

Evaluation of the Use of Artificial Intelligence in Broadcast Productions and Assessment of Radio Broadcasters' Knowledge

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Abstract

The paper assessed evaluation of the use of Artificial Intelligence in broadcast productions and assessment of radio broadcasters' knowledge. Technology Determinism Theory was used as the theoretical basis for this study while survey research method was adopted using structured close-ended questionnaires to collect data from a census population of 30 broadcasters focusing on selected stations in Delta State—Crown FM, Effurun; Trend FM, Asaba; and Hot FM, Asaba. Data were analyzed using frequency tables and simple percentage calculations. Findings arising from this study revealed that a significant number of radio broadcasters lacked in-depth understanding of AI, with many never having received any workshops on the subject. The study also found that the use of AI in broadcasting was infrequent, with most respondents reporting minimal integration of AI tools in their daily workflow. AI use was primarily limited to news scripting and voice automation. Key challenges identified included lack of training, high cost of AI tools, technical complexity, and fear of job displacement. Based on the findings, the study recommends that radio stations provide regular training on AI and invest in accessible AI tools to improve production efficiency and professional capacity among radio broadcasters.

INTRODUCTION

The emergence of artificial intelligence (AI) is reshaping industries across the globe by altering processes, enhancing productivity, and transforming the way organizations do things. Guanah, Obi, and Ginikachukwu (2020), defined Artificial Intelligence (AI) as the development of computer systems capable of performing tasks that typically require human intelligence. These tasks encompass a wide range of cognitive abilities, including learning, reasoning, problem-solving, perception, speech recognition, and language comprehension. AI applications are widespread, spanning industries like healthcare, banking, education, media and entertainment. In the broadcasting sector for instance, AI is particularly influential, promising to revolutionize content creation, audience engagement, and information dissemination. As technologies evolve, the way information is created, disseminated, and consumed is also changing dramatically the communication landscape (Shadrach & Adikuru, 2023). Communication networks constantly experience tremendous changes with the aid of AI.

Radio is one of the oldest and most accessible forms of mass communication, with the ability to reach a wide audience regardless of literacy level, geographic location, or social status. It operates primarily through the transmission of sound over electromagnetic waves, making it a crucial medium for news dissemination, entertainment, education, and emergency communication. According to Owuamalam (2007), radio remains a powerful tool for fostering public opinion, promoting national development, and maintaining cultural heritage. Despite the rise of digital platforms, radio continues to thrive due to its portability, affordability, and real-time reach.

Along with the sophistication of technology, the use of AI has become an indispensable part of the field of broadcasting that has led to radical transformations. Radio broadcasting practitioners must respond to these changes in the radio industry as both a challenge and an opportunity (Lientz, 2011). Radio broadcasters understanding and adoption of Artificial intelligence will play a significant role in shaping the future of the industry offering opportunities for growth, innovation, and deeper audience engagement. Broadcast productions need to be innovated by updating broadcast content technologically and creatively. This innovation may not be popular yet, but it is required by conventional radio stations for digital creativity through unique broadcast programmes using robot or machine radio broadcasters with AI data-based technology (Cardon, 2018). In broadcasting, AI can be utilized to automate processes, analyse audience data, and enhance content creation and delivery. Onabajo (2000) notes that the effectiveness of a radio station largely depends

on the skill, charisma, and professionalism of its broadcasters. They play a vital role not only in delivering information but also in building a relationship with the audience through consistent voice presence and community-centred messaging.

Despite AI's potential to improve broadcast efficiency, automate production tasks, and enhance audience targeting, there is growing concern that many radio broadcasters in Nigeria lack sufficient knowledge and technical competence to fully adopt and utilize AI tools. This knowledge gap may hinder their ability to stay competitive and relevant in an increasingly digital broadcasting environment. Additionally, while other sectors are actively integrating AI into core functions, radio broadcasting appears to be lagging in both awareness and practical application. Some broadcasters may rely solely on traditional production methods without exploring AI-enabled innovations such as voice synthesis, content recommendation systems, automated news reporting, and listener data analytics. This reluctance or lack of capacity to engage with AI technologies raises questions about the preparedness of radio professionals to adapt to the demands of modern broadcast operations. Given this context, it becomes imperative to assess the level of knowledge and extent of AI usage among radio broadcasters, in broadcast productions.

Research Questions

1. How much do radio broadcasters know about artificial intelligence (AI)?
2. How often do radio broadcasters use AI in their broadcast productions?
3. What problems do radio broadcasters face when using AI?

REVIEW OF RELATED LITERATURE

Knowledge and Understanding of AI among Radio Broadcasters

Artificial Intelligence (AI) is significantly transforming the broadcast sector. Broadcasters worldwide see AI as essential for future growth and are actively exploring these technologies potentials for multilingual content, programme scheduling, and handling limited resources. In Nigeria for instance, radio remains one of the most accessible and influential means of communication, especially in reaching mass audiences in both urban and rural areas. Radio broadcasters need to develop knowledge and skills to effectively utilize AI tools. Depth knowledge and understanding of these technologies is paramount in helping radio broadcasters stay abreast of AI advancements and remain competitive in the evolving media landscape.

Most radio broadcasters in Nigeria have a generally high awareness and understanding of AI but limited practical application due to reasons such as job displacements, technical complexity etc. Study by Imani Nia Spring-Norris (2023) highlighted that local radio journalists primarily use AI for transcription, though experimenting with other AI tools for the purpose of translation and search engine optimisation. Reason is being that journalists had mixed opinions about the usage of AI but all felt that it was helpful in assisting with tasks that had previously been tedious and time consuming such as transcription. All agreed that AI should not be used in the newsroom without any human intervention. From a human-machine communication perspective, this study emphasises the potential use of AI as a tool to news reporters to save time and focus on their job as a reporter and a writer. Studies of broadcast media practitioners, in different part of Nigeria reveal varying levels of awareness Udo, Nsude, Oyeleke and Ezeadi (2022) and Anyanwu & Uju (2024) confirmed this. The technical understanding and awareness of AI varies significantly with some broadcasters viewing it as a transformative tool and others having a low awareness and see it as unreliable in terms of news source Udo, et. al (2022).

In major Nigerian cities such as Lagos, Abuja, and Port Harcourt, broadcasters are at the forefront of adopting AI-driven production methods, leveraging their access to cutting-edge tools and training opportunities to drive innovation. Urban broadcasters are increasingly aware of the importance of machine learning in audience segmentation, content recommendation systems, and even AI-powered news curation. According to Oladokun (2024), private media houses in these areas are beginning to invest in training staff on emerging media technologies, including AI. However, this is not the case in rural or less developed regions, where many broadcasters still operate in analogue environments and may not have access to AI tools or the training to use them effectively.

The incongruity in AI knowledge also stems from the limited inclusion of emerging studies in journalism and mass communication curricula in Nigerian tertiary institutions. While some institutions have begun updating their programs to include new media technologies, most graduates entering radio still lack adequate exposure to AI principles and applications. Okoro & Ezeoke (2022) note that only a few journalism schools in Nigeria offer modules that explore AI, machine learning, or data journalism, which are essential for preparing future broadcasters to navigate a rapidly evolving media landscape. Learning AI tools before

coming into the labour market (media industry) will hopefully put the broadcasters' one step ahead in understanding how to save time on simple tasks and concentrate on more complex ones.

Another contributing factor is the general perception of AI among practitioners. Some broadcasters express concerns about job security, fearing that AI might replace human roles in production and presentation. Others view AI as an overly technical field, believing that it is only accessible to IT professionals or engineers. This has led to resistance towards fully embracing AI technologies. This assumption is emphatically not correct about AI. AI has not come to replace human creativity rather it has come to accelerate it. Implementing these technologies in the news room will still demand editorial expertise, though. This is because while content can be generated automatically, broadcasters in news role such as 'automation editors' will need to watch for and correct any errors. Tow Center (2017), elucidate this point very remarkably when they assert that:

The current generation of successful automation technology scales the output of human labour, rather than replacing it entirely. These technologies have much more in common with power tools than Sci-Fi super human robots – in the hands of a skilled user, they act as a force multiplier in the speed, breadth and scale of content that can be produced.

By understanding these opportunities and challenges the broadcast media can better navigate the complexity of AI technology and leverage its capacities to enhance operations and audience engagement Nwokedi and Okonkwo (2024).

In conclusion, while knowledge and understanding of AI among Nigerian radio broadcasters are still evolving, there is a growing recognition of its importance in shaping the future of radio production and broadcasting. Bridging the existing knowledge gap through structured education, capacity building, and practical exposure will be crucial in equipping broadcasters to use AI responsibly and creatively in a rapidly changing media ecosystem.

THEORETICAL FRAMEWORK

The study is anchored on Technology-Determinism Theory. Thorstein Veblen put forth the theory in 1857–1929. The theory revolves around the proposition that technology drives societal change, influencing culture, values and structures. It suggests that technological advancements themselves dictate the course of societal development, rather than acknowledging the complex interplay between technology, human beings, and society. Technological determinism holds that technology largely shapes people's attitudes, behaviours' and social interactions, which lead to social change. The theory supports advanced industrial civilization. Danesi (2009), states that technology shapes

the course of human evolution. Innovations appear at a rate that increases geometrically, unhindered by geographical limits or social systems. These innovations tend to transform traditional cultural systems, frequently with unexpected social consequences.

Since the technological determinism theory illuminates how the adoption of AI technologies impacts the processes, techniques, and outcomes of broadcast productions and distributions, it is significant to this study ‘assessment of radio broadcasters’ understanding and use AI in broadcast productions’ because it help understand how technology, specifically AI shapes the broadcast industry.

EMPIRICAL REVIEW OF RELATED LITERATURE

According to a research conducted by Ogbuoshi (2021) titled: Adoption of Artificial Intelligence in broadcast media in Nigeria. Anchored on the technological determinism theory, using a conceptual approach, the study examined the extent of AI application in Nigerian broadcast industry. It was discovered that the Nigerian broadcast industry is yet to embrace full digital migration and as a result has affected the integration of AI in broadcasting industry in Nigeria. As documented by Ogunleye and Adeniyi (2023), many media professionals in Nigeria lack formal education and hands on exposure to AI tools which limit their understanding and readiness to integrate such tools into the production of their media content.

To validate the findings of Ogbuoshi (2021) and Ogunleye & Adeniyi(2023), a similar study on the level of awareness and usage of artificial intelligence (AI) for promoting music broadcast on radio stations in Warri, Nigeria by Okpeki and Onyenye (2024), was investigated. The study was prompted by the paradigm shift that is brought about by the advent of artificial intelligence. Despite the advantages inherent in technology, most radio stations appear to lack knowledge of the component meant for the broadcast of music. To determine the AI awareness level and extent of usage in music promotion on radio stations, the researcher conducted interview sessions using four (4) radio stations, forty-one (41) on Air Personalities (OAP). A Self Respondent Interview Research Instrument was administered via email contact. The study was guided by three (3) research questions. Data were analyzed with the aid of percentage calculation measure to decide the level of awareness and usage of the AI tools connected to music broadcast on radio. It was revealed that respondents show low level of awareness of significant AI tools and thus could not deploy AI technologies for broadcast of music. Mekonnen and Tadesse (2024) attested that despite the increasing availability of AI technologies globally, their application in Nigerian media houses

is still at a nascent stage. One key reason as highlighted in the same study is the organisational reluctance to invest in emerging technologies due to cost and perceived job threats.

However, Harliantara, Sompie and Sutika (2024), through qualitative research, analysed how the use of Artificial Intelligence (AI) in radio broadcasting by Radio Mustang Jakarta can change the landscape of the broadcasting industry. The case study examined radio broadcasting technology development and AI-based innovation in radio programmes. The results revealed that radio is strongly committed to keeping up with advances in information and communication technology. AI in the broadcasting industry can improve the quality and efficiency of broadcasts. In addition, AI technology can revolutionise the broadcasting industry by introducing an AI broadcaster named ‘Aimee’ through an innovative production process.

Okorie, Nsude and Udoh (2025), corroborates the above assertions at the end of their research titled: the implications of Artificial Intelligence (AI) on information dissemination within the Broadcasting Corporation of Abia State, Nigeria. Their study suggested that BCA should work assiduously hard to improve the state of its infrastructure, replace out-dated equipment and train its staff on AI technology for better service delivery.

Meanwhile, the above researches are important and can contribute to understanding the problem of the current study as they all underscore the impact of AI technologies in broadcast industry. However, they do not accentuate on the knowledge and usage ability of AI by the broadcast personnel. This creates a research gap which this study seeks to fill by examining radio broadcasters’ knowledge and usage level of AI in broadcast productions. As AI is increasingly becoming integral to modern radio operations, it is important that radio broadcasters leverage these technologies in various ways to enhance production. Thakkar,

Kumar, and Sambasivan (2020), stressed that these technologies use image recognition, natural language processing (NLP) and other AI technologies to create engaging and excellent content components. To buttress this, Ibrahim and Adeola (2021) cited in Okorie, Nsude and Udoh (2025) said that there is a notable skill gap within the broadcasting sector in Nigeria as many professionals lack the necessary training to utilize AI technologies effectively. The successful integration of AI demands not only technological investments but also a workforce skilled in data analysis and AI management. The effectiveness of AI in broadcasting is magnanimously depended on the broadcasters’ familiarity with the tools and their understanding of its integration into daily routines.

METHODOLOGY

The researchers used the survey method for the study to systematically gather data from a selected group of radio broadcasters in order to assess their knowledge and use of artificial intelligence (AI) in broadcast productions. The survey allows for many questions to be asked about a given topic giving considerable flexibility to the analysis. The tools employed for this survey was the questionnaire and interview schedule. The population of this study consists of 30 radio broadcasters from three selected radio stations (Crown FM, Effurun, Trend FM, Asaba & Hot FM, Asaba) in Delta State. The study adopts a census approach as the entire 30 radio broadcasters from the selected stations were studied, making the sample size equal to the population.

DATA PRESENTATION AND ANALYSIS

Data were presented based on each of the research questions raised in the study. All the copies of the questionnaire administered were retrieved and found.

Research Question One: How much do radio broadcasters know about artificial intelligence (AI)?

Table 4.5: Have you attended any AI workshop or conference?

Responses	Frequency	Percentage (%)
Yes	12	40
No	15	50
Not sure	3	10
Total	30	100

Source: Field Survey, 2025

The analysis in the above table shows that many of the respondents have no knowledge of AI application. This is based on the fact that majority of the respondents representing 50% agreed that they have never participated in any AI programs.

Table 4.6: How would you rate your understanding of AI concepts in relation to broadcasting?

Responses	Frequency	Percentage (%)
Very high	2	7
High	4	13
Moderate	9	30
Low	10	33
Very low	5	17
Total	30	100

Source: Field work, 2025

The table above depict that majority of the respondents representing 33%, have low level of understanding of AI application.

Research Question Two: How often do radio broadcasters use AI in their work?

Table 4.7: Do you currently use any AI tools or software in your daily broadcasting duties?

Responses	Frequency	Percentage (%)
Yes	14	40
No	16	60
Total	30	100

Source: Field work, 2025.

According to the data above, a large percentage of respondents do not use AI in their daily routine. This is because 60% of the respondents replied no.

Table 4.8: In what areas do you most frequently use AI in your work?

Responses	Frequency	Percentage (%)
News scripting & editing	6	20
Voice automation	5	17
Audience data analysis	4	13
I do not use AI at all	15	50
Total	30	100

Source: Field work, 2025.

Table 4.9: How frequently does your organization encourage the use of AI in broadcast production?

Responses	Frequency	Percentage (%)
Very frequently	3	10
Frequently	4	13
occasionally	7	23
Rarely	8	27
Not at all	8	27
Total	30	100

Source: Field work, 2025.

Table 4.9 revealed that 3 respondents representing 10% said their organization, very

Frequently encourages AI use, 13% said frequently, 23% indicated occasionally, while 8 respondents each (27%) said rarely or not at all.

Research Question Three: What problems do radio broadcasters face when using AI?**Table 4.10: What is your biggest challenge when using AI in broadcasting?**

Responses	Frequency	Percentage (%)
Lack of training	10	33
High cost of tools	7	23
Technical complexity	6	20
Limited mgt support	4	14
No challenges at all	3	10
Total	30	100

Source: Field Survey, 2025

On the challenges of AI use, table 4.11 showed that 33% said lack of training, 23% of the respondents said high cost of tools, 20% affirmed technical complexity while 14% indicated limited management support, only 10% responded no challenges.

Table 4.11: How accessible are AI tools in your radio station?

Responses	Frequency	Percentage (%)
Very accessible	3	10
Accessible	6	20
Not easily accessible	11	37
Not accessible at all	10	33
Total	30	100

Source: Field Survey, 2025

The data depict that a higher percentage (37%) indicated not easily accessible, 33% said not accessible at all, 20% responded accessible while 10% said very accessible.

Table 4.12: Does fear of job displacement affect your willingness to adopt AI?

Responses	Frequency	Percentage (%)
Strongly agree	7	24
Agree	9	30
Disagree	10	33
Strongly disagree	4	13
Total	30	100

Source: Field Survey, 2025

Table 4.12 revealed that a greater percentage (33%) of the respondents disagreed to the facts that fear of job displacement affect their willingness to adopt AI.

Discussion of Findings

Research Question One: How much do radio broadcasters know about (AI)?

The researcher's intention here was to find out radio broadcasters knowledge of AI in their broadcast content. The answer to this research question can be found in table 4.5 and 4.6. As shown in the analysis on table 4.5, majority of the respondents, representing 50%, agreed to the fact that they have never received training on AI. In table 4.6, 33% have low understanding of AI application. This finding is in consonance with that of Ibrahim and Adeola (2021) cited in Okorie, Nsude and Udoh (2025) who opine that there is a notable skill gap within the broadcasting sector in Nigeria as many professionals lack the necessary training to utilize AI technologies effectively. Similarly, Adesanya (2022) argued that while AI awareness is growing, technical comprehension among broadcasters remains low due to limited training and institutional investment in digital innovation.

Research Question Two: How often do radio broadcasters use AI in their work?

The analysis from table 4.7 to 4.9, showed infrequent use of AI in daily broadcasting duties. Only 10% of respondents reported always using AI tools, and 30% never used them. Furthermore, half of the participants (50%) indicated they do not use AI in any area of their broadcasting work. These findings are consistent with Mekonnen and Tadesse (2024) who noted that despite the increasing availability of AI technologies globally, their application in Nigerian media houses is still at a nascent stage. One key reason, as highlighted in the same study, is the organizational reluctance to invest in emerging technologies due to cost and perceived job threats.

Research Question Three: What problems do radio broadcasters face when using AI? Table 4.10 aptly answered this question. From the findings above, it showed that the top challenges as identified by (33%) respondents include lack of training, high cost of tools (24%), technical complexity 20%, and limited management support 13%. Notably, 67% stated that AI tools were either “not accessible” or “not easily accessible” in their stations. Additionally, 54% of respondents either strongly agreed or agreed that fear of job displacement affect their willingness to adopt AI. These challenges resonate with the work of Eze and Oloruntoba (2023), who emphasized that infrastructure, technical training, and financial limitations are major hindrances to AI adoption in African media houses. Similarly, Ukonu (2021) found that job insecurity and fear of redundancy are psychological barriers affecting journalists’ openness to AI integration. Additionally, Mensah and Adeyemi (2024) found that when broadcasters were trained in using AI tools, they produced higher-quality content in shorter timeframes, affirming AI’s potential to boost productivity. However, they warned that improper use or lack of contextual understanding could compromise originality and creative expression.

Conclusion

The integration of Artificial Intelligence (AI) into the broadcasting industry represents a significant shift in how content is created, managed, and delivered. As the global media landscape evolves, this shift, as highlighted by McClung and Johnson (2010), demands that radio professionals be adept not just in vocal presentation but also in digital literacy. This is because as radio continues to adapt to this new technological realities, the relevance of radio broadcasters will depend on their understanding of AI and willingness to acquire new skills and embrace the evolving media ecosystem.

Recommendations

Based on the findings of this study, the researchers recommends as follows:

1. Regular training and workshops to educate broadcasters on the practical application of AI in broadcasting.
2. Management of radio stations should allocate funds to acquire relevant and easy-to-use AI tools that can support content production and workflow efficiency.

3. Broadcasting organizations should educate staff on the benefits of AI, especially how it can support their work rather than replace them, to reduce fear of job displacement.
4. Station management should actively promote and support the use of AI by integrating it into daily operations and recognizing staff that use it effectively.
5. Radio stations should ensure that AI tools are easily accessible to all staff members for learning and experimentation.

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