

## **A GLOBAL HISTORICAL ANALYSIS OF TECHNOLOGICAL ADVANCES IN MASS COMMUNICATION**

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**ABSTRACT:** This study addresses the limited scope of existing research on mass communication, which often focuses on specific media or time periods without offering a comprehensive understanding of how communication technologies have evolved and influenced society globally. It highlights the lack of integration between technological changes, audience behaviour, and the underrepresentation of non-Western perspectives. Using a systematic review method to gather data from databases, Scopus and ResearchGate, the research analyses key innovations from early writing systems to AI, drawing from academic literature and reliable online sources. The findings reveal that each technological advance has increased the speed and reach of communication while transforming audiences from passive recipients to active participants. In the digital age, interactivity, personalisation, and user-generated content have reshaped media consumption but also introduced challenges such as misinformation and echo chambers. The study emphasises the generational shift toward digital platforms and stresses the importance of inclusive global narratives in understanding communication's evolution and its broader cultural, political, and social impact.

**Keywords:** Mass Media, Technological Advances, Audience Behaviour, Nigeria

### **INTRODUCTION**

The evolution of mass communication has been one of the most significant developments in human history, shaping how societies function, how people interact, and how information spreads across the world (Adelabu et al., 2024). Mass communication refers to the process of transmitting information to large and diverse audiences through various media channels (Kumar, 2024). Over time, this process has been deeply influenced by technological advancements that have changed both the tools used and the nature of the communication itself. From the invention of the printing press in the 15th century to the rise of digital platforms in the 21st century, the landscape of mass communication has undergone dramatic transformations that continue to affect every aspect of modern life. Historically, the development of mass communication began with print media, which emerged as a powerful tool for spreading information, ideas, and news to broad populations (Almakaty, 2024). The printing press, credited to Johannes Gutenberg in the mid-1400s, revolutionised access to information by making books and newspapers more affordable and widely available. This advancement laid the foundation for increased literacy, education, and the democratisation of knowledge, empowering people with the ability to learn, think critically, and participate in public discourse (Muringa et al., 2024). Early print media played a critical role in

societal movements such as the Protestant Reformation, the Enlightenment, and later the Industrial Revolution by enabling the rapid dissemination of revolutionary ideas.

As technology progressed, new forms of communication media emerged, including the telegraph, radio, and television. Each of these mediums had a profound effect on how messages were delivered and consumed. The telegraph allowed for almost instant communication over long distances, shrinking the world and changing the speed at which news could travel. Radio followed as a more accessible form of mass communication, reaching audiences in real time and creating a new culture of shared listening experiences (Malik, 2025). It became an essential tool during wartime and political campaigns, offering not just entertainment but also information and propaganda. The advent of television brought about a new era in mass communication by combining audio and visual elements, making it a more immersive and influential medium (Wu, W., & Yang, 2024). Television became the dominant source of news and entertainment during the 20th century, shaping public opinion and cultural norms in ways that no previous medium had. Through images, sounds, and storytelling, television was able to appeal to emotions and values, influencing how people saw themselves and others. It also became an important tool for advertising, consumerism, and global culture.

With the rise of the internet and digital technology in the late 20th and early 21st centuries, mass communication entered a new phase marked by interactivity, speed, and personalisation (Adebayo, 2023). The digital age brought about the emergence of online news platforms, social media, podcasts, blogs, and streaming services, all of which allowed individuals to both consume and create content (Todorova, 2025). Unlike traditional mass media, which operated on a one-to-many model, digital platforms enabled a many-to-many form of communication, where users could interact, share, comment, and participate in real-time. This shift changed the power dynamics of communication, giving more control to audiences and transforming them from passive recipients to active participants. Social media platforms like *Facebook*, *Twitter*, and *Instagram* have revolutionised how people connect, communicate, and form communities (Solanke, 2022). They have also changed how news is reported and consumed, often bypassing traditional journalism in favour of user-generated content and real-time updates. While this democratisation of communication has many benefits, such as increased access to information and diverse perspectives, it has also introduced new challenges like misinformation, echo chambers, and the loss of journalistic standards. These issues highlight the complex relationship between technology and communication, as well as the need for media literacy and ethical frameworks in the digital age.

Despite the vast amount of research on the history and transformation of mass communication, there remain several gaps that need to be addressed in the academic study of this subject. One significant gap is the lack of a comprehensive analysis that links each major technological advancement to specific changes in audience behaviour, public discourse, and media ethics (Adelabu, 2024). Many studies focus on one medium or one era without fully exploring the interconnected evolution of all forms of mass media across time. Another gap is the underrepresentation of global and non-Western perspectives in the narrative of mass communication evolution (Hlioui, 2024). Much of the existing literature is centred on Western countries, ignoring how technological advancements in communication have impacted societies in

Africa, Asia, and Latin America. It is against this backdrop that the study investigates the evolution of mass communication: An analysis of technological advances.

### **Statement of the Problem**

Despite the extensive body of research on mass communication, existing literature often lacks a comprehensive, global, and historically integrated perspective on how technological advancements have shaped communication practices over time. Most studies tend to focus on isolated media types or specific periods, failing to trace the continuous evolution of communication technologies and their cumulative societal impact. Furthermore, there is a significant underrepresentation of non-Western experiences and viewpoints in the historical narrative, which limits the global applicability of prevailing theories. Additionally, insufficient attention is given to the dynamic relationship between technological changes and shifts in audience behaviour, particularly in the context of digital interactivity, media ethics, and user engagement in the 21st century.

### **Objectives of the Study**

1. To provide a comprehensive historical overview of technological advancements in mass communication from early writing systems to the digital age, including artificial intelligence.
2. To analyse how each major technological development has influenced the speed, reach, and nature of communication globally.
3. To highlight the role of digital media in reshaping communication through interactivity, personalisation, and user-generated content, along with associated challenges such as misinformation and echo chambers.
4. To address the gaps in global representation by incorporating non-Western perspectives and exploring the cultural, political, and social implications of mass communication technologies across different regions.
5. To encourage inclusive and holistic scholarly discourse on the evolution of mass communication and its relevance in today's interconnected world.

## **LITERATURE REVIEW**

### **Historical Development of Mass Media in Nigeria**

Nigeria's communication sector has witnessed significant transformation influenced by both internal socio-political dynamics and global trends. In traditional societies, community communication relied on oral transmission, drumming, and town criers (Afolabi, 2015). Colonial influence in the 19th century introduced the print press, beginning with *IweIrohin Yoruba* in 1859, which marked the formal birth of the Nigerian newspaper industry (Ogunbajo, 2014). During this period, colonial authorities used media for propaganda and social control.

Following independence in 1960, national broadcasters like the Nigerian Television Authority (NTA) and Federal Radio Corporation of Nigeria (FRCN) emerged, aimed at promoting national

development and unity (Achugbu, 2016). However, successive military regimes-imposed censorship, limiting journalistic freedom and restricting public access to information (Alabi, 2018). Democratic reforms in 1999 facilitated the liberalisation of the media sector, resulting in the proliferation of private outlets and broader perspectives in media content (Ojewale, 2020). The expansion of mobile and internet services has since redefined media interaction, with social media becoming instrumental for public engagement and citizen journalism (Oso & Ogunade, 2016).

### **Definition of Mass Media**

One of the concepts in mass communication and journalism that has many definitions, though pointing in the same direction, is the concept of “Mass Media”. Different scholars in Nigeria and all over the world have seen it from different angles, especially from their cultural, political, technological and social contexts (Ogohi, 2024). For the purpose of this piece, a few credible and scholarly definitions of mass media will be considered to give a clear focus on what Mass Media are and do. Mass media is considered to be an umbrella term used for all means of communication to a wider and larger audience residing in different geographical locations (Ramadhani, 2023). Mass media is a plural of mass medium, which can be described as technology that can be used to pass information to a large audience that is usually distant from the sources of the message often through the radio and television (simultaneous media) and partially or no simultaneous media (newspaper and magazine) (Koban, 2022). Although many scholars believe that the internet is inclusive, many also disagree. The statement suggests that the internet is considered inclusive because it provides both simultaneous means of communication, like live streaming and live video conferencing, and non-simultaneous options, such as podcasts and blog posts.

Lawal (2019) defines mass media as a means or channels through which messages or information are transferred or disseminated to a wider and larger heterogeneous audience who are residing in diverse locations. Also, mass media organisation is described as those that produce news or entertainment content and distribute that content to a large number of geographically separated people through a technologically based medium (David, 2022). The term mass media simply translates to the modern means of giving news, opinion, education and entertainment to large numbers of people, especially through radio, television, newspapers, magazines and films. Isamuko (2024) writes that news is distributed in Nigeria through print and electronic media. These include radio, television, newspaper and magazine. McQuail, (2020) describes mass media as a means of communication that operates on a large scale, reaching and involving virtually everyone in a society to a greater or lesser degree. Buttressing the above assertion, Daramola (2023) opines that “the mass media are very powerful socialising agents. The mass media are mainly newspapers, magazines, radios, televisions and movies. They are impersonal sources, and they reach large, heterogeneous and widely dispersed audiences.

### **Technological Breakthroughs in Communication History**

Throughout human history, communication has been central to societal development. The evolution of communication technologies has drastically shaped the way people interact, exchange knowledge, and build civilisations. From the earliest symbols carved on cave walls to today’s digital communications, technological breakthroughs have not only changed the speed and scope

of communication but have also transformed human relationships, political dynamics, and cultural structures (Perrin & Graham, 2023). The invention of writing systems stands as one of the earliest significant advances. Around 3200 BCE, the Sumerians developed cuneiform, followed by Egyptian hieroglyphs and later the Phoenician alphabet. Writing allowed for the preservation of knowledge and facilitated the administration of complex societies (Goody, 2022). It transformed oral cultures into literate ones, enabling the accumulation and transmission of information across generations and geographies (Logan, 2022). The next leap came with the invention of the printing press by Johannes Gutenberg in the 15th century. The Gutenberg Press revolutionised information dissemination, breaking the monopoly of the literate elite and the Church over knowledge (Eisenstein, 2023). With books becoming more accessible and affordable, literacy rates increased, fostering critical thinking and eventually contributing to major societal changes like the reformation and the enlightenment. The printing press made the mass production of texts possible, setting the stage for modern education and scientific inquiry (Barbier, 2021).

The 19th century saw further innovation with the invention of the telegraph by Samuel Morse. For the first time, long-distance communication could happen almost instantaneously. The telegraph altered business, journalism, and diplomacy, shrinking distances and making global interaction feasible (Standage, 2023). It laid the groundwork for global information networks, a precursor to the digital age. Following the telegraph, Alexander Graham Bell's invention of the telephone in 1876 further personalised communication. Unlike the telegraph, the telephone allowed for direct voice transmission, making conversations more immediate and emotionally resonant (Fischer, 2021). The telephone played a pivotal role in both domestic and business contexts, enhancing connectivity within and between communities. In the 20th century, the rise of radio and television transformed communication yet again. Radio allowed messages to reach mass audiences, particularly in remote areas. It played an instrumental role in shaping public opinion during wars and political campaigns (Briggs & Burke, 2020). Television added a visual dimension, making news and entertainment more engaging and influential. These media tools were powerful in building national identities and spreading ideologies (Scannell, 2022).

The invention of the internet in the late 20th century marked perhaps the most transformative communication breakthrough to date. Initially, a military and academic tool, the internet rapidly evolved into a global platform for information, commerce, and social interaction (Castells, 2021). The creation of email, web pages, and social media has reshaped the nature of interpersonal and mass communication. The digital revolution facilitated real-time, multimedia interaction across borders, democratising content creation and distribution (Jenkins et al., 2022). Smartphones and mobile internet access further revolutionised communication in the 21st century. With billions of people connected through mobile devices, the global population now carries a portable communication hub that also serves as a tool for information, entertainment, and productivity (Westlund & Bjur, 2023). Social media platforms like *Facebook*, *Twitter*, and *Instagram* enable instant sharing of ideas, news, and personal experiences, fundamentally altering human behaviour, politics, and economics (Zuboff, 2020).

The current era is also witnessing the emergence of artificial intelligence and machine learning in communication technologies. AI-driven tools such as chatbots, voice assistants, and real-time translation services are expanding the possibilities for human-machine interaction (Floridi et al.,



2023). These technologies are poised to redefine communication yet again by making it more efficient, personalised, and inclusive. Each major technological breakthrough in communication history has brought profound changes to society. From writing and printing to the internet and AI, these innovations have not only enhanced the speed and scale of communication but have also redefined how humans interact with one another and perceive the world. The cumulative impact of these advancements continues to shape modern civilisation, underscoring the fundamental role of communication in human progress.

### **Technological Advances and Shifts in Audience Behaviour**

The intersection of technological advancement and audience behaviour has fundamentally reshaped the media landscape in recent decades. As digital technologies evolve, they not only transform the ways in which content is produced and distributed but also significantly alter the consumption patterns and expectations of audiences. The transition from traditional broadcast media to interactive digital platforms exemplifies a broader societal shift toward participatory communication. This transformation has garnered increasing scholarly attention, particularly in light of the rise of the internet, social media, and mobile technology. Technological innovations have redefined media accessibility and interactivity, making content available on demand and across multiple devices. Jenkins (2006) introduced the concept of "convergence culture" to describe how media content flows across different platforms and how audiences have become active participants in the dissemination process. This participatory nature of media is facilitated by the proliferation of smartphones, high-speed internet, and social networking platforms, enabling audiences to engage with content in real-time, share opinions, and even contribute to content creation. According to Napoli (2011), the shift from passive consumption to active engagement is one of the most profound changes in contemporary media ecology, highlighting the decline of mass audiences in favour of fragmented and niche publics.

Research by Deuze (2012) emphasises that the digital era has led to a personalisation of media consumption, whereby algorithms curate content based on individual preferences. This algorithmic filtering has led to concerns over the "filter bubble" effect, in which audiences are exposed only to viewpoints that reinforce their existing beliefs (Pariser, 2011). While this tailoring enhances user experience, it also poses challenges to the diversity of information and public discourse. Audiences, empowered by technology, now demand immediate, relevant, and interactive content, pushing traditional media institutions to adopt digital strategies or risk obsolescence. Moreover, the evolution of audience measurement techniques further illustrates the impact of technological change. Traditional metrics such as television ratings have given way to sophisticated analytics tools that track user engagement in real-time across platforms (Webster, Phalen & Lichty, 2013). These data-driven insights enable media producers to adjust content dynamically to suit audience behaviour, which in turn reinforces the circular relationship between technology and consumption. Such feedback loops are critical in understanding contemporary audience behaviour, as they reflect not only the preferences but also the patterns and motivations behind media use.

Several studies have highlighted the generational divide in media consumption behaviour, with younger demographics, particularly Generation Z, leading the charge in adopting new technologies and platforms. According to the Pew Research Center (2022), younger audiences spend

significantly more time on streaming services and social media compared to older cohorts who continue to engage with traditional television and print media. This generational divergence points to a broader cultural shift where immediacy, mobility, and interactivity define media engagement. Social media platforms such as *TikTok*, *YouTube*, and *Instagram* exemplify this new paradigm. These platforms leverage short-form, algorithmically recommended content that aligns with user behaviour and preferences. The virality of content on such platforms illustrates the new norms of audience influence, where consumers can rapidly become producers or influencers (Khamis, Ang & Welling, 2017). The boundary between content creators and audiences is increasingly blurred, with audiences exercising unprecedented control over what content gains visibility and traction.

However, the digital transformation of audience behaviour is not without its challenges. Issues such as the digital divide, information overload, and media literacy are central concerns in current scholarship. While many audiences benefit from ubiquitous access to content, disparities in access due to socioeconomic factors persist (van Dijk, 2020). Furthermore, the deluge of information online necessitates a higher level of discernment and critical engagement from audiences, emphasising the need for robust media literacy education. Technological advances have dramatically shifted audience behaviour from passive reception to active engagement, from scheduled programming to on-demand consumption, and from mass to niche audiences. These changes are both driven by and drivers of technological innovation, resulting in a dynamic and continually evolving media environment. As digital tools continue to shape the modes and motivations of media consumption, ongoing research is essential to understanding the implications for communication, culture, and society.

### **The Role of Digital Media in Reshaping Public Discourse**

Digital media has profoundly transformed the nature and structure of public discourse in contemporary society. Through the emergence of new communication technologies and platforms, particularly social media, digital media has not only expanded access to information but also diversified the voices participating in public debates. Traditional gatekeepers of information, such as journalists and institutional media, have been supplemented and, in some cases, supplanted by ordinary users who actively shape narratives through user-generated content. This democratisation of content creation and dissemination has far-reaching implications for civic engagement, political participation, and societal norms around dialogue and debate. Scholars have widely acknowledged that digital media enables decentralised communication, thereby fostering new spaces for public discourse. According to Papacharissi (2010), digital platforms provide individuals and groups with tools to articulate views, mobilise support, and build alternative discursive arenas that challenge mainstream narratives. This capacity for horizontal communication has led to the development of what Castells (2009) calls the “networked public sphere,” where discourse is shaped through multidirectional flows of information and opinion rather than linear top-down communication. Such spaces are especially valuable for marginalised groups who previously lacked access to traditional media channels.

The interactivity and immediacy of digital media facilitate real-time discourse and response, increasing the tempo and reach of public conversations. Bruns and Highfield (2016) argue that digital media collapses temporal and spatial boundaries in discourse, allowing issues to gain

attention rapidly and spread globally. Hashtags, memes, and viral videos have emerged as tools for shaping narratives, influencing public opinion, and even driving social movements. The *#MeToo* and *#BlackLivesMatter* movements are prime examples of how digital platforms can reshape public discourse around gender justice and racial equity, respectively, by amplifying individual voices into collective calls for systemic change (Jackson, Bailey, & Foucault-Welles, 2020). Nevertheless, the shift toward digitally mediated discourse is not without its complications. While the internet provides broader participation, it also facilitates echo chambers and polarisation. Sunstein (2017) notes that digital media environments often reinforce existing beliefs through algorithmic filtering, which isolates users from opposing views and reduces opportunities for deliberative debate. These filter bubbles can lead to a fragmented public sphere where consensus becomes difficult to achieve. Moreover, the proliferation of misinformation and disinformation has raised concerns about the quality of public discourse. Wardle and Derakhshan (2017) highlight the role of digital media in spreading false or misleading content, which undermines informed discussion and weakens trust in democratic institutions.

Another consequence of digital media on public discourse is the shift in tone and civility. Research shows that online anonymity can encourage incivility, harassment, and the spread of hate speech. According to Duggan (2017), a significant portion of internet users experience online harassment, which can deter meaningful participation and silence marginalised voices. The design of digital platforms is often optimised for engagement rather than thoughtful deliberation, further incentivising sensationalism, outrage, and performative discourse over reasoned debate. Despite these challenges, digital media also offers opportunities for enhancing democratic dialogue through new modes of engagement and representation. Freelon (2015) suggests that while digital media does not guarantee inclusive or high-quality discourse, it introduces mechanisms for broader input and pluralism that were previously unavailable. Online petitions, digital town halls, and live-streamed debates are some examples of participatory formats that enhance public engagement in governance and civic life. Furthermore, academic discourse itself has been reshaped by digital media, as researchers increasingly use platforms such as ResearchGate, Academia.edu, and social media to disseminate findings and interact with broader audiences (Sugimoto et al., 2017). Digital media plays a pivotal role in reshaping public discourse by transforming how, where, and by whom conversations are initiated and sustained. While the proliferation of digital platforms has democratised communication and broadened the scope of civic participation, it also introduces new challenges related to polarisation, misinformation, and discourse quality. The impact of digital media on public dialogue is thus multifaceted, requiring ongoing analysis to balance its potential for inclusive engagement with the risks it poses to democratic deliberation and social cohesion.

### **Impact of the evolution of Mass Communication on technological advancement**

The evolution of mass communication amidst technological advances has had profound and far-reaching impacts on how information is produced, distributed, and consumed globally. Each major technological breakthrough has not only enhanced the efficiency of communication but also reshaped the structures of media systems, audience behaviour, and the societal role of information. The printing press, developed by Johannes Gutenberg in the 15th century, was the first transformative invention in mass communication, laying the foundation for mass literacy and the public sphere. It enabled the wide circulation of books, newspapers, and pamphlets, contributing



to a more informed and critically engaged public. Scholars such as Eisenstein (1979) have argued that the printing press was central to the development of modern scientific thought, religious reformations, and political revolutions by facilitating the rapid dissemination of ideas. The introduction of the telegraph in the 19th century revolutionised the timeliness of news and allowed for near-instantaneous communication across vast distances. This advancement paved the way for modern journalism by enabling the formation of news agencies and more standardised reporting practices. The radio and television further transformed mass communication in the 20th century by incorporating auditory and visual elements, which increased the emotional resonance and persuasive power of media content. These media played a pivotal role in shaping public opinion during critical historical events, including wars, political campaigns, and social movements. According to McLuhan (1964), television restructured human perception and experience, making it one of the most influential media technologies in history. Its ability to reach a mass audience simultaneously created shared cultural moments and norms.

With the advent of the internet and digital technologies in the late 20th century, the mass communication landscape underwent a fundamental shift from a centralised, top-down model to a decentralised, participatory model. This transformation has had several implications. First, it has democratised content creation, allowing individuals and non-traditional entities to participate in media production through blogs, social media, podcasts, and video-sharing platforms. Second, it has personalised media consumption, where algorithms tailor content to individual preferences, creating highly curated information environments. Third, it has altered audience behaviour, transforming consumers into active participants who can share, remix, and respond to media in real time. According to Castells (2009), this networked model of communication has redefined power dynamics in society, enabling new forms of social mobilisation and political activism. Despite these advancements, the impact of technological change in mass communication has not been uniformly positive. The rise of social media platforms, while expanding access to information, has also facilitated the spread of misinformation, echo chambers, and ideological polarisation. The erosion of traditional gatekeeping mechanisms has allowed false or misleading content to circulate widely and rapidly, sometimes with serious real-world consequences. Moreover, the commodification of user data and attention has raised ethical concerns about surveillance, privacy, and manipulation. Scholars like Fuchs (2014) emphasise the exploitative dimensions of digital capitalism in the current media ecosystem, where corporate interests often take precedence over democratic values.

Furthermore, the global impact of technological advances in mass communication has been uneven. Much of the research and innovation has centred on Western contexts, with limited attention given to how non-Western societies adapt and integrate new communication technologies. As a result, there is a growing call within academic literature to incorporate diverse and global perspectives in the study of media evolution. The digital divide, both in terms of infrastructure and digital literacy, remains a critical barrier that limits the equitable impact of mass communication technologies. This suggests that while technological progress continues to shape the evolution of mass communication, its consequences are mediated by broader political, economic, and cultural factors. The impact of technological advances on the evolution of mass communication is multifaceted, involving the transformation of media systems, audience roles, and societal functions of communication. These changes have introduced both opportunities and

challenges, necessitating ongoing scholarly inquiry into the ethical, political, and cultural implications of a rapidly evolving media landscape.

## **METHODOLOGY**

### **Methodological Framework**

This study adopts a systematic historical analysis approach to trace the evolution of technological advances in mass communication over time. By systematically reviewing and synthesising historical developments across different communication technologies, from early writing systems to modern digital platforms, this method allows for a structured examination of how these advancements have shaped communication practices and audience behaviours globally. The historical analysis is complemented by elements of thematic synthesis, enabling the categorisation of technological innovations into key eras and themes (e.g., print age, broadcast age, digital age) to facilitate a clearer understanding of their societal impacts.

### ***Source Selection and Inclusion/Exclusion Criteria***

Sources for this research were drawn primarily from academic databases such as Scopus and ResearchGate, ensuring a foundation rooted in peer-reviewed, scholarly literature. Additionally, reliable non-peer-reviewed online sources, including institutional publications and historically significant digital archives, were consulted to fill gaps not covered in formal literature, particularly regarding non-Western and emerging regions where scholarly material may be limited.

The following inclusion criteria were applied:

- Publications and sources that specifically discuss historical developments in communication technology.
- Studies or articles with a clear focus on the societal, cultural, or behavioural impacts of mass communication tools.

## **Conclusion**

The study concludes that the evolution of mass communication has been driven primarily by technological advancements, each bringing transformative effects on how societies disseminate and engage with information. From early writing systems to the digital and AI era, mass communication has shifted from one-way, top-down information delivery to dynamic, interactive, and user-driven platforms. These changes have redefined audience behaviour, public discourse, and the role of media in cultural and political life. While digital media has enabled greater participation and democratised content creation, it has also introduced challenges such as misinformation, the erosion of journalistic standards, and the creation of echo chambers. Furthermore, the literature remains skewed toward Western perspectives, overlooking the diverse experiences of non-Western societies, such as Nigeria, whose media landscape has evolved through colonial, military, and democratic phases.

## Recommendations

1. Future studies should adopt interdisciplinary approaches that connect technological evolution with audience behaviour, ethical issues, and socio-political contexts to provide a more holistic understanding of mass communication.
2. Scholars should actively explore and document the evolution of mass media in underrepresented regions such as Africa, Asia, and Latin America to build a more inclusive global narrative.
3. Governments and educational institutions should implement robust media literacy programmes to equip citizens, especially youth, with the critical skills needed to navigate complex digital environments responsibly.
4. Policymakers and media stakeholders must develop and enforce ethical guidelines and regulatory mechanisms that address misinformation, data privacy, and platform accountability in the digital communication space.

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