacies associated with their use. In the literature review for the study carried out by the

researchers, it shows that some scholars prefer to introduce new terms to characterize the supposedly new skills of media literacies such as digital literacy, cyber-literacy, internet literacy, network literacy, and others, emphasize the continuity between old and new media and information communication technologies by extending the term media literacy or literacy in general to encompass a converged concept of media and information literacy.

Looking at how public's ability to access, navigate, critique and contribute to the contents and services available via information communication technologies, the term media literacy becomes ever more important world over. The study postulates that policy makers are seeking to extend media literacy to cover new media and information literacy to cover new information technologies. That is why different bodies, government, media houses, and unions have or are carrying out studies on how to increase or establish a role for the communications regulators to promote media literacy through confident use of communication technologies which will make people gain better understanding of the world around them and be better able to engage with it. For a sports writers or presenter to be regarded successful in today's technologically driven society, he or she must have the required media literacy to compete at the top level of sports journalism.

g. Convergence, a help to the News Media

According to Skoler (2009), "journalists are truth tellers", in his paper titled "why the news media became irrelevant and how social media can help". He said the journalism profession is crumbling and the journalists are blaming the web for killing the business model of the profession. He said yet, it's not the business model that changed on journalists but the culture.

Mainstream media were doing fine when information was hard to get and even harder to distribute. The public expected journalists to report the important stories, pull together information from sports scores to stock market result, and then deliver it to the public doorsteps, radios and TVs. People trusted journalists and journalists delivered news that was relevant and it helped people connect with neighbors, be active citizens, and live richer lives.

Advertisers according to Skoler foot the bills for news gathering. They wanted exposure and paid because lots of people were reading the newspapers or listening to and watching the news programs. However, things started to change well before the Web became popular. Over the past decades, news conglomerates took over local paper and stations. They then cut on the ground reporters. Included more syndicated content from news service and focused local coverage on storms, fires, crashes, and crimes to pad profit margins.

The news according to the study became less connected to the communities. The researcher used a survey method, which showed a step down in public trust in journalism occurring during the past 25 years. As discontent grew among the audience, the internet arrived. Now people had choices, the local paper and stations were considered trustworthy and journalists seemed detached from what really mattered to them. People could find what they wanted elsewhere. The survey showed that people could stop being passive recipient with the arrival of the internet. They could dig deeply into topics, follow their interests, and share their knowledge and passion with others who share similar things.

The survey submits that the internet did not steal the audience, the journalists lost it. Today, fewer people are systematically reading the newspapers and tuning into news programs for a simple reason, many people did not feel the journalists and news media serve them

anymore. Furthermore, it showed that today's news culture is about connection and relationship. Social networks are humming because they fit the spirit of the time, not because they created the spirit but they are about listening to others and responding. In addition, it started that some special media sites are not doing journalism, though sometimes-breaking news shows up there because for the most part, they rely on news coverage from mainstream media organizations to produce their values.

h. Reconfiguring media Sport

Hutchins and David (2010) respectively carried out a research titled "reconfiguring media sport for the online world: An inquiry into sports news and digital media". They examine a pioneering intervention by the government of Australia in the control and ownership of media sport under prevailing networked digital media condition. The 2009 Australian senate inquiry into "sports news and the emergence of digital media" provided a political forum for debate among the participants including the International Olympic Committee (IOC) and the World Association of Newspapers. The participation of these and other international organizations demonstrated that the study was of global significance in regulatory and commercial debates over how the media sport content economy might operate in the digital age.

The researchers focus their analysis on the causes of the disagreements that prompted the inquiry, which demonstrated that emerging media sport markets are characterized by complex interaction, tense competition, and awkward overlaps between broadcast media and networked digital communication. The researchers were able to use their study to describe the situation which has disturbed the established media sport order and destabilized pivotal organizing categories, including the definition of sports news.

This study is very necessary for people to understand the nature of media sports and how it ought to operate and the study is important and applicable to all sports media world over because though the study was carried out in Australia, there was a massive contribution from different sporting bodies like FIFA, to the English Premier League, PGA (Professional Golfers Association) and LPGA (Ladies Professional Golf Association). Even after the inquiry by the researchers, the study was given to these sporting bodies for their careful analysis and correction.

i. Traditional Media and Journalism

Brenna (2010) in her research titled, *Unfulfilled Potential, A Case Study of Traditional News Media and the Internet* carried out in Nigeria, buttresses that the internet offers a tremendous opportunity for traditional media to expand and or enhance news. She carries out an exploration of the convergent journalism practices of three-news organization in a medium-sized market. One good thing about this study is that the researcher uses content analysis and in-depth interviews to compare the news stories of a newspaper, television station and radio station with content on each organizations internet website.

The research shows that while the three media organizations used in the content analysis had different approaches to convergent journalism, they each utilized some type of multimedia techniques on their websites including slide shows, videos, audio, hyperlinks, and reader interactivity. For the most part however, online news stories were replications of their traditional counterparts and the researcher was able to show us that major factors affecting how traditional media used the internet to tell news stories includ available resources, training and organizational priorities. Some news stories pointed out here includes breaking news topics and sports which appear to be more likely to utilize elements of convergent journalism.

Indeed the internet is a growing source of news for many Americans, having surpassed newspapers and radio, and shortened the gap with television news in terms of popularity of platform. According to a study by the Pew internet and American life project (2010), 61% adults said they get some kind of news online compared to 78% from a local newspaper. These data appear to support Merrill and Lowenstein's (1971), as cited in Newman 1991 and cited by Brenna in 2010) theory of media evolution, whereby a new medium is developed and adopted by a mass audience so that it becomes competitive with older media. The older media must then specialize or find some other way to survive.

Brenna in her submission opines that more than a decade has passed since journalism organizations first began developing news websites, but the use of online story telling techniques has been slow to catch on. Technology continue to evolve and will not wait for traditional media. The researcher further expressed the imperative need for media organizations to continually evaluate their convergent practices while still producing quality journalism. Management and reporters according to the study need to understand how to use changing equipment and software, and more training will be necessary.

j. New Technologies and Journalism Practice in Nigeria

In Nigeria, Talabi (2011) carried out a study on the internet and journalism practice in Nigeria. His research looked at the implications of new technologies on the practice of journalism especially the use of internet to produce, disseminate, and receive information. The researcher adopts the theoretical method based on McLuhan's theory of technological determinism to justify the work because more emphasis was on the medium as technology advances in the global village.

The purpose of the research was to appraise the impact of the internet on journalism practice in Nigeria, with the aim of bringing to limelight what underlines the underutilization of the new communication technology in Nigerian journalism profession, while also looking at the power of the latest technology and how it changes the traditional journalism.

Although the work was an appraisal by the researcher, he should have gone into a proper survey to determine how well internet has impacted journalism in Nigeria, conducting interviews with journalists across print and broadcast media, but the researcher used library sources to generate secondary data for his study. The study would have been much richer if the researcher had gone out of his convenience to conduct interviews and administer questionnaire to the stakeholders involved.

The research findings portrayed that the interactive nature of the internet is a crucial factor while some believe its role of citizen-journalism is unethical in journalism profession. The study buttressed the fact that no new medium can send an old one into oblivion; it will only be an extension of the old medium. The researcher proffers that, it is pertinent that online journalism ought to provide more information and in some cases provide video clips and series of pictures to backup their stories. He went further to recommend that media houses in Nigeria need to train their staff on online journalism while government provide enabling environment in the rural areas so that information can get to them.

k. Sports Reporting and Social Media

In another research, early studies on sports reporting and social media (twitter) shows how twitter is used to reproduce or contest the Super Bowl XLVII, in reaction to real time televised broadcast (Hyeaoncheel, YounGsub, Kwangmi and Yanggon 2014). This study

explored how Twitter users reproduced or contested the game in reaction to real time televised broadcast. The diffusion of innovation theory was adopted by the researchers as a framework for their study since it provided a systematic explanation of how an innovation is communicated through communication channels in a social system. Guided by the theory, their study aimed to analyze Twitter patterns and its usage amounts at a macro-level in the context of media convergence.

The study adopts a hybrid approach, combining a data mining approach to collect, filter and analyze a massive amount of tweets with manual content analysis. The study used all possible Twitter feeds of high profile organizers such as the NFL. This macro level analysis shed light on when people are more engaged during broadcast. The research points out that as more audiences are multitasking during TV viewing, it becomes important for media marketing and advertising professional to gain a better understanding of audience behavior, focusing on how they use specific platforms like the twitter which is one of the fastest growing form of new media. The study had one major contribution; it was based on all possible tweets about the super bowl game from individual users who used Twitter to engage with the game and not just Twitter feeds of high profile organization such as the NFL. It also uses a macro level analysis, shedding light on when people are more engaged during a broadcast. Such analysis provides more to people to understand how and when people tweet.

In addition, Price, Farmington and the Lee Hall of Sunderland University (2013) carry out a media study on the impacts of new social media “twitter” on sports journalism and education of sports journalism students within the year 2013. Their findings suggest that, the new technology twitter is creating some problems and divisions among journalists due partly to a lack of clear guideline and best practice in using twitter as a tool for journalism.

While they argue that twitter undoubtedly offers new journalistic opportunities in terms of sourcing, publishing, and accessing audiences, they were of the view that it poses a number of potential problems including workload, loss of exclusive source access and context and abuse from readers. As a result, they came up with solutions that, training in the use of twitter should form an essential part of any sports journalism course if future reporters are to get the best out of this social media twitter.

I. Using Sports and Sports Journalism to Create Global Image

In a research on the Olympic games, media and the challenges of global image making revealed that hosting an Olympic Games is one several strategies used by city and national governments for image enhancement on a global stage (Rivenburgh, 2004). Deutsch and Merrit(1965) call this a spectacular event approach versus a cumulative image strategy of lower profile behavior over time. Rivenburgh in her study highlights that spectacular sports events is a high-risk endeavor where the potential for success or failure looms equally large. The researcher buttresses that; one element of risk is that a mega event host mostly relies upon the whims and ways of a largely independent, global media network to project its desired image around the world.

This study of Rivenburgh tries to review the key influences on how international media construct image of an Olympic host and for better understanding, the researcher analyzes the challenges faced by cities and countries that pursue this global image making strategy. The immediate goal of any Olympic host as put forward by this study is to produce a successful sports and cultural spectacle that will garner favorable media coverage worldwide without question, an Olympic host steps dramatically and alone onto a world stage. The broadcast reach

of the Olympic remains unsurpassed by other mega events. The Atlanta games were broadcast in 214 countries and territories and for Sydney 2000, the figure rose to 220 (IOC 2000).

Furthermore, while comparative studies according to Rivenburg of international media content shows an increasing convergence in media formats, production value and even topic selection across national contexts, closer textual analyses consistently reveal how coverage of sports and other news is domesticated in ways that promote a home Nation's perspective, one that is relevant, appealing and favorable to home nation audience.

Other related research shows that there is no difference for media coverage of the Olympic Games because national media tend to cover the Olympic as members of the cultures in which they reside (Hargreaves, 1992). In fact, the host production of the Olympic is designed in a way that encourages international media to tailor the event to their interest. The Olympic host broadcast provides right holding broadcasters with an international signal (visual, natural sound and information graphics only) upon which national broadcasters overlay their commentary and edit as they wish, adding specialized graphics, sound, advertisements, features, or footage from their own camera placement at the sports venues. Similarly, print journalists receive raw event results and background information on specific events, athletes, and the host setting to interpret and formulate into stories of interest to home audiences.

Briefly, these studies try to show how the media take raw material and construct the Olympic host through the unique lens of their home culture and this we can say is applicable to reporting other sporting events like the World Cup, National Competition etc.

m. The Development of Digital Media and the Operations of Sports Journalists

Boyle (2006) in his work “sports journalism, context and issues” examines the extent to which the development of a digital media landscape is altering the practice, role and position of the sports journalists. He concludes that, digital media and new media are significantly changing the environment within which sports journalists operate. Areas of particular interest raised by him was the rise of online sports journalism, the impact of the internet on sports sources, and the evolving conflicts between journalists and sports clubs as they attempt to not only exert greater control over their perceived intellectual property and image rights, but also reshape contemporary sports journalism in a more corporate age of sport.

That is why in today’s practice of sport reporting, people see sports clubs like Real Madrid, Arsenal or Manchester United, having their own media outlet so that they can also broadcast their clubs sporting activities through their media, but not withstanding, they always make sure that journalists from other media outlets are carried along through press conferences.

n. Journalists for Converged Media

Huang, Davison, Shreve, Davis, Bettendorf and Nair (2006) in their study, Preparing the next generation of journalists for converged media, view that, just a few years ago, every discussion on the future of the media use to include the term “electronic superhighway” inspired by the rapid advances of computer technologies and the equally impressive increases in personal computer penetration, which described the path to a digital world in which computers dominate and have replaced the established media.

According to them, today, electronic superhighway sounds oddly old fashioned and the term has been replaced by a new equally ubiquitous one known as “convergence”. Huang say convergence would be or mean new appliances and new companies but not a new way to relax

and be entertained because even with the interaction between new media and the old media on separate appliances, which may become predominant convergence pattern, there would be no convergence revolution in the consumer behavior any time soon.

o. Sport Reporting in Newspaper

Conboy (2004), in his study of the popular press argued that the ability of sporting narratives to be woven into a wider fabric of popular history was a key element in popularizing newspaper with a growing reach which was made even more possible with technologies. In Conboy's arguments, he observed how sports reporting has in one way or the other influenced positively in the popularity of newspapers because, even Oriard (1993), argued that sports reporting as part of the entertainment function of the mass circulation dailies benefited from and contributed to the newspaper revolution of the early era when newspaper emerged from new York in the 1880s and 1890s.

In another study, conducted by Ifeduba (2011), titled *European football clubs newspapers in Nigeria, gratifications or media imperialism?* He looks at content, uses, and gratifications of football club newspaper as an emerging phenomenon. He made analysis of the contents of nine titles from different samples of the European newspapers in Nigeria and it shows that the birth of these newspapers has lead to an increasing number of Nigeria football fans shifting their support to foreign football clubs.

This finding shows a drastic shift of football fans from local leagues to European leagues but did not indicate the fact that not every football fan in Nigeria is literate and that, there are other local football newspapers like the 'complete sports', 'soccer star, and 'sporting life' sold here in Nigeria. The researcher did not mention the Nigerian papers' roles, whether or not they are adding to the shift of sports fans to European football.

The researcher also in his study only mentioned the year in which sports broadcasters like DSTV emerge. He did not show the roles such broadcast media outfit are playing in promoting the dominance of European football in Nigeria. Also, the local radio, television and conventional newspapers have columns for foreign football or sports stories and on television and radio, there are time slots for sports stories and special programs for sports, where European football analysis are done. So how well are the local broadcast media helping the European sports popularity in Nigeria? The study should have given more insights.

Chalaby and Segell (1999), stress the implications facing broadcaster in the use of digital equipments in their operation in their research work titled, “The Broadcasting Media in the Age of Risk.” They assert that the process of digitization has far-reaching implications for the broadcasting field and that the most suitable theoretical framework to comprehend the full scope of these changes is provided by Ulrich Becks theories on risk society.

The study showed and explained that despite predictable development, digitization increases the sources of uncertainties and the level of risks for the expanding number of players involved in broadcasting.

Other arguments were put forward by the research. That the process of digitization is challenging public service broadcasters and may contribute to weaken their presence in the public sphere. Technological mastery increasingly tends to rest in the hands of commercial firms and digital broadcasting furthers the commercialism of television. Also fuelling the growth of condition access, digitization threatens universal access, one of the key principles of public broadcasting.

Giving the risk digitization pose to broadcasting and being in line with the arguments of the researchers in the study, one can share the views and arguments of the study which explains the facts that when digital broadcasting will be fully operational, watching television will cease to be a common experience, to become a shared activity that individuals experience separately.

Therefore, with a vivid understanding of both media convergence and sports journalism, the researcher here will focus on studying the impacts of convergence particularly on sports journalism/reporting and how it has improved sports reporting in Nigeria. Examining how well sports journalists are catching up with the technological demands of reporting sporting activities using *Sports Radio 88.9 Brila FM Kaduna* as a case study

2.4 Theoretical Framework

For the purpose of this study, two theories, Convergence Theory and the Diffusion of Innovation Theory were adopted to serve as a stand-point for the study.

Just as many magazines and media refer to Marshal McLuhan as the patron saint of digital revolution, we might as well describe the late MIT political scientist, Ithiel de Sola Pool as the prophet of media convergence. Pool's *Technology of Freedom* (1983) was probably the first book to lay out the concept of convergence as a force of change within media industries. Jenkins (2006 pg 62), quoting Pool states that:

A process called the 'convergence of modes' is blurring the lines between media, even between point to point communication, such as the post, telephone, and telegraph, and mass communication, such as the press, radio, and television. A single physical means, be it wires, cable or airwaves may carry services that in the past were provided in separate ways. Conversely, a service that was provided in the past by any one medium, be it broadcasting, the press or telephony can now be provided in several different physical ways. So the one to one relationship that used to exist between a medium and its use is eroding.

Jenkins observes that new technology bring together different mediums and consequently redefines the media environment, creating changes in communications and information technologies which in turn reshape and change everyday life, altering patterns of creation, consumption, learning and interpersonal interaction.

Jenkins (2006) popularized the concept of convergence culture in the media. He analyzed many aspects of media convergence currently redefining the technological, economic, aesthetic, organic and global media environment. According to Jenkins, convergence is both a top down and bottom up phenomenon. When a new technology is created, both the manufacturers and the users of the product influence the way it is used. He assumes that convergence is:

The flow of content across multiple media platforms, the co-operation between multiple media industries, and the migratory behavior of media audience who would go almost anywhere in search of the kinds of entertainment experiences they want. (pg 62)

Advances in technology bring the ability for technological convergence that can alter social side effects, in that, virtual, social and physical world are colliding, merging and coordinating. In looking at Jenkins perspective of convergence theory, the theory does not just look at media convergence as just a technological shift, or a technological process, but it also includes the shift within the industrial, cultural, and social paradigms that encourages the consumer to seek out new information. Media convergence here in reality alters relationships between industries, technologies, audiences, genre and markets and it also changes the rationality media industries operate in, as such media convergence is essentially a process and not an outcome.

As mentioned earlier, according to Mohammed (2014), with the transformation taking place in the field of journalism due to convergence, one area of the media, which has so far been affected and improved is the area of sports journalism (sports reporting). Just like all reporters on

special beats, the sports journalist today has so many digital devices to aid him in his reportorial, such tools as computers, camera, the internet, mobile phones and other media outlets to deliver sporting events to an anxiously waiting audience who would acquire any digital device to keep abreast with all what is happening in the sporting world.

In recent times, convergence has made the jobs of sports media more flexible. Many sports reporters today are the editors, reporters, and at times photojournalists. During sporting events, we see the journalists with their camera and their laptop computer; they cover and report the sporting event as it unfolds, giving every minute update with audio, picture, and text. This shows you how the area of sports journalism has far been transformed by convergence.

One major application of convergence theory to the area of sports journalism and to this research work is the use of the touch screen television. The touch screen television is a perfect example of media convergence because; it has pictures, audio, and text. It is connected to the internet and sports presenters and analysts make valuable use of it. The sports reporters in the stadium, the commentators, and those at different sport press conferences use it in filing in reports or in covering sporting events.

Due to this huge steps in the field of sports journalism, audience also need to adjust to the demands of the converge technologies used by the sports reporters and broadcasters. With convergence making waves in the media terrain, it is believed by Jenkins (2006), that no single black box i.e. technology control the flow of media and with the proliferation of different media channels and increasing portability of new telecommunications and computing technologies, the world and audience of the media have entered into an era where media constantly surrounds them.

In a nutshell, according to Boyle (2006), the emergence of digital plentitude made possible by device convergence, the internet and the World Wide Web has significantly lowered the barriers of access and cost in production of sports programmes has increased in recent years the numbers of sports media outlets, organizations, clubs and individual athletes who are able to produce and distribute content for the consumptions of their audience.

Jenkins (2001) critiques the convergence theory saying, although new media technologies have lowered production and distribution costs, they expanded the range of available delivery channels and enabled consumers to archive, annotate, appropriate and recirculate media content in powerful new ways, there has been an alarming concentration of the ownership of mainstream commercial media, with a small handful of multinational media conglomerates dominating all sectors of the entertainment industry due their ability to purchase convergence facilities.

According to Jenkins, the range of voices in policy debates will become constrained as media ownership concentrates. He points out worries that fragmentation of the web is apt to result in the loss of shared values and common culture. Convergence theory is criticized because it raises the fear that media is out of control or too controlled. Putting the world without gatekeepers or giving gatekeepers unprecedented power.

Diffusion of innovation theory was propounded by Everett Roger's and Shoemaker in 1973 and was later developed by Roger's in 1986. The theory was used in this research to show how well *Brila 88.9 FM* have adopted convergence devices for the work, looking at the challenges they face in the adoption process and the benefits they derived from adopting convergence at the station.

The concept innovation as buttressed by Rogers and Shoemaker (1973) is the idea, practice or object perceived as new by an individual. The newness here, as the scholars argued does not presupposes that such idea, practice or object is entirely novel to members of social group, it rather means that though members of the target group may be aware of such idea, practice or object, prior to the launching of the campaign for social change but are slow to accept it.

On the other hand, diffusion according to Katz (1974) refers to the process of the spread of a given new idea or practice over time, via specifiable channels through social structure such as neighborhood, factory or tribe. In simple terms, diffusion to him means internalization, adoption, practice and preaching of new idea by man either as an individual or member of a social group.

Innovation and diffusion therefore would mean strategic exposure to change, target to a new idea, object or practice which is innovational in a manner that the recipient would pay attention to understand, internalize and adopt the new object or practice which is diffusion for their own benefit.

Furthermore, diffusion of innovation theory in essence aims at encouraging change targeted to be favorable when exposed to new ideas, practice or objects for their people's good. It involves conscious exposure to adoption, and performance of new ideas, practice or object and sharing it with others by the adopters.

What the diffusion of innovation theory is saying according to Miller (1997) is that, the more complex the behaviour which he termed ICT, the longer it takes to be accepted, and the more inconsistent the current practices, beliefs and norms, the longer it will take for acceptance.

Also, the more individual can practice or try out a new behaviour and then see the visible effects or benefits of their own actions, the more likely they are to adopt the new technology or service.

According to Uwaje (2004), this is the situation with some media outlets in Nigeria, they tend to want to test an innovation before accepting it, but the time to test it might take long and as such, the time to adopt it might also take long, which in turn would make the development of the media outlet slow.

For Rogers, the adoption of an innovation is a process in which eventual adopters pass through five stages:

- i. Awareness of the innovation.
- ii. Interest in it.
- iii. Trying it out.
- iv. Making a decision to accept or reject it.
- v. Adoption or adapting the innovation to one daily life or to the media operations.

This theory will help reveal where *Sports Radio 88.9 Brila FM* lies in the process of adopting new innovations of convergence in the operations of their media organization. It will also reveal the awareness level of staff of *Brila FM* to the available convergence devices to them and their interest in applying them to their work at *Brila FM*, it would reveal if the station have tried out their ICTs and convergence devices.

The theory will also check if *Brila FM* has the intention of accepting or rejecting convergence while assessing if the station have adapted to the challenges brought about by convergence if adopted already.

In shedding more light on the thesis of the theory of diffusion of innovation, Imoh (2007), provides insights into the factors that influence the decisions to adopt new

communication technologies, innovations, ideas, or practice which eventually led to convergence in a specific population or organization. They include:

- i. Relative advantage of the new idea over the existing ones that it aims to replace.
- ii. Complexity which shows how simple or difficult the new behaviour or technology is to understand, act on and to adopt how many sub-steps or actions are necessary to complete the behaviour.
- iii. Triability which shows how much the desired behaviour is to be tried out before making a commitment to act on or adopt it.
- iv. Observability which shows visible the result and outcome of the desired behaviour or innovation to the intended media.

The above outlines show that for *Sports Radio 88.9 Brila FM* to claim the use of innovation, the processes listed above must have been undertaken because the issue here is to scrutinize convergence impact on sports journalism by *Sports Radio 88.9 Brila FM*, looking at how *Brila FM* is utilizing technological innovations in carrying out their broadcast.

Diffusion of innovation theory has been criticized for its limitations, for example, according to Imoh (2007), it facilitates the adoption of innovations that were sometimes not well understood or even desired by the adopters because diffusion of innovation does not guarantee long-term success and this can be seen in some Nigeria media organizations because they might have adopted new innovations, the question here is, does it guarantee the long-term success hoped for?

McQuail (2005) opines that, for media to be effective, other conditions of modernity must also have to be present, such as individuation, trust in bureaucracies and in technology, and understanding of the basis of media authority, legitimacy and objectivity.

It is based on the above facts and arguments of diffusion of innovation theory that the researcher considers it as one of the theories for this study because the central thesis of the theory of diffusion of innovation is the need to change from the old cultural ways of doing things, applying it to this study, will reveal how well or best *Brila 88.9 FM* can adopt convergence and innovations in its media activities.

CHAPTER THREE RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methods used to gather data and information about the impact convergence is having on journalists, staff members of *Brila FM 88.9 radio* and its services. Therefore, this chapter looked at the ways and procedures used in conducting this research and it is categorized based on the following sub-headings, research design, population, sampling and sampling techniques. It also includes methods of data collection and methods of data analysis.

In this study, questionnaire, observation and interviews were employed as instruments of data collection by the researcher. Two series of Interviews were conducted with some members of staff at *Brila 88.9 FM* on their working practices. Through these interviews, the daily working routines, educational background, and some essential demographics of the sports journalists working at *sports radio 88.9 Brila FM* were revealed.

A qualitative approach was adopted because it would elicit the appropriate depth of responses required to gain a detailed understanding of the beliefs, experiences and working capabilities of the staff at *Brila FM* with their utilization of information and communication technologies (ICTs) in discharging their duties of reporting sports.

3.2 Research Design

It is important to note that it is through qualitative method that individual definitions and descriptions and meanings of events can be captured and understood. For the purpose of this study, mixed method was used.

This study adopted questionnaire, observation and interview to provide a comprehensive analysis of convergence and its impact on sports journalism at *Brila FM 88.9 Radio*. In order to

assess the impact of convergence on the operations of *Brila FM radio*, the field survey method and semi-structured interview with some sample members were carried out, alongside the use of observation. These methods were used because they were appropriate and provided the chance to check the distributions and interrelations of variables and for the sake of clarity.

The research design was adopted because, it gave room for an in-depth and vivid presentation and analysis of data obtained from the field and provided rich data on the practical consciousness of staff at *Brila FM 88.9*, whose reflections on the impact of convergence on their everyday activities were sought, for this academic research.

3.3 Population of the Study

The population considered for this study was all the sports journalists at *Sports Radio 88.9 Brila FM*. These comprise all the four radio stations owned by *Brila FM 88.9 Radio*, these comprises Brila FM Lagos, Abuja, Kaduna and Onitsha. The population size was 140 in number. The Lagos station had 40 staff, Abuja 40, Kaduna 30 and Onitsha 30. This number includes freelancers who work for the station. These data were gotten from official sources at the Kaduna station.

3.4 Sampling Technique and Sample Size

For the purpose of this study, probability and non-probability sampling technique were used. The probability sampling technique which involves random sampling technique was used to obtain the number of respondents required for the study which comprises of the staff at *Brila FM Nigeria* because all the respondents were given or allowed equal opportunity for selection and representation.

The non-probability sampling technique which does not give equal chance for every member of the population was also used. This entails purposive sampling technique. The

researcher used this sampling technique in selecting the members of the population to be interviewed.

In the course of carrying out this study, the researcher conducted interviews with some key informants of *Brila FM* to gather answers to some specific questions about the radio station.

3.5 Methods of Data Collection:

The method of data collection for this study is primary and secondary methods. Copies of the Questionnaire were administered to the sample size for this research at each of *Brila FM 88.9 Radio* stations across Nigeria. The researcher used field agents in administering copies of questionnaire to the Lagos and Onitsha stations because he could not be physically present to administer the questionnaire. The questionnaire was divided into three sections which consisted of demographic variables like age, gender, tribe, education, and occupation; it also consisted of open and close ended questions. The open ended questions provided for multiple-choice answers.

To ensure validity of the responses obtained for use in this study, responses were supported by corresponding data, which in most case were from secondary sources like books and library materials. Questionnaire, observation and interview schedule are the instruments used for data collection. The questionnaire used was designed to provide answers to the researcher questions.

The reason for selecting questionnaire as one of the instruments is because straight forward questions were asked and because finance was limited, nevertheless, factual information were obtained. One section of the questionnaire gave room to respondents to tick if they agree with the statement or assertions of the researcher on some variables; while there was a separate section for demographic details. Semi-structured interviews were conducted with some senior

officials of *Brila FM*, which made it possible to ask a range of questions within the topic rather than having a fixed order of questions.

The use of interview as an instrument of data collection here was to gain insight into the work routines at *Brila FM* and to gain answers to the variables under study. We had two key informants; the station managers of *Brila FM* Kaduna and Abuja respectively were interviewed. In using all the instruments for this study, the confidentiality of respondents were guaranteed.

3.6 Validity and Reliability

The research instruments for this study were validated before they were administered. To ensure their validity, a pilot study was carried out, 14 copies of the questionnaire which is equivalent to about 10% of the sample size of the journalists working at all *Brila FM* stations in Nigeria were used. From the pilot study, highlighted challenges with the questionnaire were addressed. This was to ensure that subsequent data to be collected through the questionnaire would be relevant and valid to the study.

3.7 Methods of Data Analysis

Data were gathered with the view to answer all research questions and meet up the aims of the study, as such, collected responses in the relevant issued copies of the questionnaire and interview were collated and analyzed statistically using descriptive statistical method. The responses from the questions were built into simple frequency distribution tables and analyzed. Responses from the interviews were transcribed and used to beef up the analysis of the frequency tables, likewise the observations, using observation checklist .

CHAPTER FOUR DATA INTERPRETATION AND ANALYSIS

4.1 Introduction

This chapter presents, interprets and analyzes data gathered from the field. In respect to this research work, data were gathered using the questionnaire, interview and observation as instruments. It should be noted that of all the 140 sets of questionnaire administered to the four *Brila FM* stations, 128 were dully filled and returned. This is about 91% response rate which is good for the study.

The result of this study takes into consideration the various research objectives of the study, namely: to find out the extent of convergence adoption at *Brila FM* Nigeria, to know the current devices of convergence available to *Brila FM* staff, to know the benefits convergence devices have on the working capabilities of *Brila FM* staff and to know the possible challenges faced by journalists of *Brila FM* in using ICT devices for their reports and programmes.

Interviews were conducted with the heads of station at two of *Brila FM's* stations namely, the Abuja and Kaduna stations. At these two stations, first hand observations were carried out on the stations' facilities and ICT devices.

4.2 Demographic Characteristics of *Brila FM* Staff

This section deals with the characteristics of the staff at *Sports Radio 88.9 Brila FM*, such as their age, sex and their educational qualification.

Table 4.2.1 Age, Sex and Highest Educational Qualification of Respondents:

Age categories	Frequency	Percentage
18 – 24	19	15.0
25 - 30	45	35.0
30 – 40	47	37.0
41 and above	17	13.0
<i>Total</i>	<i>128</i>	<i>100.0</i>
Sex	Frequency	Percentage
Male	112	87.5
Female	16	12.5
<i>Total</i>	<i>128</i>	<i>100.0</i>
Educational Qualification	Frequency	Percentage
Secondary School Certificate	6	4.6
Diploma/ OND	27	21.0
HND	12	9.3
First Degree	68	53.1
Secondary Degree	10	7.8
Others (clerical staff)	05	3.9
<i>Total</i>	<i>128</i>	<i>100.0</i>

In respect to sex distribution, the table indicates that 87.5% are male at *Brila FM*, while only 12.5% are female. It was observed by the researcher that some female staff members at *Brila FM* serve as receptionists. Looking at the figures, majority of the respondents are male, this could be as a result of the demands by the specialized media house which requires people who can work round the clock and those who can leave their families at any time for work purposes, and as such, we can say that men would be much preferred but not better.

In terms of educational distribution, the table indicates that about 53.1% of the respondents have obtained first degree while other groups of respondents like diploma/ OND, HND and second degree can be seen with some frequencies. This reveals that majority of the respondents are educated. It can be said that *Brila FM* has a literate workforce.

Table 4.2.2 Categories of Journalists at Brila FM

Journalist categories	Frequency	Percentage
Editors	08	6.5
Producers	12	9.3
Presenters	20	15.6
Field reporters	28	21.8
Freelancers	25	19.5
Multi tasking journalists	35	27.3
<i>Total</i>	<i>128</i>	<i>100</i>

The result of the analysis in table 4.2.2 reveals that majority of the respondents constituting 27.3% fall under the multi tasking journalists category. This category covers journalists who do more than one job at the station. They can do what all the other categories can. In the multi tasking category, field reporter can also be a producer or even a presenter, some edit their stories and post directly for the web pages, and some also file in edited works which are aired without needing re-editing.

The table also draws attention to freelance category, it is third highest with 19.5%, this indicates a high level of dependability on freelancers at *Brila FM*, and this might be good at times but has its own limitations, as freelancers at times might not show up if they are aggrieved with the station. In a nutshell, there is a balance in the distribution and division of labour at Brila FM radio.

4.3 Respondents Ability to Use and Manipulate Information and Communication Technologies (ICTs):

This section looks at the respondents' abilities to use and manipulate different ICT facilities for their work at *Brila FM* radio and the reasons behind their successful use and their failures if any.

Table 4.3.1 Ownership of Computer by Respondents

Ownership	Frequency	Percentage
Yes, I have	113	88.3
No, I don't have	15	11.7
<i>Total</i>	<i>128</i>	<i>100</i>

The result of the analysis in table 4.3.1 reveals that majority of the respondents constituting 88.3% own computer systems. This is a good sign of computer awareness at *Brila FM*. Majority of the respondents can use their computer which might be smart phones and tablets to work even from home for their journalistic duties.

4.3.2 Provision of ICTs by *Brila FM*

The result analyzed to this effect revealed that all the respondents constituting 100% (128) agree that *Brila FM* radio have provided ICTs to assist and help them in their work, so there was no need to present the results in a table. As observed also by the researcher, there are good ICT facilities at the *Brila FM* stations. From the control room, conference room, live studio, recording studio, the editing room, their transmitters are all in good working condition.

It can be said that, journalists at *Brila FM* have or will have little or no challenge in accessing ICTs for their jobs. It can also be said that *Brila FM* provided all these ICTs at their stations because in today's modern media houses, each and every activity done by journalists in one way or the other involves the use of ICTs.

Furthermore, majority of the respondents suggested some devices that could be purchased and what can be done to improve staff and broadcast at *Brila FM*. Their comments are grouped into the following:

- i. Purchase of more recent and original broadcast software's that do not expire.
- ii. Upgrade of studio consoles

- iii. Provision of wireless internet connectivity and staff modems
- iv. Putting more emphasis on online reporting gadgets
- v. Purchase of Phones and laptops for staff
- vi. Production equipments

To promote efficiency and standards of both staff and broadcast, respondents see the need to prioritize the comments listed above and also to meet up with the trends and challenges of digital broadcasting and demands of audience. *Brila FM* should show willingness to implement their suggestions.

The reports from the interview with the Head of station *Brila FM* Kaduna and *Brila FM* Abuja revealed that *Brila FM* has provided ICTs to aid their staff in doing their journalistic work. Among such ICTs is the Large Area Network (LAN) internet connection which controls virtually everything, they have modems as well in case the LANs break down. Aside that, *Brila FM* radio has international partnership with other stations that package materials and send to them. The internet makes it easier for *Brila FM* to be very close to them.

Table 4.3.3 Staff Computer Training Sponsored by *Brila FM* Radio

Sponsored computer training	Frequency	Percentage
No, I have not	112	87.5
Yes, I have	16	12.5
<i>Total</i>	<i>128</i>	<i>100.0</i>

The result of the analysis in table 4.3.3 reveal that majority of the respondents constituting 87.5 % have not being sponsored by *Brila FM* for computer training. From the table above, only about 12.5 per cent of the respondents have so far been sponsored in one computer training or the other. This does not represent good sign for any station hoping to promote computer literacy at its place of work.

During the researcher’s interview with the station heads at the two stations visited, one of the heads confidently revealed that most of the staff members, especially the freelancers cannot be sponsored by the station to gain computer knowledge because even the permanent staff have not be sponsored by the station except a few. This is so because at the point of employment, *Brila FM* makes sure that computer knowledge is a major criterion.

With the responses gotten, and with the figures, it can be said that *Brila FM* needs to pay more attention in sending their staff for computer training to acquire fresh knowledge on how to use and manipulate the available ICTs because this will enable them make the best use of the ICTs at the station. The digital world is changing and to keep abreast with the trends and demands of ICTs, staff computer training must be given utmost priority.

Table 4.3.4 *Personal Digital Device for Your Reports*

Digital Device	Frequency	Percentage
Yes, I do have	41	32.0
No, I do not have	87	68.0
<i>Total</i>	<i>128</i>	<i>100.0</i>

The result of the analysis in table 4.3.4 indicates that majority of the respondents constituting 68.0% do not have personal digital devices for their reports. Aside from the digital devices provided by *Brila FM*, it will do the journalists at *Brila FM* good if each and every one of them can own one digital device like the midget which can help them in their jobs. In addition, serious journalists, most especially working for specialized media houses like *Brila FM* should be advised by management to try and acquire digital devices like an Ipad of their own which they can use to improve themselves in their journalistic profession and in situation where they can’t, *Brila FM* should make provision. .

Table 4.3.5 Sources of Sports Stories on the Internet

Sources	Frequency	Percentage
Facebook	08	6.2
Twitter	12	9.3
Instagram	2	1.5
Sports websites	94	73.4
Others(whatsapp, Blogs, etc)	12	9.3
<i>Total</i>	<i>128</i>	<i>100.0</i>

The results of the analysis in table 4.3.5 reveals that majority of the respondents constituting 73.4% source their sports stories on the internet from sports websites. This may be as a result of the fact that major sports stories are revealed by sports websites owned by maybe an organization or clubs. In addition, sports websites tend to give more information about sports stories than social media.

Sports websites are at times more reliable than the other social media like facebook, twitter, instagram etc in giving authentic sports stories. One can add that the reason why majority of respondents prefer sports websites as their major source of news stories is because stories on social media apps like twitter, facebook and even instagram can be removed at any point if the facts are disputable and social media apps are most likely not to be preferred by respondents because a lot of stories on social media are tagged as gossip stories. Most details and graphics are not given, but on sports websites, such is not the case.

Table 4.3.6 Uses of ICTs by Respondents

Uses of ICTs	Frequency	Percentage
Watching movies	00	00
Sourcing for sports stories	60	46.9
Facebook	10	7.8
Others (editing, filling reports, presenting programmes, recording and playing music, etc)	58	45.4
<i>Total</i>	<i>128</i>	<i>100</i>

The results of the analysis in table 4.3.6 reveals that majority of the respondents constituting 46.8% use ICTs for sourcing for sports stories on the internet, using telephone or

other means, but it should be noted that 45.3% of the respondents ticked others, a space was given for the respondents to comment further. Some of the respondents who ticked others said they use ICTs at *Brila FM* for editing sports stories, while some said they use them to fill in reports from the field. Others said they use ICTs for presenting programmes in the studio like the control console and the mixer; they also used ICTs for recording and playing music, like the Virtual DJ software while presenting programmes.

Furthermore, it can be seen that there is great usage of ICTs for sports broadcast at *Brila FM*, this may be as result of the fact that most of the respondents whether in the programmes department, sports newsroom, administrative department, control and engineering department engage in one way or the other in the use of ICTs at all *Brila FM* stations in Nigeria.

In addition, the general comments made by majority of the respondents reveals that they benefit a lot from using ICTs at *Brila FM* because almost every activity at *Brila FM* radio requires an ICT gadget. The respondents here were given an open ended question to answer on the benefits they derive from using ICTs for their jobs. The respondents indicated that they derive a lot of benefits from using ICTs for their activities. All responses gotten and those that were interrelated were put together to have the following points:

With the use of ICTs, the respondents can quickly download sports stories from any sports website in the world. ICTs at *Brila FM* help those in the engineering department to link the station to its affiliate in the United Kingdom (UK) through SkySports radio every Saturday for Saturday live sports broadcast. During this linkage, the respondents revealed that the engineers need just to link and the ICTs will do the broadcast, all sports stories are broadcast live from the stadium where the event or sporting activity is taking place, anything being heard on

SkySports radio in the United Kingdom is also heard simultaneously on *Brila FM* radio in Nigeria.

Some of the respondents' comments revealed that, they use ICTs for disseminating information and streaming sports broadcast on the internet since the station has websites and online radio platform that streams for the online audience. Listeners can tune in to the online edition and listen live online. Amongst some of *Brila FM's* websites are www.brilafm.net, www.footballlive.ng.

Among the social media accounts in which the listeners use to get in touch with the station and also the station with their listeners as mentioned by the respondents include face sports radio brilafm, twitter@889 brilafm, googlet brilafm and YouTube brilafm. Other respondents said ICTs make their work at *Brila FM* easy and it also gives them access to their colleagues and improve connectivity. In addition, some respondents revealed that ICTs help them improve their knowledge of using their different gadgets and in a nutshell, allow for easy office documentation such as typing.

Even as the respondents derive a lot of benefits from using ICTs for their jobs which includes editing, presentation, filling in reports, surfing the internet, linking up with their affiliate stations at *Brila FM*, it also has some of its lapses. According to the respondents' comments on the technological challenges they face in using ICTs for their work, their responses are group according to their relatedness into the following:

- i. Poor internet services, slow internet.
- ii. Lack of in-depth training and skills to manipulate some gadgets at *Brila FM*, also problem of power supply (electricity)

Majority of the respondents stressed on poor internet services, slow internet connectivity which makes most of their work delay, also some say even when some of the gadgets and ICTs are purchased, they do not have the proper knowledge to put them into full use, it takes them time to start using them.

Some of the challenges facing management and staff at *Brila FM* as identified during the interview with some respondents reveal they are basic challenges like the normal Nigeria situation, environmental factors, problems from the device, while some of them are manmade problems.

According to them, some challenges are from network providers too, staff have challenges with gadgets in terms of changes in software update and this depends on *Brila FMs'* economic power. ICTs change from time to time, It could be a challenge, the moment a new one comes, Staff have to learn how to manipulate them which leads to the challenge of human work force, how good members of staff are with the tool? Are they very conversant with it? And sometimes, the staff might not be able to operate them.

General comment on the use of ICTs and social media at Brila FM Nigeria for broadcast, how well has it placed Brila FM Nigeria as the best sport radio in Africa (Claims by Brila FM)

The respondents' comments were grouped accordingly into the following points:

- i. Considering the followership of the station, ICTs and social media has improved the rate of *Brila FM* listenership immensely
- ii. The use of ICTs and social media at *Brila FM* has been effective and it makes the communication between the listeners and presenters easy.

- iii. It has helped *Brila FM* with breaking sports news and easy connectivity to a large extent and also getting news faster from its affiliate abroad makes *Brila FM* the best in Africa.

The responses above show why the rating of *Brila FM* is high as one of the best sports radio station in Nigeria and Africa and the only 24 hours sport radio in Africa. ICTs have helped to establish a social media presence for *Brila FM*, and with more trends in ICTs, the impact it has on the standard of work in *Brila FM* can only improve and appreciate.

4.4 Staff Opinion on Sports Radio 88.9 *Brila FM*

This section looks at the respondents view on the daily operations of *Brila FM radio*.

Table 4.4.1 *Brila FM and Live Simultaneous Broadcast of Sporting Activities*

Simultaneous Broadcast	Frequency	Percentage
Yes, <i>Brila FM</i> does	118	92.2
No, <i>Brila FM</i> doesn't	00	00
Others (have no idea)	10	7.8
<i>Total</i>	<i>128</i>	<i>100</i>

The results of the analysis in table 4.4.1 reveal that majority of the respondents constituting 92.2% said yes, all *Brila FM* stations broadcast live sports programmes simultaneously like the Saturday live programme which is transmitted live by linking with SkySports radio from the United Kingdom (UK), but looking at the table again, 7.8% said not all of them broadcast live programmes simultaneously, just some of them do. In a situation where there is a major sporting activity in Nigeria like the Nigeria super eagles are playing a football match, all the subsidiary stations link up with the headquarters for simultaneous broadcast. With this, it can be said that all the *Brila FM* stations in one way or the other engage in simultaneous broadcast of live sporting activities.

Table 4.4.2 Efforts Made by Brila FM to ensure the use ICTs by its Staff members.

Efforts	Frequency	Percentage
Training	26	20.3
Seminars	10	7.8
Workshops	16	12.5
Others	76	59.4
<i>Total</i>	<i>128</i>	<i>100</i>

The results of the analysis in table 4.4.2 reveal that only about twenty three (23%) of the staff at *Brila FM* are aware that training was an effort made by *Brila FM* to improve staff ability to use ICTs, amongst which only a few have so far been sent for such training. Looking closely, 59.4% said others and in their responses, some of them commented none. The figures reveal that majority of respondents are not aware of any effort being carried out by *Brila FM* to improve staff computer literacy.

It will be wise for *Brila FM* to improve their efforts towards ensuring that more staff members are sent for training and re-training and also seminars and workshops should be organized for staff members in all four *Brila FM* stations to improve efficiency because to meet up with the challenges of digitalization, the staffs of *Brila FM* need to be well groomed to face the digital challenges in the broadcast world today.

The interview report reveal that *Brila FM* is a radio station that emphasize more on performance, according to the respondents, staff are expected to be in line with ICTs, because, it makes their work much easier. The respondents said, as a reporter for *Brila FM*, one do not have to do his or her report and come back to the station to transmit, from where ever they are, they can do their report and send it live or send it via internet. So to a large extent, the station has encouraged members of staff to be quite literate with the ICTs but one area in which *Brila FM* is lagging behind according to the respondents, is lack of constant training. There is need for constant training of members of staff with *Brila FMs* ' up to date technology.

Table 4.4.3 *Devices used at Brila FM*

Devices	Frequency	Percent (%)
Analog	00	00
Digital	117	91.4
Both	11	8.6
<i>Total</i>	<i>128</i>	<i>100.0</i>

The analysis in table 4.4.3 reveals a great deal of digital presence at *Brila FM*. Majority of the respondents constituting 91.4% use digital device for their jobs at *Brila FM*. It is a positive sign for *Brila FM*, it shows that there is a great awareness level of the availability of ICTs at the station and also it has impacted greatly on the quality of their work

Furthermore, to buttress the analyzed results in Table 4.4.3, respondents were give room to make general comments on the latest devices provided by *Brila FM* to aid their activities. The responses gotten from them include the following:

- i. Provision of a digital studio (state of art)
- ii. Boom microphones
- iii. Laptop CD players
- iv. Strong mixers and amplifiers
- v. Digital midgets
- vi. Computer automation software
- vii. Smile 4 GLTE
- viii. Power protection unit / UPs
- ix. Stronger transmitters and receivers
- x. Modem / internet facilities
- xi. Transmission phone lines

The above comments shows that majority of the respondents acknowledge the fact that *Brila FM* has provided some ICTs to help them in their job functions, this shows a positive awareness towards ICT adoption at *Brila FM* Nigeria and these facilities can indeed improve their broadcast. In the long run, as sophisticated as these ICTs provided are, training will be well needed to manipulate them and put them into full usage.

Table 4.4.4 Adoption Rate of Digital/ Internet Devices for Broadcast at Brila FM

Adoption Rate	Frequency	Percent (%)
Low		
High	97	75.8
Very high	31	24.2
<i>Total</i>	<i>128</i>	<i>100.0</i>

The results of the analysis in table 4.4.4 revealed that the level of adoption of digital/ internet devices for broadcast at *Brila FM* Nigeria is on a positive note. Majority of the respondents constituting 75.8% indicated that it is on a high while 24.2% indicated very high. This reveals that ICTs are fully adopted and used at the *Brila FM* radio.

Notwithstanding, the respondents also pointed out some organizational and institutional factors within *Brila FM* which they think limit adoption of ICTs for broadcast. Among them includes

- i. lack of training and retraining of staff
- ii. Lack of finance
- iii. Dependence on freelancers
- iv. Slow and late integration.
- v. Lack of technical knowhow.

As mentioned above, the majority of the respondents in their comments feel finance is the major problem, while also there is a slow integration of ICTs when purchased by management

for work at Brila Fm. Of what use will an ICT device be when there is no one to put it into proper use, this, the respondents said, is due to the lack of technological know-how as a result of lack of training and retraining of staff in that respect. Also, some respondents showed that dependence on freelancers at the station affects adoption of ICTs as some of the freelancers are experts, who can use and manipulate ICTs but when they are not around, the devices are left idle by those at the station who can't properly use them.

Responses from the interviews describing the adoption of ICTs at *Brila FM* revealed that, it is at 100% adoption rate due to the fact that almost everything staff of *Brila FM* do involve the use of one ICT or the other. According to their responses, devices are even much useful than humans, that is because using their weekend programme, football live as an example, it is a syndicated programme and runs from *Brila FM's* partners in the United Kingdom (UK). What it means is that for about six hours, computers go on and on without operators, what they do is to programme, link and then stream. And that is how they provide live content for about six hours, which is a basic necessity for the stations survival.

Also, from the reserchers' observation, the station has the Outside Broadcast Van equipment which they use to go for live match coverage and commentaries. They also have recorders, midgets, state of the art equipments like the digital studio at the Kaduna station. In a nutshell, there is a great deal of ICT adoption at *Brila FM*.

Table 4.4.5 Social Media in which Respondents have accounts in

Social Media	Frequency	Percent (%)
Blogs	17	13.2
Facebook	58	45.3
BBM	21	16.4
Twitter account	11	8.5
Skype	04	3.1
WhatsApp	04	3.1
Others	13	10.1
<i>Total</i>	<i>128</i>	<i>99.7</i>

The result of the analyses in table 4.4.5 reveals that majority of the respondents constituting 45.3% have a facebook accounts, this shows a high level of facebook useage by the youthful workforce at *Brila FM*. Looking at table again, respondents can be advised by the station to have more social media accounts on the likes of twitter, BBM, Skyp etc aside from facebook because these are the trending social media applications now. It is good to see that some of the respondents constituting about 13.2% are bloggers.

Table 4.4.6 Respondents Level of Satisfaction with the Device/ ICTs Provided at Brila FM

Level of Satisfaction	Frequency	Percent (%)
Not satisfied	12	9.3
Satisfied	68	53.1
Very satisfied	62	21.0
Indifferent	21	16.4
<i>Total</i>	<i>128</i>	<i>99.8</i>

The results of the analysis in table 4.4.6 revealed that majority of the respondents constituting about 53.1% are satisfied with the ICTs provided by *Brila FM* while also about 21.0% of the respondents are very satisfied with the ICTs. This reveals that, 74% of the respondents are ok with the facilities available to them at *Brila FM* to aid their work. In addition we must not shy away from the figures that show that about 9.3% are not satisfied or are indifferent about the available ICTs at *Brila FM*, these may be due to the fact that staff training to a large extent is not encouraged at *Brila FM* radio.

If ICTs are provided, majority of staff members would be satisfied with it, those minority that might not, need to be encouraged to appreciate them by the management and this can be done through staff training, seminars and workshops.

Table 4.4.7 Changes Caused by ICTs to the Working Standards of Respondents (from analogue devices to digital devices)

Changes Caused	Frequency	Percent (%)
Negatively		
Positively	115	89.8
Indifferent	13	10.1
<i>Total</i>	<i>128</i>	<i>99.9</i>

The results of the analyses in table 4.4.7 revealed that majority of the respondents constituting 89.9% have had a positive paradigm shift from the use of analogue devices to digital devices and this has improved the quality of their work from the level they were before. This can be attributed to the fact that one can learn to appreciate the efforts put together by *Brila FM* in increasing the presence of ICT facilities at all their stations across Nigeria. Only a few of the respondents totaling 10.1% are indifferent.

4.4.8 Views of Respondents on the Positive and Negative Impact of ICT Devices on the Working Standards of *Brila FM* and its Staff?

All the respondents were of the opinion that ICT devices have had a positive impact on both *Brila FM* and its staff; there was no need for a table. The presence of ICTs is appreciated and this can be due to the fact that majority of the work done at *Brila FM* at one point or the other involves the use of one ICT devices or the other.

In giving their general comments on the positive or negative impact of ICT devices on the working standards of *Brila FM*, all the respondents said the use of ICTs at *Brila FM* has

impacted positively on the working standards of *Brila FM* and its staff in relation to the results of the analysis in table 4.4.8 in the following ways:

- i. Transmission of live sports programmes across the four *Brila FM* stations in Nigeria
- ii. ICTs help the station in its affiliation with Sky Sport radio in the United Kingdom. (UK).
- iii. Staff can edit, cover and send stories from the field without needing to come back to the station for re-editing.
- iv. ICTs have improved staff multi-tasking.
- v. ICTs also help staff members in sourcing for valuable information interview and it improves fast connectivity to www.
- vi. ICTs have improved the online edition of *Brila FM*.

The responses show that there is a great deal of impact on staff and management when it comes to ICTs, also respondents believe

- i. ICTs help to expose them to wide range of information.
- ii. IT allows them to carry out editing with ease.
- iii. It allows them easy access and quick dissemination of sports news stories even online.
- iv. It allows them to work from the field or from home.

From the above analyses, ICTs have made their work less difficult, the available ICTs at *Brila FM* have impacted on the working abilities of the respondents and it also shows that respondents are more comfortable with the use of ICTs for their work at *Brila FM*. it can be said

to be the catalysts for *Brila FM's* raise to prominence not just in Nigeria but in Africa as the only 24 hours sports radio.

To buttress the impact ICTs have on the standard of *Brila FM* and how important they are to sports journalism, the interview reveals that, ICTs are the live wire in radio broadcast and one cannot do anything without them. According to the respondent, ICTs are the basic tools used in sports journalism. It helps in the generation of information, processing of information and transmission of that information.

All of them according to the respondent are encrypted in the whole broadcast process of encoding and decoding. So basically *Brila FM* staff use them for everything like generating materials, for interviews and you use them to work on the materials through editing before they go air

Respondents General Comments on Brila FM Nigeria's Affiliation with Sky Sport Radio and Sky Sports Impact on Brila FM's Online Audience.

In respect to these, responses gathered were categorized. Among them includes:

- i. Yes, because it gives credibility to the station and shows that *Brila FM* can be relied upon by its online audience.
- ii. It also gives authenticity.
- iii. Its partnership has improved *Brila FM's* online audience by encouraging listeners' participation in chats and contributions of contents online.
- iv. Yes, its affiliation with SkySport radio has really helped to boost *Brila FM's* online audience both locally and internationally.

The above comments show the awareness of *Brila FM* staffers to the stations affiliation with Sky sport radio and the affiliation can boost the rate of its audience online across Africa due to the rising love for sports here in Africa and beyond. Also, this affiliation can give them an online dominance since it is the only full 24 hours sports radio, if it can have this same 24 hours sport broadcast streaming online with live sport commentaries from its affiliates, it will not only increase and improve its online audience but it will keep them happy and satisfied.

In addition, majority of the respondents commented on efforts and actions being put in place by *Brila FM* to adopt online reporting, their responses were grouped as a result of their interrelatedness. They include the following:

- i. Online reporting is already being adopted at *Brila FM* via mobile alert, twitter, facebook, *Brila FM*. net
- ii. The regular use of social media for filing in stories is in place.
- iii. Introduction of online study video for the online audience
- iv. Purchasing new gadgets and software'
- v. Creating new sports websites like www.brilafm.net.footballlive.net

This analysis revealed that majority of the respondents identified that, creating more websites can improve the adoption of online reporting alongside putting new gadgets and software can help the sports reporters at *Brila FM* report from location. In a nutshell, having a website will indeed buttress the efforts put in place to adopt online reporting at *Brila FM*, also we can say to some extent, that the presence of ICTs at the stations keep their staff members in tune to improving their online abilities by frequently using the social media to interact with fans, listeners and guests.

Respondents interviewed at *Brila FM* revealed that they do have *Brila FM* online; they have an online channel, like the websites, footballlive.ng and brilafm.ng. These are two online platforms one can listen to the station online. These platforms allow listeners to reach them, receiving feedback from people far way from Nigeria.

Also, their affiliation with foreign broadcasters helps strengthen *Brila FMs'* relationship with its partners abroad in terms of the content sharing as revealed by the respondents. According to the respondent, *Brila FM* has a good followership and media presence already, so this foreign content helps them to make their local content richer. Most notably during the live commentaries on football live where *Brila FM* has experts reporting from match venues abroad. This shows that *Brila FMs'* relationship with their partners is very good.

Table 4.4.9 Respondents Channels of Interviews with Sports People or Sport Celebrities

Channels of Interviews	Frequency	Percent (%)
Phone calls	96	75.0
Facebook	21	16.4
Skyp	02	1.5
Others (watsapp, etc)	09	7.0
<i>Total</i>	<i>128</i>	<i>99.9</i>

The result of the analyses in table 4.4.9 reveal that majority of the respondents constituting 75% use phone calls frequency as the means of interview with sports celebrities, this shows that majority of the respondents have smart phones and rely on them. Phones are also affordable and economical than the others which require you having some applications like facebook app, sky apps to uses them. And connectivity problems can sometimes be less compared to the other means used for interviews aside from the telephone.

Table 4.4.10 Strategies put in Place by Brila FM to maintain its Available ICTs?

Strategies	Frequency	Percent (%)
Replacing damaged parts	13	10.1
Servicing devices	28	21.8
Staff maintenance workshops		
Purchasing new devices	64	50.0
Others (unsure)	23	17.9
<i>Total</i>	<i>128</i>	<i>99.8</i>

The results of the analyses in table 4.4.10 reveal that majority of the respondents constituting 50% said *Brila FM* keeps purchasing new devices as a strategy to maintain its ICTs, this maybe because they think that is the best way to go about it but it will be much better for a radio station like *Brila FM* in its pursuit to maintain its available ICTs to give much priority to servicing its available devices, replacing damaged parts and improving staff maintenance workshops. Mostly of the engineering department as they, in most cases are directly involved in maintenance than just purchasing new devices.

You can purchase new devices and immediately they breakdown, this can lead to dalliance but with proper servicing and replacement of damaged parts, the effectiveness or life span of the ICTs can be improved by the staff members who are capable of maintaining them but it is also good to have new devices.

Table 4.4.11 Respondents Self Rating on a Scale of 1-5, 5 being the highest on the jobs done at Brila FM.

Self Rating	Rating	Frequency	Percentage
Writing	1	41	32.0
Presentation	2	63	49.2
Editing	3	15	11.7
Using audition software	4	09	7.0
All	5		
<i>Total</i>	<i>5</i>	<i>128</i>	<i>99.9</i>

The analyses in table 4.4.11 reveal that majority of the respondents constituting 49.2% rate themselves as good in presentation of programmes while 32.0% rate themselves to be good in writing sports stories. This shows that majority of the staff in *Brila FM* can do the basic jobs

at *Brila FM* but it will be to their advantage if staff members can improve on the other aspects like using the adobe audition software and carrying out editing.

The transmitter in any radio station is one important ICT that makes almost everything work; respondents were expected here to give their general view on the strength of the transmitters at *Brila FM* in terms of its reach and how far audiences receive its signal. In response to the questions, the answers given by the respondents were grouped into the following, according to their relatedness:

- i. Very strong
- ii. Good
- iii. Can be received within Abuja and outside
- iv. It is stronger within Kaduna metropolis but can be received outside Kaduna
- v. Very strong within and outside Lagos state
- vi. very strong within Onitsha
- vii. No idea.

Majority of the respondents said the transmitters are very strong and good in terms of outreach and strength; it can be received even outside its host city and state.

4.5 Discussion of Findings:

The study analyzed the impact convergence is having on sports journalism, using *sports radio 88.9 Brila FM* Nigeria as its case study. The study identified various ways in which journalism practice here in Nigeria, looking at specialized area of sports journalism has been improved and impacted.

RQ 1: How well has *Brila FM* Nigeria adopted convergence?

In responding to this, going by the result of the analyses in Table 4.4.4, *Brila FM* Nigeria, to a large extent, has adopted convergence in its work because as buttressed by the table, 75.8% of the respondents revealed that there is a high level of convergence adoption at the station while about 24.2% said the convergence rate is very high, this is because most of the activities done or carried out at *Brila FM* in one way or the other involves the use of one technology or the other.

The analyses go in line with the views of Deuze (2007) who buttressed the point that convergence affects four main facets of the mass media industries i.e. content, relationships between producers and consumers of media, the structure of media companies and how media professionals do their work. With ICTs made available at *Brila FM*, staffs have shown zeal in adopting them for their work which according to Deuze will improve the resources available to *Brila FM* staff.

Also, the researcher observed that in the two *Brila FM* stations visited at Abuja and Kaduna respectively, there is availability of different devices for work; the researcher visited their digital studios, computer library and their control room. In addition, given the responses made by the heads of stations at both *Brila FM* Abuja and Kaduna during interviews with the researcher on the provision of ICT facilities for staff to work with at *Brila FM*, they said ICTs have so far been adopted which allows *Brila FM* to stream live on its online platform of football live Nigeria.

Going by the convergence theory which buttresses the point that convergence allows for the flow of content across multiple platforms which in turns strengthens the co-operation

between media industries, this can be seen happening between *Brila FM radio* and its partner Sky Sports radio in United Kingdom (UK), because looking at the analyses in table 4.4.1, it indicates that about 91.2% of the respondents are inclined with *Brila FM's* live broadcast of sporting activities simultaneously and only good and proper ICTs will give room for linkage with *Brila FM's* partners outside Nigeria like Sky Sports radio. Also table 4.4.3 revealed a great deal of digital presence at *Brila FM* where majority of the respondents about 91.4% use digital devices for their jobs at *Brila FM*.

In a nutshell, in line with the studies carried out by Baran and Davis (2012), they expressed the fact that they are in the midst of a revolution in communication technology, which they believe is transforming social orders and cultures around the world, new technologies combine to create media systems spanning great distances which is the case with the relationship between *Sports Radio 88.9 Brila FM* and its affiliate station Sky Sports radio UK. All these are made possible with the adoption of convergence by *Brila FM radio*. In this aspect, the adoption of convergence devices would smooth *Brila FM* activities, promoting its marketability, and speeding content distribution both on air and online.

From all indications above, it can be deduced from the results of the analyses that there is a positive sign that *Brila FM* Nigeria has adopted convergence and it has impacted greatly on the working abilities of both staff and management but we must not shy away from the fact that table 4.4.2 indicates or shows that little is done to improve staff abilities to use these ICTs adopted at *Brila FM* because so far, only a few staff members have been sent for training on how to manipulate these new ICTs.

The analyses on table 4.4.2 revealed that 59.4% of the respondents are not aware of the efforts put in place by Brila FM to improve staff computer literacy; this could turn to hurt *Brila FM* in a negative way.

RQ 2: What are the current devices of convergence available to *Brila FM* staff.

In answering research question two, from the respondents' general comments, it was revealed that there have been provision of latest ICT facilities at *Brila FM* as identified by them, amongst which is the provision of digital studio (state of the art), OB vans, laptops, CD players, computer automation software, Smile 4GLTE, power protection unit/ UPS, stronger transmitters and receivers, modems and internet facilities, digital and stronger mixers and amplifiers, digital midgets, boom microphones and transmission phone lines.

In looking at the arguments of Mohammed (2014), the transformation taking place in the field of journalism is due to convergence, and one area of the media which has so far been affected and improved is the area of sports journalism. According to him, all these are made possible because of the current devices of convergence available to the sports journalist who is on special beat. Among such digital devices according to Mohammed are the computer, camera, internet, phone, midget etc, *Brila FM* have these devices available to them which can help improve their broadcast.

Also from the interviews, it has been acknowledged that ICTs as mentioned above have been provided by the station to speed up convergence but looking at such ICTs and their standards, one of the interviewee said some factors challenge their adoption because not all the ICTs at *Brila FM* are A class, implying that although they are new, the tools must have been

tested abroad which in any case makes *Brila FM* secondary users and as such, upgrade of ICTs at *Brila FM* is needed constantly.

As observed by Talabi (2011) in his study, new technologies and journalism practice in Nigeria, he asserts that there is an underutilization of the new communication technologies in Nigerian media. Such is the case of *Brila FM*, one can agree with Talabi, because as observed by the researcher during his visit to *Brila FM*, although there is a heavy presence and provision of ICT facilities at the station, not all are been put into full use.

With the aid of the responses gathered from the questionnaire, majority of the respondents commented and acknowledged the fact that *Brila FM* has provided some convergence facilities to help ease their works but their sophisticated nature requires training for staff members to be able to manipulate them and put them into full usage. Using the diffusion of innovation theory to explain this point as buttressed by Miller (1997), the more complex the behaviour termed ICT is, the longer it takes to be accepted, and the more inconsistent the current practices, beliefs and norms, the longer it will take for acceptance. He went further to explain that, the more individuals can practice or try out a new behaviour and see the visible effect or benefits of their actions, the more likely they are to adopt the new technology. Such is the case at *Brila FM radio* where majority of the needed technologies for convergence are provided not all have been fully put into use, one can relate this to either the fact that maybe some of these technologies are too sophisticated or outdated and these two if that is the case can lead to inconsistent journalistic practice at *Brila FM radio*.

Uwaje (2004) pointed out, this is the situation with some media outlets in Nigeria because they tend to want to test an innovation or technology before accepting it, but the time to

test it might take long and as such, the time to adopt it might also take long, which in turn would make the development of the media outlet and its activities slow. We might assume that some of the technologies not being used but present at *Brila FM* might be going through these processes because of what use to have these devices and not have a full adoption of them for your operation.

In a nutshell, if *Brila FM* can put Rogers five processes of adoption into use they can have a smooth running of their day to day media activities because going by the results of the analysis, *Brila FM* is aware of the innovations (technologies) needed at the station, they have shown interest in them by purchasing them, what they need to do is to try all of them out and not just a few, accept them and adopt them into their operation and the station would have no problems in matching the worldwide standard required for a digitalized sports media.

RQ 3: What benefits do convergence devices have on the working standards of *Brila FM*?

To answer research question three, we would rely on the respondents' general comments on the benefits they derived from using ICTs at *Brila FM*. The respondents revealed that among other benefits they enjoy, they can quickly download sports stories from any sports website around the world, the engineering department at *Brila FM* also derive much benefits from convergence facilities as it uses ICTs to link up with its partners and affiliate station, Sky Sports Radio, United Kingdom (UK) every Saturday for live broadcast from venues where events take place.

Among some of the benefits as elaborated by the respondents are easy editing, easy filling of digital records, aired programmes are stored in data banks and retrieved easily when needed. ICTs help *Brila FM* staff to prepare programmes using software like adobe instead of

using inserts on radio tape recorders. In addition, respondents revealed that ICTs make dissemination of sports stories and online live streaming of sports programmes faster and easier through the station's websites. Also convergence allows them to have a social media platform with a large audience fan base all over the world.

In Talabi's research, titled *New Technologies and Journalism Practice in Nigeria*, he appraised the impact of internet on journalism practice in Nigeria bringing into limelight what underlines the underutilization of new communication technologies in Nigeria journalism profession. His research findings portrayed that the interactive nature of the internet is crucial factor to journalism success in Nigeria, postulating that no medium can send an old one into oblivion. Talabi proffers that, it is pertinent that online journalism provide more information.

To enjoy more benefits going by Talabi's observations, *Brila FM* can put more efforts into their online broadcast, providing more video clips and not just audio, providing series of pictures to their online audience to give them a feel of what the station looks like just like it is done by Sky Sports radio an affiliate to *Brila FM radio*.

It is believed that variety chases away boredom and the convergence theory provide for multi channels of media distributions, this could help increase the benefits derived by *Brila FM* from the adoption of convergence because as indicated by respondents, the benefits derived covers all aspects of journalistic activities at *Brila FM* from administrative department, news room, programmes department and the engineering, they all benefit from convergence in one way or the other.

RQ 4: What are challenges faced by staff members of *Brila FM* in using modern devices for their reports and programmes?

In answering the research question, majority of respondents' comments on the possible technological problems and lapses facing *Brila FM*, they indicated two main issues as the technological problems and lapses they face; this include poor internet services, because even when the internet services are provided, they are slow. Lack of in-depth training, and skills to manipulate some gadgets. Some gadgets are available but the staff members might not have the skills and training to operate them. There is also the problem of power supply which is not always constant and most times the engineering department at the station were forced to switch to alternative power which in turn interrupts broadcast.

The respondents, if not all, mentioned that the major organizational factors at *Brila FM* affecting adoption of convergence is lack of finance, lack of training and retraining of staff, dependence on freelancers, slow and delay installation of purchased ICTs. Also in the interviews, it was revealed that some of the challenges are basic Nigerian situations and environmental factors. Some problems are from the ICTs and some of the factors are manmade problems.

Among the environmental challenges is the strength of the internet services at some particular time of the day. Staffs of *Brila FM* struggle for connectivity between the hours of 8:30 AM, then later at mid day. Also software used can be challenging as they are mostly updated and upgraded from time to time and some staff are not conversant with some version of the software.

Domingo and Heinonen (2008) argued that, there is a paradigm shift in the journalism practice now in the internet era, because journalists find it difficult to adapt to the use of digital technology for the jobs and without proper training, they said, this could even be difficult to curtail. As indicated by some respondents, some of them have not been sent on training to

acquire relevant skills to manipulate some digital technologies provided by *Sports Radio 88.9 Brila FM*.

The diffusion of innovation theory as opined by Imoh (2007), provides an insight into the factors that influence the decision to adopt a new communication technology which goes in line with some of the challenges faced by *Brila FM* and its staff in adopting convergence tools for operations, this stems from the complexity of some ICTs and the difficulties pose by them as explained by Imoh in understanding the innovation and actions needed to put such innovations into proper use.

The findings here goes in line with the arguments of Deuze (2007), where he stated that convergence has begotten the need for multi skilling in many news rooms, essentially increasing the work loads of many media workers, this is the case of workers at *Brila FM radio*, this could be a challenge to some staff members.

In addition to the analysis above, the result here can be buttressed further with the study of Chapman and Kinsley (2009), noting the likelihood of the potential negative effects of convergence spurred by technological adoption, making journalists feel burdened with heavier workloads and pressure of expectation in a multimedia environment. Given the heavy presence of convergence tools at *Brila FM radio*, the need to perform and impress would be high which can at times affect the quality of journalism due to the need to produce more media content with limited time.

To improve standards, *Brila FM* need to turn to their technical and organizational challenges which can either encourage or deter proper adoption of convergence for broadcast at *Brila FM Nigeria*.

In conclusion, this study shows that convergence has impacted on sports radio journalism from the Nigerian perspective. It has buttressed the ways sports radio broadcast can be improved using convergence of ICT facilities. It also shows that with the full adoption of ICTs in any given sports radio station, a lot of benefits can be derived and also, ICTs make the adoption of convergence much easier for any sports radio station.

CHAPTER FIVE SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter summarizes the various findings of the study by taking into cognizance the various research questions put forward by the researcher. The chapter also contains the concluding part of the study, and relevant recommendations based on the research findings.

5.2 Summary of Findings

Generally, this study was carried out with the aim of investigating the impact of convergence on sports journalism using *Brila 88.9 FM* as a case study. Specifically, the objectives of the study are: to find out the level of convergence adoption by *Brila FM*, to know the current devices of convergence available to *Brila FM* staff, to know the benefits of convergence devices for the workings of *Brila FM* and to know the possible challenges faced by staff of *Brila FM* in using modern devices for their reports and programmes.

To achieve the above mentioned objectives, the following questions were raised;

RQ 1: To what level has *Brila FM* Nigeria adopted convergence?

RQ 2: What are the current devices of convergence available to *Brila FM* staff?

RQ 3: What benefits do convergence devices have on the workings of *Brila FM*?

RQ 4: What challenges do the staff of *Brila FM* face in using modern devices for their reports and programmes?

From the review of related literature carried out for this study, it has been discovered that most scholars who have gone into sports research are mostly found in the western world and in

Nigeria, there is a deficiency of research and literature in the field of sports journalism and most of the studies carried out on the implications of technologies in Nigerian media whether old or new media are channeled towards journalism practice as a whole but not on sports journalism, hence, the need for this study.

To lay and have a solid foundation for this work, convergence theory was adopted to serve as a map and guide to the researcher in achieving the objectives of the study. This is also in line with the new trends in the area of sports journalism research where convergence has made the jobs of sports media more flexible.

In view of the nature of this study, an eclectic was employed with the use of questionnaire, observation and interviews as instruments of data collection. The qualitative and quantitative approaches were adopted on the grounds that they would elicit the appropriate depth of responses required to gain an in-depth understanding of the impact convergence is having on staff of *Brila FM*.

At the end of the analysis of data gathered, the study discovered that *Brila FM* Nigeria, to a large extent; have adopted convergence in its work because almost all the activities done or carried out at *Brila FM* in one way or the other involves the use of one technology or the other. The study also revealed that, there has been provision of latest ICT facilities at *Brila FM*.

Other qualitative results revealed that, *Brila FM* staff derive a lot of benefits from using convergence devices for their work. Some benefits include quick download of sports stories from any sports website around the world, the engineering department at *Brila FM* also derive much benefits from convergence facilities as it uses ICTs to link up with its partners and affiliate

stations, easy editing, easy filling of digital records, aired programmes are stored on data banks and retrieved easily when needed etc.

Even though they derive so many benefits from using convergence devices, findings from the study reveal that, they also face some challenges from using convergence devices for their work. Among such challenges are technological problems and lapses which include poor internet services, lack of in-depth training and skills to manipulate some gadgets. Environmental challenges and manmade challenges, along with organizational challenges faced at *Brila FM*.

5.3 Conclusion

Based on the findings, there is no doubt that convergence improves better sports journalism; it has reshaped the global notion that sports journalism is the toy department in the journalism terrain. In as much as convergence brings great gratification to sports journalism if adopted fully, it should be acknowledged that purchasing even latest ICT facilities would better and ease the sports journalist's duties.

In addition, sports journalists as revealed by the study, can only put these ICTs into full use if they have basic or advanced knowledge of how to manipulate them and this can only be achieved if those in the positions of management at any sports media find it paramount and necessary to train their work force to acquire Information Technology skills.

5.4 Recommendations:

From the findings of this work, the following measures are recommended:

1. In order to enjoy the dividends of adopting convergence at *Brila FM*, the station should put more efforts in staff training, organizing seminars and workshops to enlighten and

update the knowledge of their staff on the latest ICT trends in the area of sports journalism.

2. *Brila FM* should put more emphasis on servicing their devices and replacing damaged parts and not on purchasing new ICTs all the time. This is so because even when they are purchased, they usually come with their problems and *Brila FM* being a secondary user of those ICTs, might find it hard to operate.
3. Journalists at *Brila FM* must not wait for the management to send them for IT training even when promised, they can seek the training on their own, as the knowledge they will acquire will remain with them forever. These efforts can give them an edge within or outside *Brila FM*.
4. From the researchers observation at *Brila FM*, there should be speedy integration of convergence tools when purchased. It is not a matter of purchasing ICTs but putting them into use immediately. Of what use will it be to purchase ICTs and leave them for long before using them? This might render them obsolete in no time.

5.5 Suggestions for further studies

- i. Studies should be conducted in tackling the problems limiting the adoption of convergence in radio sports journalism.
- ii. More research work should be conducted on the place of specialized journalism like sports journalism and investigative journalism in the terrain of journalism as a whole.

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Appendix i
RESEARCH QUESTIONNAIRE

Dear respondent,

I am a post graduate student of the Department of Mass Communication, Ahmadu Bello University (ABU) Zaria undergoing a research on the topic ‘Convergence and *Brila FM* Activities: A study of *Sports Radio 88.9 Brila FM* Nigeria. I kindly solicit for your honest and sincere response to the questions asked below which are purely for this research work only. Please fill in the correct information. All the information obtained will be treated with utmost confidentiality and will be used only for the purpose of this study.

Thank you.

Yours Sincerely,

Ogwuche Pius Owoicho

08135406343/ 08174474085

ogwuchepius@gmail.com

Please respond to the questions by ticking the correct option or fill where appropriate.

Section 1: Demographic Characteristics:

1. Respondents age:

- a) 18 --- 24 { } b) 25 --- 30 { } c) 30 --- 40 { } d) 41 and above { }

2. Respondents sex:

- a. Male { } b. Female { }

3. Respondents highest qualification:

- a. Secondary school certificate { } b. Diploma/ OND { } c. HND { }

- d. First degree { } e. Second degree { } f. Others { }

5. What kind of a journalist or staff are you at *Brila FM*?

- a. Editor { } b. Producer { } c. Presenter { } d. Field reporter { }

- e. Freelancer { } f. others { }

Section 2: Respondent's Ability to Manipulate and use Information and Communication Technologies

6. Do you own a computer system of your own?

- a. Yes { } b. No { }

7. Have *Brila FM* radio provided any ICTs devices to aid your journalistic work?

- a. Yes { } b. No. { }

8. To help and aid you in the use of ICTs for your work as a journalist working for *Brila FM*, have you been sponsored by the station for any computer training.

- a. Yes { } b. No { }

9. Do you have a digital device for your reports

- a. Yes { } b. No { }

10. What is your source of sports stories on the internet

- a. Facebook { } b. twitter { } c. instagram { } d. sport websites { } e. others _____

11. As a sports journalist, what do you use ICTs for?

- a. Watching movies { } b. sourcing for sports stories { } c. Facebooking { } d. others _____

12. As a sports journalist, what do you stand to benefit from using ICTs at *Brila FM*? _____

Section 3: Opinion on *Brila FM*

13. Do all *Brila FM* stations broadcast live sporting activities simultaneously?

- a. Yes { } b. No { }

14. Please give an insight into efforts made by *Brila FM* to ensure that their staff are able to use computer devices.

- a. Training { } b. Seminars { } c. Workshops { } d. Others _____

15. Do you use analog devices or digital devices at *Brila FM*.

- a. Analog { } b. Digital { } c. Both { }

16. How best will you describe the adoption rate of digital/ internet devices for your broadcast at *Brila FM*?

- a. Low { } b. High { } c. Very High { }

17. Which of the following social Media do journalists of *Brila FM* have accounts in? Tick anyone you believe you have

Blogs	
Face book	
BBM	
Twitter Account	
Skype	
Watsapp	
Others	

18. What latest ICT devices do you have at *Brila FM* to help you with your job?

19. What is your level of satisfaction with the devices listed above?

- a. Not Satisfied { } b. Satisfied { } c. Very Satisfied { } d. indifferent { }

20. How has it change your working standards from the way you worked before?

- a. Negatively { } b. positively { } c. in deferent { }

21. Do you think the use of different ICTs devices have impacted positively or negative on the working standard of *Brila FM* and its staff?

- a. Positively { } b. Negatively { }

22. If yes positively, please comment how and if negatively, please comment how. _____

23. Do you think *Brila FM* Nigeria's affiliation with Skysports radio has increased their online audience? If yes how and if no why. _____

24. During interviews with sports people or sports celebrities, what means do you use frequently?
a. Phone calls { } b. Facebook { } c. Skyp { } d. others _____
25. Comment on what *Brila FM* is doing to adopt online reporting _____

26. What strategies is *Brila FM* putting in place to maintain its available ICTs.
a. Replacing damaged parts { } b. Servicing devices { } c. staff maintenance workshops { } d. Purchasing new devices { } e. Others _____
27. On a scale of 1-5, 5 been the highest, rate yourself in terms of how fluent you are in writing sports stories, presenting programmes and editing sports stories using adobe audition software.

28. What ICT devices would you as a sports journalist advice *Brila FM* to acquire in order to improve their staff and their broadcast. _____

29. Please comment on the strengths of the transmitter at *Brila FM* in terms of its reach (how far can audience receive its signal) _____
30. How has ICTs made your work less difficult? _____

31. What are the technological problems and lapses you think are facing *Brila FM*? _____

32. What are the organizational or institutional factors within *Brila FM* affecting the adoption of ICT devices for your operations and broadcast? _____

33. Give a general comment on the use of ICTs and social media at *Brila FM* Nigeria for broadcast, how well has it placed sports radio 88.9 *Brila FM* Nigeria as the best sports radio station in Africa. _____

Appendix ii
INTERVIEW SCHEDULE

1. What role do you play as a journalist at *Brila FM*?
2. What rank are you on at the moment?
3. How long have you been a journalist and also sports journalist at *Brila FM*?
4. How important are ICTs to sports journalism?
5. Have *Brila FM* radio provided any ICTs device to aid your journalists in their work?
6. Do you have an online edition of *Brila FM* radio for your online audience?
7. Do *Brila FM* send their journalists for on the job training using sophisticated ICT devices?
8. What type of devices does *Brila FM* have and how are their standards?
9. How best will you describe the adoption rate of computer devices for your broadcast at Brill FM.?
10. How will you rate *Brila FM* work force in terms of computer literacy and ability to use devices in their report writing, programme presentation and editing?
11. What are the challenges faced by both management and staff of *Brila FM* in adopting ICTs for their work?
12. How has computers and ICTs shaped, impacted and transformed *Brila FM* in general?
13. What do you do to make your sports reporters go with the trends of being able to inculcate ICT assisted software's for their jobs?
14. What benefit have *Brila FM* as a whole derived from going digital as a station?

Appendix iii

TRANSCRIBED INTERVIEW REPORT

Introduction:

In the course of this research, exclusive interviews were also conducted with the heads of *Brila FM* Abuja station and the head of *Brila FM* Kaduna state station to gather details that might not be known or could not have been revealed by the respondents considered for this study who were the staff of all the four radio stations owned by *Sports Radio 88.9 Brila FM* Nigeria.

Interview Report with the Brila FM Abuja Head of Station

Good day sir, please what is your name?

Response: My name is Ferdinand Doroha, Head of *Brila FM* station Abuja

Sir, please what type of journalist are you here at Brila FM?

Response: I am a media practitioner, what we refer to as a media professional and that entails an all round experience because of my training, OND mass communication, B.Sc mass communication, M.Sc mass communication. Basically as regard the station, I do administration and presentation.

Sir, for how long have you been a journalist and also a sports journalist at Brila FM?

Response: I have been a journalist since 2006 and as regard sports journalism, I have been into sport journalism for the past six years.

How important are ICTs to sports journalism?

Response: Basically, ICTs are communication technologies, they are the live wire and basically you cannot do anything without them, those are your basic tools and you want to talk about social media and it cut across and that is because in sports journalism, you talk about generation of information, processing of information and transmission of that information.

All of them are encrypted in the whole broadcast process of encoding and decoding. So basically you use them for everything like generating materials, for interviews and you use them to work on the material through editing before they go air.

Have Brila FM provided any ICTs devices to aid your journalistic work here?

Response: Yes, the station has provided about 65 percent and that should naturally be enough for average workers but then as humans, you want to develop yourself and by that, you need to invest in yourself by buying materials, machines and tools that you will work with.

Do Brila FM radio have an online edition of broadcast?

Response: Very well we do, basically we stream on www.brilafm.net, you click on the listen live button and then listen live online, and we also have websites that are facilitated by the station. We have a hundred percent football website in www.footballlive.ng there you get information on football matters. On October first 2015, we launched video feed, which means you can also watch videos on www.footballlive.ng and also on the station's flagship website on www.brilafm.net.

What type of ICT devices do Brila FM have and how are they up to standards?

Response: As regards standards, it's going to be very difficult for any average establishment that operates in Nigeria to have materials that are always A class due to the Nigerian factor as a developing country. This implies that most tools bought are tools that have been tested abroad, we are almost secondary uses. It means since not all are new, you have to upgrade constantly.

How best will you describe the adoption of ICT devices at your broadcast at Brila FM?

Response: Well I will say a hundred (100%) per cent and that is because in everything that we do, devices are even much useful than humans, that is because for example our weekend programme football live, it is a syndicated programme and runs from our partners in the United Kingdom (UK)

What it means is that for about six hours you just have the computer going on and on without any body, what you just have to do is to programme, link and then you stream. And that is just how we provide live content for about six hours, and when you look at that, you realize that it is a basic necessity.

How would you rate the Brila FM work force in terms of ICTs and computer literacy and their ability to use those device in making reports and programme presentation?

Response: I will actually rate it on the average and the is because it is relative with any human activity because, the more you invest you time in it, the more you know, but in the average I will say good, but then some people are quite smarter.

What are the challenges faced by both management and staff of Brila FM in using ICT devices for their job.

Response: Some of them are basic challenges, as in normal Nigeria situations and some of them are environmental factors, some are factors from the device and some of them are manmade problems. By that, I am trying to distinguish how some of the factors for example our internet services in Nigeria everybody knows it is poor, there are periods in the day that you have to struggle to get connectivity, connections are not very strong within the hours of 8:30 in the

morning because it is chocked, because a lot of users are on the net and also chocked just after mid day when lots of people are on break and they want to do personal things on the internet.

Those are challenges from the network providers, then we have challenges with gadgets in terms changes in software updated and this depends on your economic power. In addition, you may have a device working well within a period and later, that same device may not work well. Another challenge is the human work force, how good are you with the tool? Are you very conversant with it? And sometimes, the staff cannot operate them.

What do you do to make your sports journalists go with the trends of been able to inculcate ICTs in their job?

Response: Well, because the station is one that hints a lot more on performance, you have to be in tune with ICTs because it makes your work much easier. As a reporter, you do not have to do your report and then come back to the station to transmit. From where ever you are, you can do your report and then fill it live or send it via internet. So to a large extent, the station has encouraged members of staff to quite literates with the ICTs but one area in which we are lacking behind is constant training. There is need for constant training of members of staff with our up to date technology.

What benefits have Brila FM as a whole derived from going digital?

Response: There are numerous benefits and basically things are much easier for those of us who have experiences with analogue broadcast. Then, things were quite strenuous, having to record, comeback to do linear editing and then you begin to think of transmitting, but with the use of these technologies, you can transmit live with a device as small as six thousand naira can afford, even from Nigeria to the United Kingdom (UK).

So basically, as regards that, things are easier with the gratification in terms of expecting that with a good job been done, you should expect financial rewards and because of the situation in the country, financial rewards will not be as expected, but we would want to say we are still in business and expect that things will be better.

Interview Report with the Brila FM Kaduna Head of Station

Sir, please what is your name?

Response: My name is Victor Okhani, I am a programmes' person, a presenter, content provider and head of station Brila FM Kaduna.

What role do you play here as a journalist at Brila FM?

Response: Basically researching topics, keeping in touch with trending topics and topics that will bring lots of talks i.e. those topics that are debatable; I package, produce and present programmes.

How long have you been a journalist and also a sports journalist?

Response: Journalist, I would say it started as flair but professionally, I would say four years but all round, I would say five years.

Sir, how important is ICTs to sports journalism?

Response: They are important because the way things are now, the world is a global village and so like our kind of job, you find out that people are supporters and fans of clubs in distant countries, and so information and communication technologies help us to get closer to these people and to draw those things closer to the fans who are supporter of it also. So ICTs do assist

us in making things easier whether it is the internet, radio, online streaming, or websites you get the stories from, it makes it a lot easier.

Have Brila FM provided any ICTs devices to aid your journalistic work?

Response: Yes definitely, we have LAN internet here as we speak, it controls everything here, if you come in, you can use it , we have modems as well, if the LANs break down, you could resort to using another one. Aside that, we have international partnership with other stations, where other international foreign partners package materials and send to us. The internet makes it easier for us to be very close to them.

Do you have an online edition of Brila FM?

Response: Yes, we have Brila FM online, we have an online channel, and we have the website football live.ng, it is controlled by the station, we have brilafm.ng. these are two online platforms you can listen to the station online. These platforms allow listeners to reach us because we get feedback from people far way from Nigeria.

Do Brila FM send their journalists for training using sophisticated devices so that they can have the knowledge to use these devices?

Response: We actually have ICTs professionals in here, so once a while they go for refreshers training and come back to train us, but programmes training, we do that.

What type of ICT devices do Brila FM have and how are their standards?

Response: You know it is a trending thing, standards usually change from time to time, and you could have Ipad 6 now and another one comes out soon. So from time to time, these things

change but I can assure you, we are very much in tune with the ways things are running, windows ten and all the latest applications and systems we are using at this point.

Also, we have Outside Broadcast (OB Van) equipments that we use to go for live match coverage to run live commentaries. These are good equipments you can use; we have recorders, midgets and the rest. We have state of the art equipments, we have a digital studio here at the Kaduna station, and we have facilities that are up to date.

How best would you describe the adoption rate of these ICTs to your broadcast? Do you apply them?

Response: Yes we apply them; it does not make sense if you have ICTs and you don't use them or know how to use them. We have had people who come from our sister stations who have never seen a digital studio been used before, so we use it here and when we go there we find some of the things they use a bit obsolete to us because we started with this. So it's very healthy where we are heading to at the moment because we use them and not just having them.

What are the challenges faced by both staff and management of Brila FM in adopting ICTS to the work.

I will basically say because these ICTS changes from time to time, It could be a challenge, the moment a new one comes, we have to learn how to manipulate them but there is a way we try to improvise to have devices that can do more than one job. We have an OB equipment that can do more than one job, you are doing live commentary, it is recording the commentary and also recording the interview and it can connect to the station where people can also stream live and it will be for the wider coverage of the entire community where the station is located.

How has ICTs shaped and transform Brila Fm from its inception, like the Kaduna station which started in 2011

Response: Well, I will say a lot has actually changed in the sense that when we started here although we had internet, computer and all the rest, they were not exactly serving the purpose they were ought to be serving.

By that I meant that when we started we had problems with some of the phone lines we were using, internet problems, but with the strong presence now of internet and social media like facebook, twitter and the rest, I think we are pioneering that front as a matter of fact and then whatapps channels now are been used by us and our work is made easier and it draws people closer to us.

What do you do to make your journalists go with the trends of inculcating ICTs to their job?

Response: You know these ICTS are hard for people to see them i.e. our listeners, but we have them, and the sophistication of these ICTS are more on TV than it is on radio but what we do most is to enrich the content of our programmes.

What benefits have Brila Fm as a whole derived from going digital?

Response: We have easy access to reaching a wider coverage, and it makes feedback gotten as soon as possible and digitally, it is easier to manage than analogue and digitally it is multi faceted in the sense that, a digital studio can do more than one thing at the same time.

Just like the digital console we have here, you see a button when you press on it, gives you an effect and when you press another button, it gives another affect, all on the same line. So I think it makes job easier and broadens the knowledge of the person operating it.

How would you describe your relationship with your partners abroad in terms of the content you share?

Response: I think it's great, they know of the followership we have and we have a presence already, so they would want to partner to have a wider reach and it helps them as content are coming from them and they help to make it richer. We have live commentaries on football live where we have experts reporting from match venues abroad, so I think the relationship with our partner is very good.

Thank you very much sir, I appreciate your time

Response: You are welcome.

Appendix iv

OBSERVATION CHECKLIST

- At the two *Brila FM* stations visited by the researcher at Abuja and Kaduna state respectively, there was a heavy presence of different ICT devices for work
- The two stations had digital studios and computer libraries.
- Not all the computers in the computer libraries were connected to the internet
- *Brila FM* has a strong transmission reach but it's stronger and clearer in the metropolis or town closer to the stations.
- There were more men than women working at the stations.
- The station runs mainly on gas (lack of electricity supply)
- The Kaduna state station seems isolated from the public as it located on the 10th floor of a storey building that looks deserted. Most of the buildings are not occupied by anybody.
- No lift to take staff from the 1st floor to the 10th floor and vice vassal, but the Abuja station is going to move to its permanent site as the new stations' building photographs were shown to the researcher..
- Some of the *Brila FM* staff do not understand some of their gadgets and what they are meant for.
- The staff are good in using adobe audition software for editing
- Some of the staff use their personal modern to browse the internet
- In a nutshell, they have standard facilities on ground but not all are being used and to a large extent, convergence adoption is high at the stations, and also in their studios, there is internet connectivity and a DSTV connection for them.