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ISSUES IN BROADCASTING AND TECHNOLOGICAL DETERMINISM: A REVIEW

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Abstract

This paper explored critical issues in broadcasting through the lens of technological determinism, acknowledging its role in shaping the present landscape while calling for a cautious evaluation of its consequences. The paper utilised the Technological Determinism Theory to explain the topic and employed a qualitative research method, gathering data from secondary sources like textbooks, internet materials, journal articles, and websites. The study found that the landscape of broadcasting has undergone significant transformations in recent years, driven by advancements in technology. These changes have brought forth a multitude of issues that impact both media organizations and society at large. To address these challenges, media organizations and policymakers must collaborate to strike a balance between embracing technological advancements and upholding principles of diversity, accuracy, and societal well-being. The study concludes that it is essential to recognize the agency of human decisions in shaping broadcasting practices rather than being solely driven by technological forces to navigate the future of broadcasting responsibly and sustainably.

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Keywords: Broadcasting, Technological Determinism, Transformation, Fragmentation and Collaboration

INTRODUCTION

Technological determinism is a theory that suggests that technology is the primary driver of social and cultural change. According to this perspective, advancements in technology shape and influence the development of society, rather than being merely a tool or product of human actions. The proponents of technological determinism argue that the society is influenced and shaped by technological development. It has to adjust and adapt to new technologies and innovations (Hauer, 2017). According to Toffler (1980) technologies as a determinant of all changes have a fatal impact on all areas of human life. The computer has the ability to take control of the entire mechanical age. Today's situation is called the "third wave", a period of significant changes and acceleration of life pace, which is faster due to the continuous development of technology. Toffler believes that the changing society has a major impact on the human psyche and talks about the "shock of the future". The qualities of the digitization process (decentralization, globalization, harmonization and strengthening) are too strong for it to be stopped (Toffler, 1980 p.46).

When it comes to broadcast media, technological determinism can be seen in the way technology has shaped and transformed the medium over time. Hauer (2017) says the emergence of broadcast media, such as radio and television, revolutionized communication by allowing mass dissemination of information and entertainment to large audiences. This transformation had significant social, cultural, and political implications. In the early days of broadcast media, technological determinism was evident as the technology itself shaped the content and structure of programming (Hauer, 2017). Radio and television networks dictated what was broadcasted, and audiences had limited control over the content they consumed. This centralized control allowed broadcasters to influence public opinion and shape cultural norms to a certain extent.

However, as technology continued to evolve, so did the role of the audience (Nwabueze, 2014). Thus Nwabueze (2010) admit that with the rise of cable and satellite television, as well as the advent of the internet, individuals gained more control over the media they consumed. This shift from a one-way broadcasting model to a more interactive

and user-driven model challenged the notion of technological determinism in broadcast media (Nwabueze, 2010). Today, digital platforms and streaming services have further decentralized the control of media content. Audiences have more choices, can access content on-demand, and can even produce and share their own content through social media platforms. Ogah (2020) assert that this shift has led to a more democratized media landscape, where individuals have the power to shape and influence the content they consume and produce. While technological determinism played a significant role in the emergence and early development of broadcast media, the interplay between technology, society, and human agency is complex. While technology sets the stage and provides the tools, human choices, values, and social dynamics also play a crucial role in shaping the media landscape (Nwodu, 2009).

Statement of the Problem

The issues in broadcasting and technological determinism pose significant challenges to information dissemination and technology's societal impact. The centralization of control in traditional broadcasting raises concerns about biased reporting, limited audience engagement, and restricted access to diverse perspectives (Ogah, 2020). Additionally, the belief in technological determinism may oversimplify the complex relationship between technology and society, neglecting the role of human agency and ethical considerations in shaping technological development and its consequences. it is however, essential to consider these complexities of this relationship and address its implications responsibly.However, a comprehensive exploration of the issues arising at this juncture remains lacking in scholarly inquiry. This research aims to address this gap by investigating the intricate relationship between broadcasting practices and technological determinism in areas of audience fragmentation, economic shifts and regulatory frameworks adapting to the evolving broadcasting landscape shaped by technological determinism. among others. It is against this backdrop that this paper seeks to investigate the place of technological determinism in the development and impact of broadcast media especially in Nigerian.

Conceptual Clarification

The paper provides clarification on the Key concepts used in this work which are broadcasting and Technological Determinism

Conceptualizing Broadcasting

Broadcasting simply refers the act of sending message through the electronic media to a large heterogeneous audience. The broadcast media include radio, television, satellite and other. To this end, Chaikaan (2020) define broadcasting as a sphere that limits itself to the transmission of messages through the airwaves for the reception of masses. It is an aspect of Mass Communication which with the aid of electromagnetic waves, transmits signals in form of programmes or massages through the air space for mass reception (Chaikaan, 2020).

According to Yarrozo and Asemah (2009) broadcasting is a compound word which means "spreading far and wide" or spreading to a wide area. To this end, they define broadcasting as the transmission of oral or pictorial information through waves which are intended to be received by the general public. According to these scholars, broadcasting intells the transmission of information through technological devices like radio and television to a large audience who are scattered across a wide geographical area (Yaroson and Asemah, 2009). It is the electronic transmission of radio and television signals that are intended for general public reception, as distinguished from private signals that are directed to specific receivers (Australian Broadcasting Services Act, 1992). In its most common form, broadcasting may be described as the systematic dissemination of entertainment, information, educational programming, and other features for simultaneous reception by a scattered audience with appropriate receiving apparatus. Broadcasts may be audible only, as in radio, or visual or a combination of both, as in television (Encyclopedia Britannica, 2019).

Understanding Technological Determinism

Technological Determinism is a theoretical perspective that explores the relationship between technology and society. It suggests that technological developments play a central role in shaping and driving societal changes, almost independently of human agency. In other words, technological determinism posits that technology itself is the primary driver of social, economic, and cultural developments, and it follows a deterministic path of progress. The theory of Technological Determinism or Media Ecology was conceived by Marshal McLuhan in 1964. According to this theory, the technology of mass media not only shapes attitudes and behaviour of people but also bring a revolution in the mode of operation of a social system. The theory further proposes that

functioning of a social fabric changes accordingly with emergence of every new technology. Basic principle of media ecology theory is that man survival on the globe is molded according to variations in the system of human communications (Azam, et al., 2021).

According to McLuhan growth of technologies of mass communication ensure culture diffusion in a society which in turn helps change human behaviour. Here goes McLuhan famous quote "We shape our tools and they in turn shape us" to fit in the discourse. West and Turner (2010) have quoted McLuhan to have stated that "we have a symbolic relationship with mediated technology, we create technology and technology in turn re-creates who we are". The historical perspective of the theory proposes that revolutions in technology from time to time have brought corresponding changes in the societies. Technological Determinism theory frames three basic assumptions. Firstly, media instill every act in society. Secondly, media shape perceptions and organize human experiences. Thirdly, media link the world.

Firstly, researchers believe people cannot shirk media, as McLuhan included numbers, games, and money alongside traditional mass media. He proposed that numbers create a homogeneous mass, while games facilitate interpersonal communication and social self-expansion alongside the traditional mass media of radio, TV and movies in the domain of media. Money facilitates access and spreads information, wisdom, and culture, connecting various segments of the population. McLuhan believed that society influences technology's evolution, transforming the world into a global village (Azam et al., 2021).

Secondly, media shapes perceptions and organizes human experiences. McLuhan believed media are effective tools in shaping perceptions about the world. Positive portrayals of issues lead people to see and debate positive aspects, while negative portrayals cause people to watch, listen, and read negative content. These prevailing circumstances influence individuals to live their lives accordingly, leading to suspicion towards strangers and the use of online digital technologies (Azam et al., 2021).

Thirdly, media has transformed the world into a global village, transforming it into a political, economic, social, and cultural system. Technological Determinism theory predicted the emergence of social networking websites, which cater to human needs and requirements. Innovations in technology and user demands have led to the development of various networking sites with unique features and functions. The introduction of networked computers, broadband cable services, compression algorithms, and cheap

memory has improved the capacity of technology, enabling users to store large amounts of content and transmit terabytes of data quickly (Uricchio, 2009).

Theoretical Framework

Technological Determination Theory

This paper is anchored and grounded in the Technological Determination Theory. The theory postulates that technology is the principal initiator of the society's transformation and so it shapes how society operates, thereby informing how individuals in the society think, feel and act with the transition from one technology age to another (Burnett & Marshall, 2003; Rogers, 2000). The theory was propounded by Marshal McLuhan in 1964. Proponents of technological determinism theory argue that the society is influenced and shaped by technological development, thus, it has to adjust and adapt to new technologies and innovations. He further argues that any negative consequences of technological development are the resultant effect of poor use by the people, not of the very nature of technology. Haven been revisited at the emergence of the internet, scholars have determined two approaches to technological determinism as hard and soft determinism, where "hard determinism makes technology the sufficient or necessary condition for social change, while soft determinism understands technology to be a key factor that may facilitate change (Lehman-Wilzig and Cohen-Avigdor, 2004; Gunkel, 2003).

Uwawah (2018) notes that technological determinism theory has the following as key assumptions:

a. As the medium or communication technology changes, so does a society's way of communicating.
b. That humans in a social context have no choice but to adapt to an emergent media technology for an enhanced communication experience.

The development of this theory is usually attributed to the American sociologist Thorstein Veblen who theorised the linkage between technology and the society within which the technology is applied. He observed that, any social changes are attributed to the technology, technological development, communications technology and media. Today's modern information societies and systems, which have impacted the way the media produce and distribute content, started in the early 20th Century (Hauer, 2017). With the rapid development of technology in the internet era (innovations, new technologies and

their associated social and political implications), journalists and the profession of journalism has explored the potential of new media affordances to reach their audiences.

Subsequently, it has been conceptualised that the medium is ultimately the message, since the medium determines the message to use in reaching audiences (McLuhan, 1962). Internet and the nature of new media is fundamentally changing the structure of the society. The role of the media has sparked tremendous and unexpected changes in the life of a greater number of people in the society since the massive change in how communication is being carried out and delivered brought about a massive change in the way people think and behave in their respective areas.

This theory is relevant to the study as it explains how advancements in broadcasting technologies shape and influence the industry's dynamics, regulatory frameworks, audience engagement, and societal impacts. The theory provide a comprehensive framework for examining the relationship between technology and social change. It helps researchers analyze the causal links, historical context, power dynamics, social impacts, and policy implications associated with the development and impact of broadcast media; hence the need for the adoption its adoption.

METHODS

This study explores the technological determinism and the broadcast media in Nigeria. To achieve this, the study employed a qualitative research method, which involves in-depth descriptions, explanations, and interpretation of collected data. Qualitative analysis aims to measure, compare, examine relationships and make forecasts. The main secondary data used in this study was information from textbooks, internet materials, journal articles, websites and others. The analysis of the data collected was contextually done with conclusions made inferentially.

RESULTS AND DISCUSSION

Issues in Broadcasting in Nigeria

Mass media organs in Nigeria are fast undergoing serious improvement. The improvements span through the quality and quantity of contents; the speed of reach and accessibility; and so on. The driving force behind the improvement is to a large extent,

the effective adaptation of the Information and Communication Technologies in the process of news and information gathering, processing, and dissemination. According to Nwodu (2007, p.166):

> Many newspapers and magazines are read on-line, while letters to the editor and opinion articles are now sent to audience choice medium via electronic mail. Also, some radio and television signals can be accessed via the internet and reaction to the signals and other burning issues in the country can be sent to the editors via e-mail.

This means that greater percentage of mass media contents in contemporary time are no longer local issues. Nwodu (2009) again observes that because of the healthy adaptation of ICTs in the Nigeria mass media, most of the countries mass media contents are read, listened to and viewed in virtually all corners of the world, thereby contributing to the phenomenal globalisation of the world community. Today, digital broadcasting and printing are fast taking over from analogous approach to broadcasting and printing. The advantages of this development are many and include but not limited to helping to change negative representations of Nigeria and Nigerians in Western media. This is why Obijiofor and Hanusch (2011) argue thus:

> …new media technologies have helped to challenge and transform Africa's (Nigeria inclusive) images that are portrayed in Western media such as image of war, violence and poverty" helping to diffuse Nigeria's cultures in different nations as Nigerian's and non-Nigerians abroad can log on to Nigerian website, on-line Nigerian print and broadcast media and get exposed to Nigerian cultural content enhancing access to the mass media and feedback mechanism as people can easily access media contents in the internet, make contributions to national issues and issues in the media through the new media technologies.

However, it is obvious that many broadcast media in Nigeria have gone digital. Media men and media consumers are gradually getting adapted to the offerings of the new technologies. The digital revolution has transformed Nigeria's broadcasting industry, presenting both advantages and obstacles. Key issues include digital migration, infrastructure, media convergence, internet penetration, online streaming, content piracy, misinformation, fake news, data privacy, regulation, content control, social media

engagement, digital advertising, revenue generation, and capacity building. Nigeria's digital landscape has blurred the lines between traditional broadcasting and online content, and broadcasters must adapt strategies to accommodate changing audience consumption habits. Despite improvements in internet penetration, access to high-speed internet remains uneven, especially in rural areas. The rapid spread of misinformation and fake news on social media and online platforms presents a critical challenge for broadcasters in Nigeria.

Data privacy and cyber-security are essential concerns, and regulators must implement robust measures to safeguard user information. Social media platforms have become influential sources of news and information in Nigeria, and broadcasters must adapt strategies to engage with audiences while addressing misinformation and harassment. Digital advertising and revenue generation require a shift to digital platforms. Capacity building and training programs are essential for media practitioners to thrive in the digital media environment. A forward-looking approach that embraces technology while addressing its challenges is crucial for maximizing the potential of technology in Nigeria's broadcasting industry.

Technological Determinism and the Broadcast Media

Various technological developments in the Nigerian society have brought about an improvement and change in the way the various traditional mass media operates. The regular radio stations have evolved into the internet radio through the help of the changing technologies. Internet radio (also web radio, net radio, streaming radio, and e-radio webcasting) is an audio service transmitted via the Internet. Music streaming on the internet is usually referred to as webcasting since it is not transmitted broadly through wireless means. A lot of innovations have evolved in radio broadcasting which has led to various digital form of radio broadcasting (Emwinromwankhoe, 2020). This innovation allow for the transmission of radio programmes just by owning a laptop connected to the internet.

Before the period of media convergence, broadcasting media practices underwent a significant transformation. The broadcasting methods in Nigeria were distinguished by high standards, professionalism, expertise, and simultaneity. A majority of these professionals had to be present at the location of the event in order to compose and give lapidary reports, and there were few sources from which they could obtain news and other items for

broadcast. The National Broadcasting Code's standards and professional procedures required broadcast professionals to monitor broadcast content around-the-clock (Oyero, 2007; Olley, 2009; Emwinromwankhoe, 2018; Emwinromwankhoe, 2020).

Furthermore, contents were disseminated using the analogue form of broadcasting whilst there were limitations as to the equipment used for recording, processing, packaging and disseminating such contents. Many a broadcast practitioner relied on bulky cameras and microphones, VHS tapes as well as other paraphernalia of analogue equipment. With convergence, there are rapid and tremendous transformations in broadcasting practices. Today, broadcast practitioners can source news from diverse and limitless sources which range from the Internet, weblogs, citizen journalists, social networking sites, to visiting the scene of the event. Another area of change is that broadcast practitioners no longer have areas of specialisation as they now write reports across the traditional broadcast media and the new broadcast media.

For instance, a broadcast reporter with ITV/Radio would have to simultaneously write reports for the station's radio and television as well as the Internet, social media, website and cable TV. The aforesaid is what some scholars (Erdal, 2007; Obalanlege, 2015; Ude-Akpeh & Ukwella, 2017) refer to as multi-skilled or deskilled broadcast journalists. In addition, broadcast professionals can now use a variety of gadgets or technological devices to record, process, package and disseminate broadcast contents. They can decide to record information using bulky cameras and microphones, or do so using portable technological devices such as personal digital video recorders, smartphones, iPhones, tablets, to name a few. These technological devices can also be used to edit and relay broadcast contents. Also, broadcasting has now become digital as many stations across the world in general and Nigeria in particular disseminate information using digital terrestrial broadcasting. Broadcast contents are also in multimedia formats as audio could be laced with video, texts, graphics, data and vice-versa.

As regard to audience fragmentation, broadcast professionals were highly competent and had areas of specialization. Radio and television professionals differed from each other, much as broadcast reporters and broadcast presenters did. Not to mention the fact that audience members received broadcast messages most frequently at the same time. This idea is remarkably explained by Oyero (2007): The traditional mass media use a "one-to-many" style of communication. In other words, a single source addresses a large group

of people at a single moment who make up a homogeneous mass audience. These media's messages are intended to appeal to and reach a wide audience. Everyone who is tuned to a particular radio station will hear the same commercials. Generally, the (traditional) mass media communicate with the public as a mass audience rather than an individual human being. Owing to the fact that broadcasting was one way and unidirectional, feedback was invariably delayed (Erdal, 2007; Oyero, 2007; Obalanlege, 2015).

Furthermore, with digital presence in the industry, broadcast stations have continued to develop ways to adapt their linear media-oriented business models to respond to today's on-demand world. Several researchers (Thompson, 2020; Revenue Analytic, 2019; Inside Radio, 2019) show that with the rapid audience shift from analog television to digital, staying relevant in broadcast media is challenging but necessary for long term viability. Broadcast television is not dead, but it is evolving rapidly and there is a need to transform to avoid becoming irrelevant. Transforming means shifting from serving a TV audience, to serving audiences no matter where they are. Various trends have been identified to shape the broadcast media sector which the broadcasters (especially in Africa and Nigeria in particular) must adapt in order to stay relevant. Identifying the key changes and emerging trends in broadcasting will help those in the industry determine how to adjust their media strategies, what tactics will lead to success and how to better prepare for the future (Ogah, 2020).

The aspect of digital switchover from analog requires the involvement of both the broadcasters and the implications for the audience. On one hand, it requires money for huge investments in equipment and gadgets. The broadcasters also need new transmission and production equipment. This means that broadcasting organizations (like NTA, AIT, Channels and TVC etc.) may commit heavy capital into the project. On the other hand, the masses will be seriously affected. Many Nigerians are of low economic level, and this would mean a Herculean task for all the audience who would have to either buy a digital television set or a set top box after the digital switch over (Ihechu & Uche, 2012; Obot, & Inwang, 2017).

According to Ogah (2020) the television watching experience is rapidly changing due to advancements in technology. Consumers can now watch content at their convenience, and cable and satellite providers offer video-on-demand services, transforming prime-time viewing. The next generation of technology, Advance Television

System Committee (ATSC) 3.0, offers interactive TV experiences using bootstrap signals. However, poverty and low income have limited access to this technology, affecting many Nigerian citizens. Nigeria's 5G wireless networks offer a richer experience with higher capacity data delivery, offering a competitive alternative to OTA broadcasting. According to Ogah (2020), 5G's workability remains a mirage in Nigeria, as it faces strong opposition from the industry. However, experts argue that 5G's potential to provide faster data speeds and transmission capacity is a significant challenge.

The coming of the Satellite technology is also one of the major breakthroughs that marked a turning point not only in mass communication, but in the life of man. Virtually every aspect of human activity benefits directly or indirectly from satellite technology. This is largely because communication is the live wire of every activity of man, and in this era of globalization, satellite technology widens the reach and horizon of communication and communication-based activities in the interest of man (Nwabueze, 2014). However, despite the importance or impact of the DBS revolution in the broadcast world, the technology is not without some other implications which are adjudged detrimental to developing nations. It has its good and bad sides, and any discussion on DBS or satellite television broadcasting is better approached from the various perspectives of the technology's impact particularly on developing nations (Nwabueze, 2014). The emergence of broadcast satellite in the world of broadcasting met serious opposition from communication scholars, nations and international organizations which largely operate from the perspective that the disadvantages of DBS far outweigh its advantages to developing nations. The quest to prevent this perceived fear from becoming a reality led to the controversy that heralded the advent of DBS in the international communication world (Nwabueze, 2010).

Every technological development has both the good sides and the bad sides but controversy continuously trailing such technology. The controversy associated with against the use of the technology for free flow of information, for three broad reasons (Riegel, 1977, in Ugande, 2007 ac cited by Nwabueze, 2014, p.157):

a. Fear of propaganda and provocation, especially material that will increase tension domestically or with other nations, arouse passions, cause disunity, or disturb domestic or internal tranquility.
b. Fear of commercial aggression, for example in materials that will rouse desires for different products or a different standard of life, creating unrest, disturbing

the economic order and putting nations in a disadvantage in domestic and world markets.

c. Fear of corruption of culture, for example, in material that offends traditions, damages values, and seduces the population with alien culture.

No doubt, the fear of the third world countries in the light of unrestricted cultural input through satellite technology seems to be a reality today with the role being played by global broadcasting in the globalization of the world. The reasons or factors which scholars and some international bodies hold against direct the issues of cultural imperialism, violation of national sovereignty, misrepresentation of developing nations or less technologically advanced nations, inability to completely control or censor the content of satellite broadcast channels, are among other issues which constitute problems that the developing nations are grappling with today (Nwabueze, 2010).

The Direct Broadcast Satellite technology has created a situation where Western media dominate the airwaves, leading to enormous popularity for lifestyle of these parent nations of the DBS channels. American broadcast stations, for instance, dominate global broadcasting with programmes of the satellite television stations either being relayed or copied by local stations in receiving nations of Africa and other developing world. This is apparently why Baran (2004, p.518) notes that in most respects, "radio and the television programming throughout the world looks and sounds like that found in the United States." In the same vein, critics of globalization brought about by DBS and cable television are of the opinion that the trend "has once more resurrected concerns about Western cultural imposition (via replication), of American media formats that structure local audience and subject them to the commercially driven, consumer-oriented discourse that such programming usually entails" (Chadha and Kavoori, 2005, p.97). This opens another perspective to the threat posed by satellite broadcast television channels to developing nations - influence on broadcast media content of these less developed nations. This has an indirect effect on the sovereignty of a nation. As Nzekwu and Mgbemena (1985, p.67) observe:

> No nation can really claim to be free if its mass media is under foreign domination. Intellectually and cultural dependence is as bad if not worse than economic or political dependence. Massive infiltration of a foreign image of life through the mass media, can create an alien image that

> deforms traditional values and is detrimental to the development of national culture in emerging societies.

The problem with this practice is often that some of these programmes do not consider the environment of local audience but simply copy the format of foreign or programmes in an effort to compete with foreign stations for viewer. The dominance of the air waves by DBS channels of Western society, no doubt will have some kind of effect on some receivers in developing nations of the world who tend to prefer these foreign stations to their local stations.

Notwithstanding, technological determinism has also affects broadcast media activities in the aspect of regulations. Technological determinism and regulations of the broadcast media are two interconnected concepts that have significant implications for how societies interact with and are influenced by media technologies. In the context of the broadcast media, technological determinism asserts that the introduction and widespread adoption of broadcasting technologies, such as radio and television, have played a crucial role in shaping how information and entertainment are disseminated to the masses. These technologies have the power to reach a broad audience and have a significant impact on public opinion, political discourse, and cultural norms (Ndolo & Ezinwa, 2011). However, regulation of the broadcast media given the influential nature of broadcast media and its potential to shape public opinion and behavior, governments and regulatory bodies have historically taken an interest in overseeing and controlling its operations. Broadcast media regulation aims to balance the need for freedom of expression and access to information with concerns about potential harmful content, misinformation, and monopolistic practices.

Regulatory approaches can vary significantly across different countries and legal systems. Some countries have more stringent regulations, while others adopt a more liberal approach, with the belief that market forces and self-regulation can suffice. In recent years, technological advancements and the rise of digital media platforms have posed new challenges for broadcast media regulation, as traditional models may struggle to adapt to the evolving media landscape. The relationship between Technological Determinism and regulation of the broadcast media is complex. While technological determinism highlights the transformative power of media technologies, regulation seeks to strike a balance

between fostering innovation and ensuring responsible use to protect public interest and democratic values (Ndolo & Ezinwa, 2011).

Critics argue that technological determinism may oversimplify the relationship between technology and society, ignoring other influential factors like culture, politics, and human agency. While technology can indeed shape social dynamics, it is not a one-way process, and societal norms and values can also influence how technology is developed and used. Technological advancements in digital media, online streaming, and social media platforms have disrupted traditional broadcast media models (Ndolo, 2005). These changes create difficulties for regulators in adapting existing regulations to the evolving media landscape, potentially leaving regulatory gaps and challenges in enforcing compliance.

CONCLUSION

In conclusion, the relationship between Technological Determinism and the broadcast media underscores the profound impact technology has had on shaping the way information and entertainment are disseminated to society. While Technological Determinism highlights the transformative power of media technologies, it is essential to acknowledge that technology's influence is not solely deterministic. Societal norms, cultural values, and human agency also play crucial roles in how technology is developed, adopted, and utilized.

To navigate the implications of technological determinism within the broadcast media, regulation becomes a vital aspect of ensuring responsible and equitable use of these technologies. Media regulation aims to strike a balance between safeguarding democratic values, such as freedom of expression and access to diverse viewpoints, and addressing potential issues such as misinformation, privacy concerns, and media ownership concentration.

Recommendations

Here are some recommendations based on the discussion of this paper:

- Stakeholders such as government and media curriculum designers should implement comprehensive media literacy programs in schools and communities to empower individuals to critically evaluate and navigate the information presented

by the broadcast media. Media literacy can help the public discern between reliable sources and misinformation, fostering a more informed and engaged citizenry.

- Government and regulatory bodies should establish flexible and adaptive regulatory frameworks that can respond to the rapidly changing media landscape. Encourage collaboration between policymakers, industry stakeholders, and experts to ensure that regulations keep pace with technological advancements while protecting consumers and public interests.
- There is need for policymakers to encourage media diversity by supporting independent and community-based broadcast media outlets. Incentivize the creation of content that represents a wide range of perspectives and cultural backgrounds, enriching public discourse and promoting inclusivity.
- Media outfit should partnerships with fact-checking agencies, and technology companies to combat the spread of misinformation and fake news. Collaborative fact-checking efforts can help improve the accuracy and reliability of broadcast media content.

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