

GHANA INSTITUTE OF JOURNALISM

**THE INTEGRATION OF OLD AND NEW MEDIA IN GHANA: A STUDY
OF PUBLIC AND PRIVATE MEDIA ORGANISATIONS**

BY

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STUDENT'S DECLARATION

I hereby declare that this dissertation is the result of my original research, and that no part of it has been presented for another degree in this institute or elsewhere. I am solely responsible for any shortcoming.


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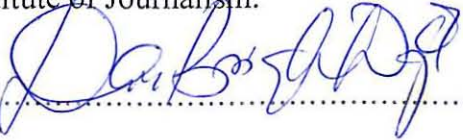
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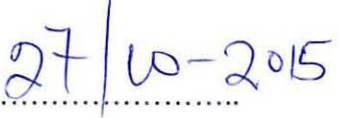
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SUPERVISOR'S CERTIFICATION

I hereby declare that the preparation of this dissertation was supervised by me in accordance with the guidelines of supervision of dissertation laid down by Ghana Institute of Journalism.


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DR. DAN-BRIGHT S. DZORGBO

Date

(Supervisor)

DEDICATION

This work is dedicated to Jerry K. Jumpah, I really appreciate your love and support.

ACKNOWLEDGEMENT

I give thanks to the Almighty God for giving me the sound mind to come out with this piece of work, without Him, all our efforts would have been in vain.

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ABBREVIATIONS

BBC	British Broadcasting Corporation
CD	Compact Disc
CNN	Cable News Network
DVD	Digital Versatile Disc
FM	Frequency Modulation
GNA	Ghana News Agency
GTV	Ghana Television
ITU	International Telecommunication Union
NMC	National Media Commission
RTV	Radio and Television
SMS	Short Message Service
TV	Television
UGC	User Generated Content
U.K.	United Kingdom
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
US	United States

ABSTRACT

This study examines the integration of the old and new media in Ghana with the aim to establish why the need for integration, their existing forms, and views of media organizations, impact and possible future scenarios of the integration. The following media houses: GTV, UNIIQ FM, JOY FM, TV3, DAILY GRAPHIC and DAILY GUIDE were selected because of their dominance of the Ghanaian media landscape. From these houses, twenty one (21) respondents were purposively sampled. They comprised of four (4) program managers, two (2) editors and fifteen (15) journalists. The rationale used in their selection was mainly due to their involvement in the use of new media in carrying out their work, the supervisory roles they played in terms of the work of journalists and the input they made in enhancing news stories or content. Interview guide was used for gathering data. The major findings are that, viewership and access to news is now mobile and forms the integration is taking are the use of Internet, Social media tools, SMS (Text Messaging) and Telephony in the media landscape. The integration is an enhancer rather than a threat to old media, helping broaden the frontiers of media houses with a future challenge of making available relevant stories that are not at the disposal of audience. This is so because the audience already has access to new media platforms.

CHAPTER ONE

GENERAL INTRODUCTION TO THE STUDY

1.1 Background

With many things trending one day and dead the next, it's important to evolve with these changes and accept the fact that things change whether we like it or not. The same can be said of media. In the last two decades or so the media landscape has been undergoing a lot of changes as a result of the introduction of digital technology.

The traditional way of news flow to audience has been replaced by a network structure within which an evolving global journalism culture and the dynamics of newsgathering, production and dissemination are transforming. Heinrich (2008) emphasized that the information spheres begin to merge and influence each other. He argues that journalism is increasingly becoming a networked society, allowing methods of integration and participation. The engagement of users in the news production processes are becoming valuable tools in news practice and to overlook these means isolation from a society where information and news are sourced on demand. Hedman and Djerf-Pierre (2013: 368-385) also indicated that the norms and practices of the journalistic profession are said to be in transition, reflecting the rapid expansion of social networking and although they are indeed part of everyday working life for journalists, little is known about how widespread the professional use of these technology really is.

Garrison (1996) also asserted that, the advent of New Communication Technology has brought forth a set of opportunities and challenges for conventional media. Technology has always spearheaded newsgathering and journalistic processes and the last century has seen various forms of new media which have changed media operations and the way journalists go about their work in order to be relevant. New media refers to content that is easily accessible via many different forms of digital media. According to Pridmore, Falk and Sprekels (2013), new media incorporates all technological devices and programs like Twitter, Facebook and YouTube. These programs have become more than just a portal for friendly chat. They now serve as aggregators of news not only for consumers but also for media organizations. In effect these new platforms are changing how people receive news, making it more instantaneous and the rate of this change is re-equipping and redirecting media operations. Together they offer the opportunity to transform the news media into a more open, trustworthy and useful forum for information and debate. As news becomes non-linear and open-sourced, media operations are changing likewise journalism. Newman, William and Black (2012: 6-22) show that in the UK, most of the effects of mainstream media organizations are being directed at Facebook and Twitter. According to these authors, more than twice as many digital news consumers follow news recommendations from Facebook than follow them from Twitter. And this remains consistent across different digital devices (computers, smartphones or tablets). They also indicated that in all, on any device, 7 percent get news on Facebook very often, compared with 3 percent who do so on Twitter. They also

found out that, contrary to what some observers have argued, the rise of new media use for sourcing news has not directly affected traffic to news sites. Instead, new media news consumption is supplemental. According to them this behavior also mirrors consumptions on different digital devices. Rosenstiel and Mitchel (2012) also stated that Smartphones and tablets do appear to be replacing computers as much as providing additional ways to get news.

Over the last 20 years, BBC News, like all major news providers, has been transformed by technology and the opportunities it offers (Eltringham, 2012). Eltringham (2012) explained that a look back along the road of technological change shows just how news has changed: typewriters out, computers in; newspaper cuttings libraries closed as the internet opened access to information; mobile phones rather than messages at hotel receptions; satellite technology to feed material rather than tapes put on planes and so on. Powered by these changes, news has become 24 hours a day; immediate; available on new platforms; and mobile. All big news organizations are plunging into the world of new media, looking at its extraordinary newsgathering potential; it's potential as a new tool to engage the audience; and as a way of distributing news.

Nevertheless Domingo and Heinonen (2008) argue that the presence of new media and the Internet in particular, has posed a challenge to conventional media. Old media consist of television, newspaper, radio and magazine ads. These forms of communication are the primary means by which media organizations reached the public for the conveyance of news and related commercial activities. Ainslie

(1967) and Westwood, Waterhouse and Wilcox (1975) acknowledged the existence and use of old systems in most of the Third World countries like Ghana. Old media circulation of newspapers requires printing press and was limited to a fraction of a geographical location. Broadcasting via radio and television on the other hand rely on expensive equipment to transmit signals around a country, regionally or globally. Although television, radio and newspapers are still serving their intended purpose since their existence, its limitations and swift advancement in technology led to the advent of new media. According to Henson and Sky (2013), traditional media is limited to an approach in which one person or entity can communicate with many people. Communication on old media platforms are linear in that only the media house reaches the public with stories and news but the public do not get the opportunity to have a lively interaction with media houses during live transmissions. New media allows for a greater range of expression and opportunity than traditional media. Salman et al. (2011:1-11) posit that with the coming of new media, people who have long been on the receiving end of one way mass communication are likely to become producers and transmitters of news gathered.

The rise and development of new media, challenges the radio, television and other mainstream media, leading to a rapid adaption of digital technology that promotes the upgrading of the print, radio, and television broadcasting.

1.2 Statement of the Problem

With the advent of new media in recent times and its use during the series of revolutions that took place in some northern African and Arab states dubbed the

‘Arab Spring’, resulting in the fall of longtime presidents like Libya’s Muammar Gadhafi and Egypt’s Hosni Mubarak. Social media, a wing of new media technology was largely credited with giving a voice to the people even in the face of government crackdown on communication systems and people on the ground were blogging and sending messages through which other media houses built their stories (Ali and Fahmy, 2013: 60).

Increasingly media houses around the world are integrating because they have seen the usefulness and the power of new media, its effect on old media and the work of journalists and its ability of bringing new possibilities and challenges in the media landscape. Although many research have been done on this area in countries like Nigeria by Idowu Adegbilero-Iwari and Joy I. Ikenwe and China by Guo-Ming Chen from the University Of Rhode Island, we have not seen much done within the Ghanaian setup. Hence little is known as to the driving forces for the integration in Ghana, what forms it is taking, how it is affecting journalism as a profession and what its impact is in general, hence this study?

1.3 Objectives of the Study

1.3.1 General Objective

The main objective of this study is to explore the views of media organizations in relation to the integration of old and new media using some major media houses as case studies.

1.3.2 Specific Objectives

The specific objectives of this research are:

- To identify why the media in Ghana are integrating old and new media.
- To examine the existing forms of integration in journalism and media in Ghana.
- To find out about the views of media organization on the integration of old and new media in Ghana.
- To examine the impact of the integration of old and new media on media organizations and journalism in Ghana.
- To find out about the possible future scenario of the integration of old and new media in Ghana.

1.4 Research Questions

Given the problem statement above, the following questions are set out for the research:

- Why old media has been integrated with new media in Ghana?
- What are the forms of integration in journalism and media in Ghana?
- What views do media organizations have on the integration of old and new media in Ghana?
- What are the impacts of the integration on media houses and journalism in Ghana?

- What does the future hold for the work of journalists and media houses in view of this integration in Ghana?

1.5 Significance of the Study

The rate at which journalists use new media to source and publish stories as well as engage audience is on the increase, especially in the European countries. By researching into the Ghanaian perspective on the issue of how journalists are adapting to the changing media environment and taking advantage of the new media tools and its integration with the old media, this study will illuminate current practices in journalism in contemporary times in Ghana. This research will also add to existing literature on the integration of old and new media in Ghana.

1.6 Scope of the Study

The study covers the views of some major media organizations in Ghana. This choice is to help get different views on the issue so as to aid the interpretation of findings made and to avoid incomplete and efficient conclusions. Access to data for this study would be easy to get from these organizations since most of them are practical users of the media tools and have also witness their integrations as well. Geographically, the study was conducted in Accra, the capital of Ghana.

1.7 Problems Encountered in the Field

In the course of carrying out this study, some organizations were reluctant to make available to the researcher certain useful information which would have

made the work easier. The responds rate from staff was low because they were actively engaged with work schedule whiles others rescheduled their meeting with the researcher on several occasions until they were ready to provide their opinion on the topic.

1.8 Organization of the Study

The study is organized to comprise of the following chapters:

Chapter One covers the background, statement of problem, objectives of the study, research questions, significance of the study, scope of the study, problems encountered in the field, and organization of the study.

Chapter Two reviews relevant literatures on the integration of old and new media and how it impacts journalists' work processes and output.

Chapter Three elaborates the methodology for the study.

Chapter Four analysis and discusses the data.

Chapter Five presents the summary of the study, conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter, the researcher reviews relevant literatures that have bearing on this dissertation. The chapter covers what is media, what is old media, what is new media, a brief history of media development in Ghana, forms and types of media in Ghana, functions of the media, new media in Africa, new media in Ghana, the integration of old and new media and the impact of these integrations on the activities of media houses and journalism.

2.2 Definitions

2.2.1 What is media?

Media is a communication channel through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet (<http://www.businessdictionary.com/definition/media.html#ixzz3m59pdAxx>).

2.2.2 What is Old Media?

The definition of 'old media' includes the seven traditional mediums. They are the "print media (newspapers, magazines and books); audio (radio and recordings); and video (television and movies)" (Biagi, 2001: 239). According to Mathiyazhagan et.al., (2015) traditional media are of various kinds and vary from

place to place, culture to culture and region to region, but in all these forms, the purpose remains the same, that is to inform, educate and entertain the audiences for generating awareness among them about various development issues, including health and family welfare, rural development, agriculture, social aspects etc. They also explained that the prominent features of old media are: old media is non-technological in nature but flexible and culturally rigid; old media has limited reach; old media has tremendous impact on the audiences as the messages are presented live before them; old media has more appealing effect to the target audience as it has been designed in communication cum entertainment mode so as to make the messages more appropriate, understandable and convincing and old media has proved effective in communication because of its cultural compatibility.

2.2.3 What is New Media?

Amobi (2011) defines new media as an interactive digital media, computerized or networked information and communication technologies such as the internet, as opposed to traditional media such as print and television. Lister et al (2009) describes new media technologies as all environments that let users search, research, share and configure their media experience. According to them, these environments will become the primary means for users to navigate unlimited professional, community-generated and user-generated content and services.

Crosbie (2006) further mentioned that new media is uniquely industrialized and information can simultaneously be delivered or displayed to a potentially infinite

number of people. Each of the people involved – whether publisher, broadcast or consumer shares equal and reciprocal control over the content. Any media content that is digital can be stored as the 1s and 0s of computer code, including text, audio, pictures and video. This digital content can be delivered via different media, such as a compact disk (CD), digital versatile disk (DVD) or digital radio or television broadcast signal. Logan (2010) sees new media as a term that will in general refer to those digital media that are interactive, incorporate two-way communication, and involve some form of computing as opposed to "old media" such as the telephone, radio, and television. According to Croteau and Hoynes (2003), new media, “radically break the connection between physical place and social place, making physical location much less significant for our social relationships”. Chen and Zhang (2010: 801-815); Flew (2005); Lister, Dovey, Giddings, Grant and Kelly (2009) make known that new media enjoys five distinctive characteristics: digitality, convergency, interactivity, Hypertextuality and virtuality. Digitization is the most prominent feature of new media. New media or digital media de-materializes media text by converting data from analog into digital form, which allows all kinds of manipulation and stored in very limited spaces.

New media converges the forms and functions of information, media, electronic communication, and electronic computing. The convergence power of new media can be easily demonstrated by the emergence of the Internet in terms of its powerful function embedded in computer information technologies and broadband communication networks. Interactive function of new media between

users and the system regarding the use of information resources provides users a great freedom in producing and reproducing the content and form of the information during the interaction. The freedom in controlling the information, endows new media with a great power in the process of human communication. Hypertextuality of new media brings forth a global network center in which information can freely move around and spontaneously interconnect. New media allows people to generate virtual experience and reality. According to Jones (1995:138-163), the formation of virtual community that crosses all the boundaries of human society definitely will challenge the way we perceive reality and have traditionally defined identity.

2.3 Brief History of Media Development in Ghana

A press reference on (<http://www.pressreference.com/Fa-Gu/Ghana.html>) gave the following background into the development of media in Ghana since its inception.

“Ghana has a vibrant media that plays a key role in political discourse, national identity, and popular culture. Emerging in the nineteenth century, the media gave voice to popular campaigns for independence, national unity, development, and democracy throughout the twentieth century, establishing a distinguished history of political activism for Ghanaian journalism”.

“The first newspaper, The Gold Coast Gazette and Commercial Intelligence, was published from 1822-25 by Sir Charles MacCarthy, governor of the British Gold

Coast settlements. As a semi-official organ of the colonial government, the central goal of this Cape Coast newspaper was to provide information to European merchants and civil servants in the colony. Recognizing the growing number of mission-educated Africans in the Gold Coast, the paper also aimed at promoting literacy, encouraging rural development, and quelling the political aspirations of this class of native elites by securing their loyalty and conformity with the colonial system". Radio was introduced in Ghana in 1935 by Sir Arnold Hodson, the then Governor of the country. The medium was introduced to mark the Silver Jubilee of King George V, the head of the British Empire, of which Ghana was a colony (Alhassan, 2005). Known as ZOY it was used to transmit "BBC programmes to some three hundred colonial residents and privileged native elites". "Service was subsequently extended to Kumasi, Sekondi, Koforidua, and Cape Coast". British radio did not only provide information and entertainment but also served as a means of countering the anti-colonial campaigns of the nationalist press.

In 1954, the Gold Coast Broadcasting System was established, and it later became the Ghana Broadcasting Corporation (GBC) after independence in 1957. By the mid- twentieth century there were estimated to be over a million radio sets in sub-Saharan Africa and at the end of the twentieth century it was estimated this figure would reach 100 million radio sets (Fardon and Furniss, 2000). According to UNESCO, (in Jensen, 1999) in 1995 there were approximately 115 million receivers across sub-Saharan Africa; 18 per cent of the region's population owned a radio. Television was established in Ghana in 1965 by the government in

collaboration with Sanyo of Japan. Sanyo wished to promote television in Ghana to support its own television assembly plant in Tema. From the introduction of radio in the Gold Coast in 1935 and television in 1965, till the airwaves was liberalized in 1996, radio and television were controlled by the colonial and post-colonial State and this greatly shaped media practice. Whereas the various subsequent regimes – colonial, independent, military, and civilian, differed much in their use of the media, the Ghana Broadcasting Corporation (GBC) always served a strong political and educational purpose. Throughout the history of GBC, development of the broadcast infrastructure and programming policies were closely tied to state ideology, be it colonial, anti-colonial, Pan Africanist or revolutionary.

2.3.1 The Media before Deregulation

The history and development of the mass media in Ghana are inextricably linked to the country's political history. Under colonialism, the newspaper was introduced and used more as a political tool to link the centre to the periphery than as a tool for the dissemination of information (Anokwa, 1997; Ansu-Kyeremeh and Karikari, 1998). During the struggle for independence, newspapers were used to organise and galvanise the people to fight to liberate the country from colonialism (Ansah, 1991: 30-36). The broadcast media has a history of state monopoly in Ghana. Until deregulation a decade ago, the state-owned Ghana Broadcasting Corporation (GBC) was the sole operator of radio and television in the country. Radio was introduced by colonial authorities in 1935 and targeted

towards expatriates and a handful of educated Ghanaians, but its reach was rapidly extended throughout the country after independence.

The Ghanaian media has vacillated between intrepidity and cowardice along a continuum of revolutionary, confrontational, legitimacy, and supportive roles depending on the prevailing political atmosphere. Their roles have mainly been determined by the unstable, complex, social and political environments in which they function. They have tried to play the watchdog role during most civilian administrations (Blay-Amihere and Alabi, 1996).

2.3.2 The Media after Deregulation

The spirit of the Fourth Republican Constitution, coupled with civil society/public agitation made continued state monopoly over the airwaves untenable in Ghana. The School of Communication Studies, University of Ghana, for example, organized a National Workshop on the “privatization of radio and television” to stimulate public discussion on the issue (Karikari, 1994). In addition to such awareness creating initiatives, the call for deregulation was dramatically expressed when an unauthorized FM station called Radio Eye began broadcasting to parts of Accra without recourse to the licensing authorities. Radio Eye was raided and shutdown after a few weeks on air, but the station’s defiant action forced the government to address the central question of broadcast deregulation. Since the advent of the deregulation of broadcasting in Ghana in 1996, a process put in motion earlier by the promulgation of the 1992 Constitution radio has recorded the most growth. However, this boom has concentrated largely on

commercial radio, with the approval of over 224 private commercial licences. The commercial radio and television stations and the print are concentrated in the urban centres of Accra, Kumasi and Takoradi, thus neglecting the vast rural population.

2.4 Forms and Types of Media in Ghana

The forms and types of the media as recognized in Ghana and spelt out in the National Media Policy are the print, broadcast, (comprising radio and television) and film. The policy also covers mass communication services like wire services, advertising and public relations.

2.4.1 The Electronic Media

The Electronic media is made up of radio and television. They involve the transmission by the airwaves, cable or satellite of sound or image for simultaneous reception by a mass audience. As at 2006 there were 166 licensed radio stations out of which 122 were operational and 25 licensed television stations out of which 10 were on air (National Media Commission, 2006).

2.4.2 The Print Media

The print media according to the National Media Policy comprises newspapers and magazines that are printed for mass readership. Until the deregulation, the dominant effective media was state owned which included the Daily Graphic, Evening News and the Ghanaian Times. The print publications are categorized

into public, commercial and community newspapers. There were 466 total print publications in 2006 (National Media Commission, 2006).

2.4.3 Other forms of Media

According to the National Media Policy, apart from the broadcast and print media, there exists the film, wire services (news agencies), advertising and public relations. The film refers to the recording of moving images and sound on cellulose, video tape, disc or other recording medium for public screening. Wire services also known as news agencies are central organizations which gather and disseminate news covering a large geographical area, both national and foreign. Examples of national and foreign news agencies are the Ghana News Agency (GNA) and Reuters respectively. Advertising refers to the presentation and promotion of ideas, goods and services paid for by an identified sponsor be it an individual or a company. Public relations is the distinctive management art and social science function based on an understanding of human behavior that identifies issues of critical relevance, analyses of future trends and predicts their consequences and establishes and maintains mutual beneficial relationships between an organization or group and its public based on truth, full information and responsible performance (National Media Commission, 2006).

2.4.4 The Private Media

Barely a decade after the deregulation of the Ghanaian media, the broadcasting scene has drastically changed. Privately owned, commercial FM and TV stations

are mushrooming, claiming Accra's soundscape from the state-owned Ghana Broadcasting Corporation. A whole new popular culture revolves around radio and television, consisting of media personalities, Radio and Television (RTV) awards, review magazines, and live shows.

2.4.5 The Public Media

The public media according to the National Media Policy are the state owned newspapers, the present Ghana Broadcasting Corporation, the present Ghana News Agency and a film production support facility to be created which as at now is not in existence. It has got the special mandate to meet the information, education and communication needs of the nation and especially of the rural majority, the urban poor and sectors, such as women and the youth on the periphery of the national discourse. The rural majority rely mostly on the electronic media, radio to be specific for information and entertainment (National Media Commission, 2006).

2.5 Functions of the Media

The mass media has enabled large sections of Ghana's population to voice out their feelings especially through letters to editors and interactive radio programmes in local languages. It allows Ghana's citizens to contribute to discussions on issues that affect the society. Throughout Africa, the mass media has played a useful role either to ensure the practice of democracy or to safeguard it against abuse. The media is seen as a window on events and experience, a mirror of events in society and the world, a filter or gatekeeper, a signpost, guide

or interpreter, a forum or platform for the presentation of information and ideas and as an interlocutor or informed partner in conversation (McQuail, 2000). He advances by listing some of the functions of the media as follows:

- Ensuring good governance and government accountability through the provision of adequate and accessible information, which is a sine qua non of democracy, economic growth and consumer choice.
- By providing and facilitating the flow of information.
- The media educates through the provision of news and information;
- Provide entertainment;
- Bring societies, social institutions and cultures closer to each other through news coverage and the provision of information;
- Perform watchdog roles over Governments, their agencies and institutions as well as over society and its institutions;
- Usually set the agenda for debate and discussion on issues of importance

Newspapers and broadcast media have become a very important source of political education, conscientization, mobilization, and advocacy. They educate citizens on democratic principles, their constitutional rights, and provide them with access to different views and air their own views. Sambrook (1996:69-87) captures this when he states that: the privately-owned media play important roles in democratic life. They inform citizens on matters of public policy by presenting and debating alternatives. Where parties remain weak to fulfill this policy role, newspapers, radio and television may fill the gap in forging a more informed

electorate. The media may also help empower their readers and listeners by making them aware of their civil and political rights, and why and how these rights should be exercised.

2.6 New Media in Africa

The growth of new media platforms has been dependent on the growth of communication technology, most importantly broadband and mobile Internet. In the year 2000, Africa had about 15 million mobile subscriptions. By the end of 2010 there were over 500 million users (Standard Bank Africa Macro Insight and Strategy report, 2011). Furthermore they make known that between 2000 and 2011 Internet penetration on the continent grew by 2,527% compared to a world average of 480%. It is believed that by 2015 Africa will add an extra 300 million internet subscribers making a total of 800 million, more than twice that of the United States (Standard Bank Africa Macro Insight and Strategy report, 2011). This number is still a fraction of the continent's population, which currently stands at over one billion.

According to a UN report, rarely has anyone adopted mobile phones faster and with greater innovation with regards to the way Africa took the lead in the global shift from fixed to mobile telephones (UN Africa Renewal Magazine, 2010). Already, Nigeria is the world's tenth largest mobile market with over 90 million mobile subscribers.

In the process of this rapid expansion in communication, Africans have quickly caught on to new media. This development has been attributed particularly to the growth of mobile communications and its apparent utility for both the poor and middle classes (Patterson, 2013:1-6). Social media is growing on the continent, 27 percent of African Internet users are believed to have Facebook accounts (Standard Bank Africa Macro Insight and Strategy Report, 2011). This serves as a suitable platform for media organizations to reach its audiences. The number of African Facebook users jumped up from 17 million in 2010 to 32 million users by the end of 2012, which represents over 15% of the continent's online population (Standard Bank Africa Macro Insight and Strategy Report, 2011; UN Africa Renewal Magazine, 2009)

The power of new media tools on the African continent over the last few years cannot be disregarded. The series of revolutions that took place in some northern African and Arab states dubbed the 'Arab Spring' began in Tunisia in 2010 and spread across Northern Africa to the Middle East resulting in the fall of longtime presidents like Libya's Muammar Gadhafi and Egypt's Hosni Mubarak; Social media during this period was largely credited with giving a voice to the people even in the face of government crackdown on communication systems. The power of mobile devices and new media tools like the Blackberry messenger, Facebook and Twitter was quite evident in these situations. The restricted access to traditional media by these governments led to the rise of citizen journalism, with social media becoming an important news source. Protesters uploaded raw footage, photos, and messages of the chaos using Facebook, Twitter, and

YouTube. These videos became credible sources of news, which were received by audiences worldwide (Ali and Fahmy, 2013: 64). Indeed the 2011 Egyptian protests were often referred to as the 'Facebook revolution' (Ali and Fahmy, 2013: 61). They conclude that in the case of the uprisings in Iran, Egypt, and Libya, the work of citizen journalists provided a powerful source of news for traditional media who picked stories that fitted their organizations' routines.

Similarly Nigeria, Kenya and Zimbabwe also experienced a proliferation of new media in the run of their general elections. In Zimbabwe for instance blogs have been quite important in addition to other new media platforms. Moyo (2009: 551-567) acknowledges that these various blogs provided information and discussions often absent in mainstream media and served as a parallel market of information to mainstream media. According to Moyo (2009), mainstream media often tap into citizen journalism as a source of credible news source since it often serves as a testimony of citizens' accounts of events, which was particularly evident during the 2008 elections.

2.7 New Media in Ghana

Just about five years ago, Busy Internet, West Africa's largest Internet cafe, located in Accra, had a hub with 100 computers and Ghanaians from all walks of life would pay for access over their speedy connection. However the growth of broadband and mobile internet has brought the internet closer to many and fewer people need now go to any café to surf the net (Acquaye, 2013). According to ITU's, *Measuring the Information Society 2012*, between 2010 and 2012, Internet

usage moved up from 10% to 12%. Mobile broadband penetration surged from 7% in 2010 to 23% in 2011 and Ghana was ranked 117th out of a 155 countries, an improvement by 4 places from 2010. No other African country recorded such an improvement for Internet access as well as usage.

Today, Ghana has over 3.5 million Internet users, representing 14.1% of the population (www.Internetworldstats.com). Mobile technology is allowing access to the web than ever before. It is empowering more and more people by reaching areas that were previously disconnected. This helped media organizations to cover larger audiences. Mobile technology is not only expanding access, it is also pushing the frontiers of what is traditionally considered a computer. In Ghana 70.5% owned computer with internet connectivity and 29.5% own handsets with Internet connectivity according to RIA survey 2011/12 (Calandro, Stork and Gamage, 2014: 5). Today, mobile handsets come equipped with fast 3G internet, video and audio recorders and offer loads of software that allow editing and publishing of digital material. Mobile Networks in Ghana like MTN currently offer services that allow text messages to be transformed into Facebook posts. These services allow the media and journalists to source, edit, publish, and receive comments almost instantaneously while on location.

According to Amartey-Tagoe (2012) one other flagship project which has contributed immensely to the use of Social Media during the election season has been the Ghana Decides project managed by Blogging Ghana, Ghana's biggest association of bloggers. The project has educated the online community by using

tools such as Twitter, Blogs, Facebook, Google+, YouTube and many other channels.

2.8 Integration of Old and New Media

Today, technology, computers and the internet have facilitated an undeniable media shift that is changing the way news is gathered, with one result being the phenomena of participatory news (Singer, 2001:65-80; Deuze, Bruns and Neuberger, 2007:1-24; Gordon, 2007: 307-319). Channel (2010) indicated in his study on 'Gatekeeping and citizen journalism: A qualitative examination of participatory newsgathering' that this is a melding of public participation that involves bloggers who break news on independent websites, and citizens who capture newsworthy events with cell phone cameras. Mainstream news organizations have realized the power of the public's participation in newsgathering. The findings of his study revealed that CNN runs an iReport unit whose staff are responsible for overseeing the iReport community and are involved in vetting the content to determine if these activities are similar to or different from traditional gatekeeping practices. The employees are primarily responsible for monitoring, reviewing and vetting user-generated content that is uploaded to the iReport community. The most common types of content categories that are contributed to iReport are breaking news, feature stories, enterprise stories, community commentary and fun projects. Additionally, content submitted to iReport is used across CNN's broadcast networks and on the Web.

This has made that process of finding sources easier, vet these sources and share them on multi-platforms including their traditional media - Television. For all of the respondents, technology plays a major role in the gathering, selection, vetting and distribution of user-generated contents. The iReport community is made up of approximately 300 to 350 thousand individuals who participate in a variety of ways. Online community members use the site to share their photos and videos with CNN/iReport staff.

News outlets that include the BBC, public broadcasting stations, and websites like the Korean-based Ohmy News are leveraging the collective knowledge of the public to create news content (Sambrook, 2005:11-16). The integration of old and new media in some countries have made it possible for media houses to source for stories quickly even from locations beyond their reach when using traditions communication systems and extend those stories to their listeners and viewers within the shortest time as well as engage their audience interactively.

Belair-Gagnon (2015) wrote in his book entitled 'Social Media at BBC News: The Re-Making of Crisis Reporting' that up to 2006, social media remained largely separated from the daily work routine of many BBC journalists. Only a handful of journalists and the UGC Hub team integrated social media into their daily journalistic work. He also revealed that senior managers and tech-savvy journalists were taking social media seriously even though social media were a nascent enterprise in BBC journalism. From 2006 to 2010, a series of watershed crisis news events allowed social media to be used systematically in BBC

journalism. At the same time, the public broadcaster took more steps within the newsroom to combine social media in BBC journalism, and on new social media platforms such as Twitter. Between 2006 and 2010, the new media logic involved social media, citizens and journalism. Several Crisis news events of significance show that the broadcaster took more steps to integrate social media in BBC journalism: the Saffron Revolution in Myanmar of 2006, the Mumbai attacks of 2008, the Iranian selections of 2009 and the Haiti earthquake of 2010.

2.9 Impact of these integrations on the activities of media houses and journalism

There has been tremendous impact on news sourcing and dissemination in the media landscape since the advent of new media. Jordaan (2013: 21-35) notes in her study on the impact of Facebook and Twitter on newsrooms routines at two South African weeklies that despite initial misgivings about the credibility of the information disseminated on new media platforms, mainstream journalists have gradually started to adopt these media as professional tools.

The work processes of journalism has been influenced by the integration especially when it comes to how journalist source for and relay stories for editorial purposes before it's dissemination to the public. Raymond and Lu (2011) in their online study of "Journalists and Facebook", a Facebook group consisting of almost 14,500 members revealed that journalists are among the many professions that have established group areas on Facebook. Their research revealed that though the personal nature of Facebook may have professional implications and ethical considerations, journalists continue to use it for purposes

that are beneficial to their work. According to their findings many journalists now use Facebook and other social networks in their story research and investigation.

Reed (2011:43-64) indicated that 46% of participants use Facebook for professional purposes while 80% of Twitter users used it professionally. Some journalists use their Facebook and Twitter accounts for background research before interviews to get a sense of whom their subjects were with 61% of participants having directly quoted from athletes' Facebook page and or a Twitter feed. Reed's study suggests that sports journalist's definition of professionalism is now interpreted through additional lenses; among them are how they separate professional and personal relationships on Facebook and Twitter sites and how they use information found on athletes' Facebook and Twitter pages in wiring stories. The findings of Reed suggest that though Twitter has been accepted as "normalized" medium for professional sports journalism newsgathering, particularly among younger professionals the same cannot be said however, of Facebook. This goes to buttress the essence of this study, to ascertain if these adoptive tools have impact on the working standards of journalism as a profession or its deployment never requires the adherence of the professional to lay down policies.

In contrast to the latter suggestions of Reed, Wilson (2008: 12-13) found out that journalists were using Facebook primarily for professional networking purposes and saw the site as limited in its usefulness as a journalistic tool. Cision (2011) reports that journalists across Europe have fully embraced social media, a new

media technology as an important channel in their journalistic practice. Cision's study revealed that European journalists use a mix of social media and traditional tools in their daily routines. This is exactly a reflection of the Ghanaian journalism settings which gives this study a drive to make effective comparison of the effectiveness of this varieties and dynamic tools at the disposal of journalist, media organizations and the execution of their work.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter focuses on the procedures that were followed in collecting and analyzing data. Discussed in details are the research design; target group; sampling; sources of data; data collection; data analysis and ethical issues.

3.2 Research Design

Research Design is the blueprint for conducting the study. This maximizes control over factors that could interfere with the validity of the findings. Designing a study helps the researcher to plan and implement the study in a way that will help him or her to obtain intended results, thus increasing the chances of obtaining information that could be associated with the real situation (Burns and Grove, 2001:223).

This study adopts the qualitative research method involving in-depth interviews with editors and journalists of some major 'news' organizations. This was to determine the attitude and views of these news organizations towards the use of new media tools in their organization and journalistic work. According to Kvale (1996) qualitative research interview attempts to understand the world from the subjects' points of view, to unfold the meaning of their experiences. Moritz (2010) in his study on social media and the evolution of journalists' routines

employed in-depth interviews with journalists to study the research question. The same approach will be applied to the research questions in this study.

3.3 Target Group

A target group is the total group of individuals from which the sample might be drawn. For this research, the population focuses on the media organizations in Ghana specifically those news generating organizations, be it printing, radio or television.

3.4 Sampling

3.4.1 Sampling Technique

Purposive sampling technique was adopted to aid in identifying relevant participants. The respondents that were identified were 21 in number, out of which were four program managers (TV3 program manager, Joy FM program director, Uniiq FM, GTV program manager) two editors (Daily Graphic and Daily Guide) and the rest, journalist in their respective fields (governance, news, sports, drama entertainment, religion and culture). The criteria used was due to their involvement in the use of new media in carrying out their work, the supervisory role they play when it comes to the work of journalists and the input they made in enhancing news stories or content. Baxter and Babbie (2004) state that purposive sampling is a type of non-probability sampling method in which the researcher uses their judgment in the selection of sample members. The choice of this technique is due to the fact that it is extremely fast, easy, readily available, cost effective and the homogeneous nature of the sample and the research questions addressed were specific to the characteristics of the sample. According to

Descombe (2014), purposive sampling procedure will enable the researcher to select participants with the relevant requirements to the study. Appelberg, Nygren and Gardeström (2012) in their study on how social media active journalists used the medium applied purposive sampling to select participants. According to them, this ensured that the sampled respondents were relevant to the study.

3.4.2 Selection Criteria

The study selected two media organizations each from radio, television and the print media. The media organizations selected comprised of both public and private organizations. This was to ensure an adequate comprehension of the subject under study across board. The selected media houses were chosen on condition that they were solely into news sourcing and dissemination of news with online platforms. The following media houses were selected:

- Radio - Uniiq FM (Public) and Joy FM (Private)
- Television – GTV (Public) and TV3 (Private)
- Print – Daily Graphic (Public) and Daily Guide (Private)

Uniiq FM is a public FM station based in Accra and is part of the Ghana Broadcasting Corporations' network that has been in existence since 1935. Joy FM is the first licensed private radio station in Ghana. Ghana Television (GTV) is the national broadcaster and continues to enjoy nationwide coverage. For a long period it provided the only source of television news and is still considered as a credible news source. TV3 is the first licensed private television station in Ghana. Daily Guide was launched in 1999. It is privately owned and is the only private daily paper competing with the Daily Graphic.

3.5 Sources of data

Hungler and Pilot (1999) define data as information obtained in a course of a study. Two sources of data were used in this study, they are: primary and secondary data.

3.5.1 Primary data

The primary data is first-hand information obtained from the respondents in the targeted population. In primary data collection, the researcher collects the data himself using qualitative and quantitative methods. Qualitative methods were adopted for this study by administering a semi-structured interview guide and the use of a recorder. Kotler (2009) describe primary data as data obtained for the specific purpose at hand. The data collected is unique to the researcher. Until the researcher publishes it, no one else has access to it.

3.5.2 Secondary Data

Secondary data can be described as sources of information that are collected by a person or organization other than the users of the data and include both qualitative and quantitative data which are used in both exploratory and descriptive research. Secondary data consist of already processed data existing elsewhere. This type of data enables the researcher to gather enough information on the subject matter (Kotler, 2009). In order to broaden the scope of the research and adequate results to be achieved, information from other publications and materials were used in this study.

3.6 Data Collection

This involved the administration of semi-structured in-depth interviews in selected media houses. Interview guide was used to collect relevant information from the interviewees.

3.6.1 Interview

The researcher contacted heads of news and news editors from Daily Graphic, Daily Guide, GTV, Joy FM, TV3 and Uniiq FM. Initial face-to-face meetings were arranged with each of them and they were briefed on the subject under study. After they have accepted, an appropriate date and time was scheduled for an in-depth interview to be conducted on an individual basis. The interviews were later conducted at the offices of each interviewee. Each interview lasted about 30 minutes. The interviews were semi-structured using an interview guide because a semi-structured approach gave each interviewee a level of comfort to provide detailed and exhaustive answers to the questions asked.

The interview guide consisted of eight sections:

- Section A: self-introduction
- Section B: Profile of Media house
- Section C: Forms of integration
- Section D: Why and how of integration
- Section E: Impact of the integration
- Section F: The views of media organizations
- Section G: Future of the integration

(Refer to Appendix A for a sample of the interview guide)

A recorder was also used as a primary tool in collecting data for each meeting. Notes were taken to provide extra information such as nuances and expressions and thoughts, which the recorder could not capture. Recorded responses were later transcribed and grouped into themes for analysis.

3.7 Data Analysis

According to Basit (2003:143), analyzing qualitative data is often seen as a demanding, repetitive and arduous task. Although predominately a mechanical exercise, it requires an ability of the researcher to be dynamic, intuitive and creative, to be able to think, reason and theorize (Basit, 2003:143). The goal of qualitative analysis is to deconstruct blocks of data through fragmentation and then have them coalesce into collections of categories which relate conceptually and theoretically, and which make assumptions about the phenomenon being studied. Miles and Huberman (1994) stated that the task of data analysis is to reduce data into meaningful units.

The data collected from the field were coded and codes were collected into categories until the categories develop some meaning. According to Tesch (1990), we may interview several people to discover their attitudes and once we have collected these several attitudes, we would be able to discern some meaning through similar or dissimilar patterns and commonalities.

The study adhered to principles from the analysis approach by (Glaser, 1978). With this approach, data collected were handled at two levels. Firstly, the data

was divided into meaningful textual segments which are logical and add value to the research and secondly a label was attached to the data which is descriptive and sufficiently abstract to encompass other similar, yet unique datum. The procedures used in analyzing the data are:

- Organization of data
- Reading and writing of memos
- Classification of the data
- Interpretation of the data

3.7.1 Validity and the reliability of data

To ensure the reliability of the results obtained, the data collections tools were pre-tested by administering it to fifteen respondents. This helped to fine-tune the questions where necessary in order to achieve the objectives for the study. The feedback from the respondents was used to revise the interview guide whilst eliminating ambiguous questions that are quite irrelevant to the study's objectives. However, answers received during pre-testing stage were used for testing purposes only. Aside the pretesting, consistent guidance and supervisory work from my supervisor helped trim the mode and format for collecting the data needed for the study. Kvale and Brinkman (2009) recommend that validity and reliability should be assessed in all the steps of the qualitative investigations.

The final draft of the interview guide was administered to selected respondents that were relevant to the study and whose views brought to the researcher's

disposal scarce and relevant data in order to achieve the objectives of the study as intended.

3.8 Ethical Issues

Ethical issues relate to how a researcher conducts him or herself in relation to the rights of those who are his or her respondents. According to Gallagher (2009) ethics in research is a complex construct, essentially concerned with the principles of right and wrong conduct.

In order to undertake this research for the production of valid results, respondents were served with official letters explaining the very nature of the research and seeking their concern to participate voluntarily. This was followed by the respondents scheduling a day and a time at their own convenience to meet each of them for the interview. The researcher assured them of their right to privacy and that information given is going to be treated confidentially. The researcher also sought for respondents' permission to record the interview and assured them it is meant solely for academic purposes.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF RESULTS

4.1 Introduction

This chapter presents and analyzes data obtained from the findings.

4.2 Presentation of Findings

4.2.1 Background to media organizations

(i) TV3 GHANA

TV3 Ghana is a private, free-to-air television broadcaster in Ghana. Launched in 1997 by Thai company BEC-TERO, TV3 Ghana airs and produces a variety of television programs including acclaimed news bulletins, dramas and successful reality television and entertainment shows. In year 1999, it was sold to Media Prima, a Malaysian company, and then taken over by a Ghanaian company in 2011. TV3 Ghana established itself as the most watched free-to-air television station in Ghana, having achieved 65% nationwide penetration at the end of 2006 and 90% since 2008. TV3 remains popular for its showing of Mexican telenovelas, Korean series, music and a variety of local and foreign movies. TV3 entertains and educates its viewers through all the programs aired.

(ii) GTV

The Ghana Broadcasting Corporation (GBC) is the public broadcaster in Ghana. It is funded by broadcasting television commercials and the levying of a television license. The broadcasting service, established in 1954, was originally known as the Gold Coast Broadcasting System before it was renamed to the Ghana Broadcasting Corporation upon the country's independence in 1957. Throughout its history it has been independent of the government's Information Services Department. Ghana Broadcasting Corporation operates one television station, GTV. The station is broadcast to the whole of Ghana via satellite.

(iii) UNIIQ FM

Uniiq FM is one of the ten FM stations of the Ghana Broadcasting Corporation, and was the first to start operating in 1986. It can be heard in almost every corner of the country and also streams LIVE on www.gbcghana.com. Its programming includes various contents such as news (national and international), sports, business and politics.

(iv) JOY FM

Joy FM is a privately owned radio station in Accra, the capital of Ghana. The station is owned and run by the media group company Multimedia Group Limited. The Multimedia Group is a media group in Ghana. It was established in 1994 and has six radio stations, six news websites and a satellite television network. The group has won several local and international awards for its leadership in information communication in Ghana and the world. Its pioneer

radio station, Joy FM was adjudged the second best radio station on the African continent by the British Broadcasting Corporation in 2006. JOY FM features a wide variety of programs that include news, entertainment, information and sports. Her main programs are Joy FM News, Home Affairs online, Joy Slow Jam, Jazz Serenade, BBC World News, Joy FM Lunch and Cosmo.

(v) DAILY GRAPHIC

The Daily Graphic is a Ghanaian state-owned daily newspaper published in Accra, Ghana. The paper was established along with the Sunday Mirror in 1950, by Cecil King of the London Daily Mirror Group. With a circulation of 100,000 copies it is the most widely read daily newspaper in the country. In 1979 the newspaper was renamed the People's Daily Graphic under Jerry John Rawlings for a few years to "remind the people that it belongs to them". Being a state-owned paper, it regularly covers the government in a favorable light, detailing and encouraging national unity and government policy. The paper, owned by the Graphic Communication Group Limited, also prints two weekly entertainment newspapers, namely The Mirror and Graphic Showbiz. Graphic Sports, the most read sports news in Ghana, is also a product of the company. The company also publishes the Junior Graphic, aimed at a younger audience, the Graphic Business, a business and financial paper, the Graphic Advertiser, a free ads paper, and the Nsempa, a regional weekly for the Ashanti Region.

(vi) DAILY GUIDE

The Daily Guide, Ghana's second largest newspapers, is published by Western Publications Ghana Limited, the biggest independent press house in Ghana. Launched in 1999, The Daily Guide newspaper ensures a nationwide circulation by airlifting newspapers to all corners of Ghana. Their mission is to promote democracy in Ghana through objective and creative journalism which will inform, entertain and educate their readers. Daily Guide is a private-owned daily newspaper owned by Mrs. Georgina Blay. The newspaper is published six times per week and is regarded as the most circulated independent paper in Ghana with a circulation of about 22,000 copies a day.

4.2.2 Reasons for integrating old media and new media in Ghana

The data analysis focuses on reasons why the old media is been integrated into new media in Ghana, forms the integration is taking, views of media organization, impact of the integration and the possible future scenario of the integration.

4.2.2.1 Why integrate old and new media in Ghana

Respondents revealed a number of reasons for the need to incorporate new media and it tools into the use of old media in Ghana. Categorically those reasons have to do with the forces of technology, rapid access to information, ease in work load and it is a growing area.

A respondent from TV3 explained that:

The media is changing in ways that make it increasingly difficult to just consider linear broadcasting in isolation especially when the processes of change occurring comes with a greater emphasis on multi-platform. When it comes to the television industry, engagement with audiences is evident in all stages right from content production to product assembly to distribution. And these processes of change are affecting media forms and how content is consumed and enjoyed. For us as broadcasters, we wanted to bridge the gap created by time required in sourcing, editing and dissemination of stories or news to our audience whiles overcoming the shortfalls of linear broadcasting to reach the masses across most of the technological devices like Smart Phones, Tablets, and Laptops etc.

A respondent from GTV explained that:

So that media houses can have the necessary platform to address most of the downside of traditional media practice. For instance prior to the integration of old media and new media in GBC, as a state owned media house, the organization had correspondents in all the ten regions in Ghana whiles a number of them represented us in some foreign countries. Stories from these respondents have to be sent to the headquarters for editorial work to be done on them. Sometimes these arrive behind schedule due to circumstances like recorder getting crashed, long distances among many others. It was also very difficult building content that our followers liked because we had no means of getting feedback on some of our activities.

A respondent from Uniiq FM explained that:

To help media houses create multiple platforms through which they can extend their services to their audience whiles introducing interactivity between the audience and the media. This helps the organization administratively. This is because with new media you can tell if people like your programs or not through tools like Facebook and Twitter, which helps the organization to re-package their content when necessary so as to retain their audience which aids a lot when it comes to commercials.

A respondent from Daily Graphic explained that:

The integration of old and new media has the potential to bridge the vast gap between television, radio and the print media. The print media no longer compete with themselves but use television and radio as its yardstick for competitiveness. We all know that stories television and radio goes faster than that of print media, making it impossible for them to be at par with them in terms of timely delivery of news. However new media introduces speed into the print media while providing a larger audience base.

A respondent from Daily Guide explained that:

New media has become the backbone of media operations now and one has no option than to adopt them for one to remain relevant in the media world.

A respondent from JOY FM explained that:

New media drives most competitive media houses around the globe and one that cannot be overlooked. We integrated this technology into our traditional media primarily to keep us on a competitive terrain in the media world to offer timely news and engage our audience in what we do as a media house.

4.2.2.2 Forms the integration is taking

A respondent from TV3 explained that:

We use more of Facebook to ascertain whether people are following what we do on daily basis. For example we have a TV3 Sports Facebook account where hints of news in sports, previously discussed sports topics and upcoming programs on sports are posted there. We use the data (comments of viewers and their contribution) as a guide when taking decisions on the content of sports programs to bring on board in addition to the expertise provided by our program content manager.

A respondent from GTV explained that:

We, as a television station use internet to source for stories from well-known media organizations like BBC. And for the normal programs that we show on GTV, programs like Soap Operas which come with commercial activities. For us to be able to determine the how large our audiences are, we adopt to new media tools like

Facebook by creating Facebook accounts for such programs. So based on the comments we receive on this platform we are able to tell whether people like what we are showing or not. Formerly this was not possible with old media which was unidirectional.

A respondent from Uniiq FM explained that:

The station has the widest network coverage with patronage from people from different walks of life and background and to make their programs accessible to mobile listeners, they stream their broadcast live on the internet so their listeners can access it on their smart phones, laptops etc. For example the breakfast show on Uniiq FM is streamed live on the internet and the use of a Whatsapp, Facebook and Twitter account for Uniiq FM is used in interacting with their audience on the issue being discussed to seek for their opinions and contributions while the program is ongoing and also monitor their followers in terms of patronage.

A respondent from Daily Graphic explained that:

We use the internet to make available all our newspapers online on the website <http://graphic.com.gh/> so that people who make use of technological devices like smartphones, tablets, and laptops among many others can still access those stories. We also have a Facebook account on all the categories of newspapers we publish to determine followership and views of people.

A respondent from Daily Guide explained that:

We as a print media have adopted an online version of the news of our traditional newspaper. This can be found on <http://www.dailyguideghana.com>. On this site, the exact content of the paper published can be found there. We do this so that those who get access to the paper don't can visit this website to read what we have there, making our stories accessible on different platforms.

A respondent from JOY FM explained that:

Aside our traditional way of broadcasting using the radio, we adopt new media technology to reach the masses on different platforms. For example use the internet to stream all our radio broadcast programmes and have it on all the work related social media portals whiles doing live twitting of those stories and building up of pictures on Instagram.

4.2.2.3 Views of media organization

A respondent from TV3 explained that:

I see new media more of a tool of enhancement when looked at from the angle of the media despite it poses some challenges. The benefits far outweigh its negative sides. Benefits like speedy access to information, real time sharing, prone to distance limitations and interactive technology unlike the traditional way of doing things.

A respondent from GTV explained that:

I see new media has a technology that gives traditional media content global reach to overcome outstanding hindrances to the effective operations of traditional media. Hindrances like distance limitation, difficulty in getting information and sharing it, finding out about the views of audience so as to inform decisions been taken.

A respondent from Uniiq FM explained that:

The integration is been good and has brought more efficiency and effectiveness into the media. By this integration people can sit in the comfort of their offices and use the internet to listen to radio or watch television without necessarily having a TV or radio set in their office. For example, just recently we wanted to relay information on the status of the ongoing vetting exercise carried out by the National Democratic Congress in the Northern Region. To bridge the distance gap between us and the northern region our correspondents reports was brought up live on air through telephony whiles the program was in motion.

A respondent from Daily Graphic explained that:

I see it has a tool of enhancement not only for the print media but for the media in general. For example before we started using new media as a print media, our stories will have to go to the printing house after the required editorial work has been done. From the printing house it then goes to our various distributors and vendors and then lastly to the buyers. By the time the whole work is out the stories already would have been out on the radio and in the television news. But the integration of new media into our operations have helped addressed this issue. Now when we get breaking news, we can quickly put it out on our websites and afterwards in our next publication in the newspaper. This has

closed the big gap between us as a print media and the television and radio media.

A respondent from Daily Guide explained that:

The contributions of new media to the media are so enormous. It has enhanced the operations of media houses. Taking ours for instance, at the time of the recent fire outbreak at the Goil Filling station at Circle in Accra, one of our reporters happens to witness it from afar and by the aid of his smart phone he was able to take photographs of the incident and sent it across to us via Whatsapp. Subsequent follow up was made on this and a story was build out of that for public consumption.

A respondent from JOY FM explained that:

I see new media has a timely technology for the media landscape as a whole. For quite a long time media was only reaching people-the public without a clue of what happens at the other end (the views of the audience) until they spend take the trouble to interview the audience and even with that at a limited and slower pace. New media on the other hand makes this and other prevailing challenges in traditional media simple and flexible.

4.2.2.4 Impact of the integration

A respondent from TV3 explained that:

For us the impact of the integration has been significant both within and without the organizations. It has beef up our operations as a private media house and aided in reorganizing the content of our programmes. For instance we wanted to show a series of shows on our channel but we needed to know if this will have the attention of the masses so we decided to put this show on for two weeks. We created a Facebook account which we made known to the public and held a number of discussions sessions where people could call in or Whatsapp or send in their Facebook comment and this showed us that a lot of people really watched and like watching the program which to us is a commercial value. Although some question the integrity of news sourced from these platforms, we don't have such a problem because we vet such sources to ascertain the validity of such stories.

A respondent from GTV explained that:

Though the integration has helped enhance our internal functions in terms of coordination between correspondents and editors we as a state owned media house don't source for stories from those platforms. Emphatically the integrity of news source from these platforms could be affected especially when you end up getting contradictory views.

A respondent from Uniiq FM explained that:

We normally use it during our routine work to enhance our functionality but not for sourcing stories. So I will say yes its impact has been very significant.

A respondent from Daily Graphic explained that:

People who work with these tools in our organization like to explore these tools at their disposals mostly not for work related activities but for personal edification, knowledge and enlightenment which invariably affects work operations.

A respondent from Daily Guide explained that:

Aside enhancing our operations as a media house using these tools; they have also disrupted newsroom routines. In our organization, instead of people using official working hours officially they log in to Facebook and start chatting with their friends delaying official work. Due to this we had Facebook blocked only to be accessible after 6pm.

A respondent from JOY FM explained that:

Although on the scale of our work output there has been significant improvement both in the way we source for stories and our correspondents submit their findings, sometimes, workers spend a lot of time using these tools for the personal activities – chatting with their friends and skyping. This does have negative effects on our outputs.

4.2.2.5 Possible future scenario of the integration

A respondent from TV3 explained that:

I see two things. A total break down or a total overtake of the entire world on media practitioners. A total breakdown because people can take nude pictures for instance and put it out there on new media platforms which I call a rumor mill. Then unfortunately many media houses who are supposed to then make the difference to say this is not good for public consumption because now everybody is chasing after many viewers, readers, listeners and audience in order to make money, they go in for such things-sensational and graphic stories solely because these are the things that sell. If we make money the ruler of the journalism field then we will be doomed, this is because, at the end of the day what we are going to feed our children and probably our grandchildren will be trash. However, on the other hand if we are to take the positive side of new media and begin to give coverage to every look and crane of our country and parts of the world, intimacy and interactivity across the globe will come with flexibility in the sense that, with ease one will be able to receive on time delivery of news and be thoroughly updated, since new media knows no boundary.

A respondent from GTV explained that:

I see a future where journalist will have to sit up and do a lot more to be relevant. Because of new media, before you even bring up a story someone who is not a journalist already knows about it. So once you are telling a person a story and you are telling him the exact things he knows then he will not feel obliged to even turn to you for any information anymore. So journalist must now learn to go deeper than the surface. Journalist must tell people what they don't already know and that which is true and authentic.

A respondent from Uniiq FM explained that:

I see a future where the voice of television and the newspaper will be completely swallowed by new media due to the vast abilities new media offers and what it stands to be by then.

A respondent from Daily Graphic explained that:

A lot of people will come to the new media for information; some will come because it is even cheaper. With the advent of smart phones one can get access to voluminous information with ease. I foresee the new media becoming even more dominant and pulling

in more people to patronize, I see the old media having more challenges with the new media.

A respondent from Daily Guide explained that:

Citizen journalism will be heightened and new media will be at the face of everybody. This will be a big challenge for the integrity of journalism to be ascertained if we will solely rely on what we read, see or listen to on new media platforms.

A respondent from JOY FM explained that:

Radio will always be radio and television will always be television. You cannot do without these. So yes we just have to position ourselves and see new media not as a threat but as something that will consolidate what we are doing and not to take them away. Even in the abundant use of new media, traditional media like television, radio or print will still be operational and even more effective due to the vast opportunities new media presents and will present in the future.

The responds from the various respondents are expected to serve as the basis for the researcher's findings, providing insight as to whether the integration has been helpful as against the odds it presents. This would be vividly looked at in the next chapter.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter highlights the summary of findings, conclusion drawn out of findings made from the study and recommendations of the study. This study has examined the views of media organizations on the integration of old and new media (case study of GTV, TV3, Uniiq FM, Joy FM, Daily Graphic and Daily Guide). Emphasis has been on the:

- Why are new media being integrated with old media in Ghana?
- What are the forms of integration in the media in general?
- What views do media organizations have on the integration of old and new media in Ghana?
- What is the impact of the integration?
- What does the future hold for the works of journalists and traditional media in view of this integration?

5.2 Methodology

This study adopted qualitative research methods involving in-depth interviews with editors and journalists of some major media organizations. Purposive sampling technique was adopted to aid in identifying relevant participants and data was collected through the administration of interview guide to the identified participants. This was to determine the attitude and views of these media

organizations towards the use of new media tools in their organization and journalistic work

5.3 Summary of Findings

5.3.1 Why the integration?

In Ghana, old media or traditional media is categorized into three areas of news dissemination. They are the Television, Radio and Print media. Before the existence of new media technologies, the primary means of disseminating news and other content in Ghana to the masses was through television, radio and print. With these means of disseminating news or content, audiences must be either seated behind their television or radio or go to the nearest newsstand to have access to the information. Sourcing for news and other content was also confronted with the challenge of timely delivery of sourced news or stories to the newsroom for editing to be done. Aside these challenges, fast or speedy delivery of news and other content to audience and an interactive atmosphere for audience or listeners and viewers to have a sense of belonging was not reality. The media houses in Ghana integrated new media purposely to overcome these challenges.

5.3.2 Forms the integration is taking

This study sought to find out about the various forms of integration in journalism and the media in general. The findings revealed that the following are the forms of integration adopted in journalism and by media houses in general: Internet, Social media tools, SMS (Text Messaging) and Telephony.

Each of the sampled media houses have their own dedicated website which reflects the news given on their traditional media. Ghana Broadcasting Corporation, TV3 and Joy FM own www.gbcghana.com, www.tv3network.com and www.myjoyonline.com respectively. These sites host electronic versions of the news given. Joy FM does live streaming of their radio broadcast on their site whilst Uniiq FM, a wing of Ghana Broadcasting Corporation does theirs on their website www.gbcghana.com.

They also exploit social media tools to enhance their work processes. These tools are used mostly during their live transmission programs and news where they want to interact with their listeners or correspondents, to make them feel part and parcel of what they are doing. During these programs, they deploy tools like Whatsapp, Skype, Twitter, Facebook and Tumbler.

Mobile text messaging is also used as a means to receive audience or listener's view about an occurring event and issues among many other things. These messages are sent by listeners or viewer's as their own quota of contribution to the issue been looked at.

With telephony, telephone calls are open at specific times or sections of the program for contributions from the listener's. Over the years, journalists have also used this means to relay information to their remote stations for live transmission to be effected. That is the reporter reports live but via telephone.

5.3.3 Views of media organizations

All the interviewed media representatives for this study spoke more of the enhancement the integration has brought to their profession and operations as a media house. Their stand on this never overlooked the fact that new media tools could muddy their waters in terms of the reliability and authenticity of news and stories sourced from those areas. In spite of these potential setbacks, they stated that the advantages the technology has brought to them far outweighs these setbacks more especially if journalist will be cautious to verify contents of stories to proof their reliability. They also saw it to be a fast way of getting information and relaying them to their listeners and viewers if time is of essence.

5.3.4 Impact of the integration

The study found at that the integration of old and new media has broaden the frontiers of media houses in that it has given them a larger and global platform in an environment where humans are always on the go and not stationed at one place to access news or content like before. By exploiting these platforms, they are able to reach many audiences and listeners as currently technology is no more a thing of the past. People are now conversant to use sophisticated devices in terms of iPads, smart phones, and notepads among many others. These devices have the functionalities of bridging and exchanging or sending information beyond geographical limitations. And since the media is all about reaching people with news and information, these devices provided them the platform to bridge the time gap in news processing, editing and dissemination.

Aside this, the integration also provided listeners, viewers and the public as a whole a platform to relay on going events like disasters and casualties to their cherish media stations in time unlike previously where by the time the information gets to the media house and then to the appropriate body, the situation would have gotten worse. To them they see the integration as a means to serve the public and the public to serve their nation through them.

5.3.5 Possible future scenario of the integration

The study found out that media houses and journalists will have to double their effort in sourcing for news or stories since information will be laid at the beck and call of humanity by virtue of the capabilities of these new media technologies in existence. For the fact that people will already have access to the information journalists will have to delve deep to be able to substantiate the fact from the rumor, telling people what they don't know rather than what they already know. So the integration in as much as it has come to serve as an enhancement tool will also heighten citizen journalism and competition among media houses especially the private ones who are solely into this field to make profit.

Traditional media on the other hand will not be done away with but rather be given more expressions through the services offered by these new media technology. Today, most of the new television sets that are coming into the system have embedded in them the abilities to run compactible new media technologies. So the old will not be done away with but rather made better through the new.

Organizations like GTV, Uniiq FM, Joy FM, TV3, Daily Graphic, Daily Guide newspaper, the Business and Financial Times newspaper just to name a few actively engage their audience on Facebook and Twitter and have YouTube pages. They often post comments and suggestions on their social media pages as part of their broadcast. In some instances news anchors urge audiences in locations where news stories are unfolding to help keep them updated on new developments. Conversations start through television and radio phone-in sessions and then move online after these programs are off air. This allows journalists to engage audience all day. During the Supreme Court hearings on the election petition earlier this year, social media became an important platform for discussion among citizens and the media. Those who could not watch the live proceedings on television either went online to news sites or onto social media platforms like Facebook and Twitter. These instantly became important resources not only for updating and informing the public on proceedings but also educating them on the various processes and language used in court.

During the attack and siege of the Westgate mall in Nairobi, Kenya where Ghanaian poet and statesman Prof. Kofi Awoonor was shot and killed, President Mahama's reaction on Facebook was instantly picked up by local news houses like Joy FM as well as international ones like the BBC and the Vanguard in the United Kingdom.

Presently, quite a number of well-known Ghanaian journalists and media personalities have their own Facebook and Twitter pages. Broadcast personalities

like Kojo Oppong Nkrumah (Anchor for Joy Super Morning Show), Nana Aba Anamoah (Deputy News Head and Anchor, TV3) and investigative journalist Anas Aremayaw Anas are among the many Ghanaian journalists now on Facebook and Twitter.

5.4 Conclusion

The findings revealed that the media and journalism as a profession in Ghana are embracing the technology of new media and incorporating its tools in their daily routine activities, starting from news sourcing to its dissemination. At this stage we can confidently say that new media and its integration with old media for journalistic work and media operations have come to stay.

5.5 Recommendation

The purpose of this study was to look at the views of media organizations on the integration of old and new media.

The study found out that public broadcasters were lagging behind in the use of most new media tools in sourcing for stories. Respondent for the state broadcaster revealed that their organizations carry out their work conventionally and does not rely on new media tools like Whatsapp and Facebook for sourcing information. They also revealed that they have specific sources like BBC and CNN for their news and these must be followed judiciously by journalist. But public organizations like the BBC use these tools to keep their audience engaged and

informed. It would be worthwhile to investigate what prevents public broadcasters from using these tools in their news production and how this decision relates to their performances as compared to the other media houses.

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APPENDIX A

INTERVIEW GUIDE

The integration of old and new media in Ghana: the views of media organizations

SECTION A – SELF INTRODUCTION

I am a postgraduate student conducting an academic research on how media organizations have evolved and the need for the integration of old and new media. The research seeks to bring to bear the views of media organizations on the integration of old and new media and how it impacts their line of work. I will be most grateful if you will answer the questions to the best of your ability. All responses will be treated confidential and used only for academic purposes.

SECTION B – MEDIA HOUSE

Background to media organizations

(GTV, TV3, UNIIQ FM, JOY FM, DAILY GRAPHIC, DAILY GUIDE)

SECTION C – FORMS OF INTEGRATION

1. What forms of old or traditional media do you have in your organization?
2. Are you conversant with any form of new media?
Yes [] No []
3. If yes, can you mention them?

4. What forms of integration exist for old and new media?
5. What are the adopted forms of integrations deployed in journalism in your organization?
6. How have the various forms of integration influenced traditional journalism?

SECTION D – WHY AND HOW OF INTEGRATION

7. Tell me about the sources of your news stories.
8. Do new media come into play when sourcing for and producing news?
Yes [] No []
9. If yes, what are some of the tools utilized?
10. If no, how do you source for news stories?
11. Do the production of your news involve publication on new media?
Yes [] No []
12. If yes, what are some of the tools utilized?
13. How are these tools used in sourcing and publishing stories or news?
14. How long have you been actively involved in the use of new media as a professional tool?
15. What is your experience with new media taking into consideration your line of work?
16. Why have you found it necessary to incorporate new media and its tools in executing your work?

SECTION E – IMPACT OF THE INTEGRATION

17. Does the form of integration affect the integrity of news from its sourcing to its publications?

Yes [] No []

18. If yes, how does it affect it?

19. How does the contribution of users of some media tools influence the original news published on such platforms as the content of some of these platforms allow for re-editing and transfer of files at the click of a tab?

20. How do some new media tools disrupt newsroom routines?

21. Does the use of new media tools compromise standards and integrity of journalism?

Yes [] No []

22. If yes, in what way?

SECTION F – THE VIEWS OF MEDIA ORGANIZATIONS

23. Is new media a tool of enhancement as far as journalism is concern?

Yes [] No []

24. If yes, how has it served in that capacity?

25. If no, why not?

26. Are journalists conversant with the use of new media in your organization?

Yes [] No []

27. If yes, what has accounted for this?

28. In your opinion, has the integration of old and new media pose any challenges to media organizations?

Yes [] No []

29. If yes, how?

30. How has new media helped retained loyalty of media organization's audience and followers?

SECTION G - FUTURE OF THE INTEGRATION

31. Five years down the lane what do you see become of journalism when you take into consideration the influence of the integration of old and new media?

32. How can the integrity of news or journalism be ascertained taking into consideration the flexibilities of news dissemination and user instructiveness that comes with new media technologies?

33. Do you see a better future ahead for traditional media organizations?

Yes [] No []

34. If yes, in what way?

35. If no, why not?