

IS THE NEW MEDIA SUPERIOR TO THE TRADITIONAL MEDIA FOR ADVERTISING



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ABSTRACT

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The advent of new media has had tremendous influence on every aspect of human information dissemination. Consequently, the new media has to a very large extent (re)written histories with impact on some traditional concepts. Adverts are produced to introduce new and reintroduce old products to consumers with the sole aim of persuading them to buy. Broadcast stations also advertise their products for customers (media users) to get abreast of their old and/or new products (programmes), using both traditional and new media platforms. This paper examines the evolution of the new media as an advertising tool and the challenges it poses to the traditional media. With the adoption of non-probability snowball sampling technique to gather the views of users of both traditional and new media, the study observes that while the new media has indeed gained much acceptance and patronage globally because of its convergence, reduced organizational expenses and time/space saving; it is still an extension of the traditional and not a replacement for it. This observation is of utmost importance when one realizes that while demand for the use of the new media has expanded considerably world-wide, its use in the developing countries has been circumscribed by low Internet connectivity, disrupted power supply, damaged digital equipment maintenance, and low income to access the new media in these countries. If the information needs of the world's largest population, that is, the people in the rural areas of developing countries are to be met, there is still the need for traditional and new media to co-exist for some time to come. Both media should work together and make use of each other's comparative advantage to confront unfolding events in the global business environment.

Contribution/ Originality: This paper's major contribution is the finding that the new media is not superior to the traditional in the developing countries for advertising. This is important from the strategy and resource allocation perspectives of both media operators to stay afloat, in the ever-increasing turbulent global information technology terrain.

1. INTRODUCTION

Presently, the new media may be described as the growing media that is widely used by all and sundry. It can also be referred to as an on-demand access to content anytime, anywhere, and on any digital device such as, smart phones, computers among others. It ranges from the social media (Facebook, Twitter, We-chat, WhatsApp, BBM, Blogs, etc.) to other Internet-enabled devices such as Wikipedia, YouTube, to mention but a few.

However, before the inception of the new media, only the traditional media that is, television, radio, and newspaper were available for use. In fact, advertisements were concentrated on that media since there were no other alternatives. However, with the advent and increase in the use of the new media across all fields, advertisers have also engaged the use of the new media platforms for advertising goods and services. This conveys the impression that the traditional media is gradually losing its popularity as observed by [Bell and Garret \(1998\)](#) in [Oladimeji \(2011\)](#):

In the past years, buyers would rely on sales professionals for much of the information before making a purchase, but that had been reversed these days as any advertiser that desires its products to enjoy large sales must now figure out new and creative ways that can make the buyers find him and his products as well as understand why such a product or service should matter in a hyper-crowded marketplace.

In essence, advertisers are discouraged from relying on the traditional media, especially if such advertiser is serious about selling his products or services. A related thought on this is [Varian \(2010\)](#) cited in [Fadeyi \(2013\)](#) thus: “While consumers may have spent 25 minutes reading the morning print newspaper, a form of traditional media, they may spend, on average, 90 seconds on a news website.” Therefore, it is pertinent that the traditional media must do all it could to develop new strategies to keep up with the new trend, which the new media has introduced.

On the use of the new media for advertising products – goods and services, [Wright et al. \(2010\)](#) believe: “The emergence of social networking media, such as Facebook and Twitter, has opened the door to a million possibilities for marketers. The ability for these social media to segment the market, automatically, is one reason why they are so effective.” Also in their study on new media’s role in news and other information dissemination, [Sayre et al. \(2010\)](#) posit: “As such, YouTube videos may act as fire starters among the media, giving editors enough reason to investigate and report the given subject matter as news and draw public attention to it. This would suggest a shift away from typical agenda-setting dynamics,…” They go further to say that news sources and especially newspapers, while they remain important, are giving way to emerging platforms for conveying issues coverage and providing perspective on social controversies. Traditional media companies are also in an ongoing process of adapting to and adopting some of these new modes of communication that have given rise to social media (pg. 9).

It could be said that these are some of the ways the new media is competing with the traditional media as users now have a choice of usage, which is usually based on gratification obtained from any of the media platforms.

2. STUDY OBJECTIVE

This study focusses on the emergence of the new media and its widespread use above its traditional counterparts, especially among the most active cadre of the world’s population that is, the youths. It investigates and puts forward suggestions that will help the broadcast media retain its conventional popularity and effectiveness among advertisers to develop strategies that will increase sales.

3. RESEARCH QUESTIONS

To achieve the purpose of this study effectively, certain research questions were generated by the researchers in line with their assumptions. However, these assumptions shall be established based on the responses/data that shall be obtained from the study’s elements. The research questions are: First, is the new media threatening the existence of the traditional media? Second, has the advent of the new media created a robust competitive business information dissemination atmosphere? Third, what are the users’ perceptions of the effectiveness of both media in disseminating business information?

4. METHODOLOGY

For this study, the researchers adopted survey research method because the study's elements are human. Basically, the study's concern is about people's thoughts, attitude, views, opinions, among others. In picking the study's elements, a brief pre-interview was conducted. The essence was to get only the well informed users of both media to respond to the interview questions. Consequently, anyone interviewed and had an understanding of the subject under investigation, and willing to answer the interviewers' questions) was picked. Then responses through the respondents' views, thoughts, ideas, about the subject matter were gathered and analysed to help provide adequate answers to the research questions raised for the study. Generally, survey is adopted for a study when there is need to question the study's respondents based on the subject matter so that the researcher(s) can make generalizations for the issues raised in the study through the responses obtained from the respondents. Oghojafor (1998) in Usaini (2010) sees: survey as a study of the characteristics of a sample through questioning that enables a researcher to make generalizations concerning his population of interest. Moreover, Interview guide, which is an instrument for data collection under qualitative research method, was used. The interview guide contained six critical questions about the subject under investigation.

5. SAMPLE SIZE AND SAMPLING TECHNIQUE

The researchers adopted the non-probability sampling technique for the selection of this study's element. Under this technique, the convenience sampling technique was considered appropriate. Hence, the adoption of the purposive and snowball sampling techniques. It has been noted that purposive sampling can be used with a number of techniques in data gathering (Godambe (1982) cited in Tongco (2007)). Sometimes, snowball sampling, which is asking an informant to suggest another informant, follows purposive sampling (Tran and Perry (2003) cited in Tongco (2007)). Therefore, the researchers' decision for the selection of elements for this study was based on convenience, proximity and accessibility (Nworgu in Tobeckukwu, 2008; www.experiment-resources.com/convenience-sampling.htm).

The characteristics of snowball made the researchers to adopt it purposefully to complement the convenient sampling techniques in getting contact with the study's elements as quickly as possible. It actually saved time in reaching respondents during the cause of this study. Therefore, a total of ten (10) respondents were finally picked and interviewed. That is, three (3) respondents were selected among the traditional media personnel. Three (3) respondents were also selected among the new media users, specifically, respondents who really use any of the platforms chosen for this study, that is, radio and television (traditional media); blog, Facebook, twitter, and YouTube (new media). On the other hand, four (4) advertisers/marketers were selected among other advertisers/marketers personnel. This was to gather information about the subject matter; especially in line with the research questions raised by the researchers.

6. LITERATURE REVIEW: THE CONCEPTS OF THE NEW AND TRADITIONAL MEDIA

Generally, the role of the mass communication media across the globe cannot be under estimated. The media has shown the ability to frame issues and set agenda on the issues and/or events as they unfold on daily basis. In *The New Media Book* edited by Dan Harries, Edwards (2004) sees the new media to be "a vast array of technologies; the internet and the World Wide Web, Satellite Broadcasting, Digital and CGI effects, computer graphics, CDs and DVDs, Cell Phones and Personal Data Assistants (PDAs), Video games, Computer graphics and software, digital Music, on-line Comics, high definition television, digital Video and Cinema." More so, it can be described as the forms of communicating in the digital world, which include electronic publishing on CD-ROM, DVD, digital television and most significantly, the Internet. It implies the use of desktop and portable computers as well as, wireless handheld devices. Almost every company in the computer industry is involved with new media in one way or the other. It generally refers to the various new communication outlets that now pervade the present world. It makes communication easier and faster.

Suffice to submit that the new media, which is relatively recent web development such as blogging, Micro-blogging, Social Media networking, among others, are used essentially as independent or self-publishing platforms that do not have bottlenecks such as the gatekeeper(s) etc., as available in its traditional counterpart. On the other hand, the traditional media refers to those methods indicative of print based newspaper and television. They include the electronic, the print and the narrowcast media with tremendous achievements over decades.

The advent of the traditional media especially television, offered both audio and visual and it created a creative ground for advertisers to explore. At the time, adverts became more real and interesting to the masses since it was possible for them to see human actions and how the advertised products are packaged and used. So much recon was accorded to the television until the advent of the new media. Of note, in recent times, the advent of the new media had posed many challenges to the traditional media. In other words, the traditional media actually aided the then advertisers to present their products to a heterogeneous audience as well as allowing people to see clearly what was being presented to them on the screen. Hence, it needs to integrate social media and thereby allow the readers to get access to information on time and anywhere. Whereas, traditional media tends to limit the access to information as some huge devices are needed before the readers can get access to information, the new media is easily accessible at anytime and anywhere.

The existence of the new media had to a reasonable extent provided users the opportunity to become potential "Citizen Journalists" also known as *incidental journalists*. According to [Hanson et al. \(2010\)](#) "...These social media provide a new form of mediated communication that gives the audience access to on-demand content and the ability to share and discuss it with others." This is something that the traditional media can never offer its readers and users since it determines every input and output. In view of this, [Chandra and Kaiser \(2011\)](#); [Evans \(2008;2009\)](#) cited in [Athey et al. \(2013\)](#) note:

The decline in advertising revenue has been almost unanimously attributed to the rise of the Internet. However, the adverse impact of the web represents an economic puzzle because, in many respects, the forces influencing supply and demand appear to be as favorable for the industry, if not more so, than before. Online consumption of news media created new and improved advertising products and services that should be, in principle, more valuable to advertisers (e.g. enhanced ads, targeting capabilities, and improved measurement). Moreover, the Internet dramatically increased the accessibility of many outlets for a wider audience.

These merits of the new media, with regard to its credibility explain its growing popularity with communication and media scholars. However, it could be argued also that the new media does not have credibility especially as its access and usage have not been subjected to any form of check, censorship, as they are in the traditional media world. Apart from this, one of the areas of weakness was highlighted by [Bell and Garret \(1998\)](#) and has to do with its transient nature because its links tend to break since there is no proper referencing, linking and attributes to its source. They further stated that its content is often inaccessible, thereby leaving a link in the narrative chain missing. For instance, two of the YouTube Videos embedded in its report were released about the Tsunami that happened in Japan, which were later listed as "Removed by the User." This made the content to be inaccessible because of the unrestricted freedom that new media give to its users. Notwithstanding, the unprecedented growth, access, usage and impact of the new media in promoting advertising is worth acknowledging.

On the other hand, the traditional media has since inception played pivotal roles in the global polity as they help to gather, collate, frame and disseminate news and information contents to the masses wherever they might be for as long as the medium's signal is available. Also, because of the traditional media's accessibility, advertisers have continued to patronize it for the placement of their marketing and advertisement messages. The essence has been to reach as many consumers as possible and within the shortest time frame. Radio, television and newspapers, among others have been the traditional media platforms that have been engaged by marketers and advertisers to get the

far-flung heterogeneous mass audience informed about their various goods and services. Through these traditional media platforms messages are carefully created and screened before dissemination to persuade people to buy their products and services.

Notably, the traditional media has met advertisers' expectations for as long as it has lasted until recently, as mentioned earlier, when the new media began to create competitive environments of medium/media choice.

7. THEORETICAL FRAMEWORK: CULTIVATION THEORY

This study derives its operational framework from the Cultivation theory. The theory believes that mass media, particularly the television brings about a shared way of viewing the world. According to McQuail (2005) "The underlying process is one of 'acculturation', which means that people gradually come to accept the view of the world as portrayed on television (in particular) as a true representation of reality and adapt their hopes, fears and understanding accordingly." This means that symbolic interaction and social construction of reality provide a strong foundation for the theory, which assumes that television constructs a reality of the world, which albeit possibly inaccurate, becomes accepted simply because we as a culture believe it to be true (Baran, 2009). This is true probably because:

Television is a centralized system of story-telling. It is part and parcel of our own daily lives; its dramas, commercials, news, and other programmes bring a relatively coherent world of common images and messages into every home. The repetitive form of television's mass-produced messages and images forms the mainstream of a common symbolic environment (Gerbner *et al.*, 1986).

While cultivation deals with the totality of patterns communicated and places premium on the total impact of campaigns, subcultures may account for retention of separate values. Despite that, the general overriding and imposing images depicted on television will permeate and cut across individual social groups and subcultures and affect them all (Littlejohn and Foss, 2005). In other words, while it may be uneasy to see the media effects, indeed, they do occur and do change the culture, attitude and peoples' reactions in profound ways.

8. EVOLUTION AND CONCEPTUALIZATION OF ADVERTISING

Advertising has attracted various definitions from different writers. Amongst such is the one advanced by Wells *et al.* (2003) which presents advertising as "A paid non-personal communication from an identified sponsor, who uses mass media to persuade or influence an audience." A more comprehensive and all-embracing definition is the one ascribed to Arens *et al.* (2011) which portrays advertising as "The structured and composed non-personal communication of information, paid for and usually persuasive in nature about products (goods, services and ideas) by easily identified sponsors through various media." Despite the differences in views on advertising definition, it is obvious that advertising has a number of characteristics such as: (i) being a paid form of communication, (ii) having identified sponsor, (iii) being persuasive in nature and (iv) having messages conveyed through different mass media.

Advertising is all about creating unique ideas (messages) about products and/or services with a bid to attract peoples' awareness and attention, causing them to take favourable decision(s) especially about buying. Globally, the growing population's hunger for goods and services and the rapid change in technology have caused tremendous growth in ways adverts are created and sent for masses consumption. These adverts have in their own ways reflected in the ways and manners people interact specifically when issues about goods and services are out for discussions. The use of the media to send advert messages has also helped in the dissemination of such messages to target audiences as quickly as possible. This would have prompted a British writer and diplomat, Norman Douglas (1917) quoted in Brain (2012) to comment that you can tell the ideals of a nation by its advertisements.

Notable, among the ancient methods of advertising was the outdoor display, usually an eye-catching sign painted on the walls of buildings. Archaeologists have uncovered many such signs, notably in the ruins of ancient

Rome and Pompeii. An example of such adverts was an outdoor advertisement excavated in Rome. This advert offered property for rent and another one found was painted on a wall in Pompeii calling for the attention of travelers to a tavern situated in another town. More so, in medieval times, merchants employed the so called town criers who shouted the praises of the merchants' wares and the arrival of trade ships. Later the merchants used little flyers, which contained characteristic symbols of the guild members and the tradesmen to advertise their products.

In the 1880s a new era of advertising began. It ushered in new methods of manufacturing that greatly increased outputs and decreased costs for the producers of consumer goods. The products at that time could be packaged at the plant itself. Moreover, the telegraph network came into existence and a network of railroads, had also crisscrossed the continent. All these were the factors, which allowed a nationwide distribution and nationwide advertising. Records show that this state necessitated the growth of advertising agencies and dictated their activities. The most widely advertised consumer products at that time had been patent medicines.

Broadly speaking, the evolution of advertising might be divided into six periods or stages, which are:

- i. Pre-printing period, prior to the Fifteenth century;
- ii. Early printing period from the Fifteenth century to about 1840;
- iii. Period of expansion, from 1840 to 1900;
- iv. Period of consolidation from 1900 to 1925;
- v. Period of scientific development, from 1925 to 1945 and
- vi. Period of business and social integration from 1945 to the present.

Presently, new technological advancement such as the innovation of computers, laptops, Internet, smart phones, Internet enabled devices, among others, have drastically changed the face of advertising.

Incidentally, the advent of the Internet to some extent changed the traditional definition and position of advertising. One of the online posts on

http://www.nonlineagency.com/multimedia/the_history_of_advertising/ shows that the idea of Internet was conceived in 1966. This year witnessed the publication of Thomas Mill and Lawrence Robert's *"Towards a Good Network of Time and Share Computers."* In 1998, Apple became the first personal computer to use a graphic user interface. Inventions continued as E-Commerce was invented in 1997. In the year 2000, the geeks launched baffling dotcom and campaigns. 2004 had the search giant – Google went public with its business value at 23 billion dollars while in 2006 in the United Kingdom, online adverts took 11% of media expenditure – around 2 billion pounds.

Then, the outstrip press advert was launched for the first time since the launch of The Daily Courant in 1702... Further, in 2010, Nonlinear Photonics revolutionized fiber optics and the world's bandwidth. 'Sunlight laser' delivered data, communication and experimental media almost without limit. Finally, in 2015, Electric paper, the paper-thin, foldable media player reinvented the newspaper, photograph, television, movie, wallpaper.... These by no means had tremendous positive effect on advertising globally.

9. RELATIONSHIP BETWEEN MARKETING AND ADVERTISING

Marketers need to advertise whatever product or service they tend to sell to their target consumers. Through advertising, products or services are introduced to the masses usually with concealed plan to target a particular set of people. Hence, the continuous use of the mass communication media because of the media's (traditional or new) ability to reach large heterogeneous number of people at the shortest time simultaneously. *Arens et al. (2011)* note that marketing is the business process management uses to plan and execute the conception, pricing, *promotion*, and distribution of its products. In their view, the ultimate purpose of marketing is to create exchanges that satisfy the perceived needs, wants, and objectives of individuals and organizations.

On the other hand, advertising is one of many tools used in the promotional aspect of marketing. It is the responsibility of the advertisers to package the products through their advert messages in a persuasive manner to win the hearts of consumers to buy the product or service as a substitute to other related products. This shows how important it is for any advert message to be well packaged to create an effective and cordial relationship between a

product, the marketplace and consumers. Thus, consumers must believe, trust and not just, like, but develop a *love* for a product or service. This is the only way consumers will continue to patronize the product or service. It is then a truism that marketing cannot thrive without advertising. An unadvertised product or service will not sell in comparison to a well-advertised one.

Marketing and advertising management are related concepts because they both refer to the promotion and sale of goods and services though they deal with different aspects of the sales process. Marketing deals with all strategies needed for the sale of goods and services while advertising is one of the tools or strategies an organization uses to promote its products and services. An article posted on *wisegeek.com/what-is-the-relationship-between-marketing-and-advertising-management.htm* (accessed on 20, January 2015), states that:

(sic)... relationship between marketing and advertising management can be seen in the use of advertising to promote other types of marketing tactics. For example, advertising can be used to promote a raffle draw or a promotion offering a cash prize for fulfilling a stated condition, which is a part of the marketing strategy. Advertising can also be used to promote offers like the buy-one-get-one-free marketing tactics.

Apparently, without advertising, marketing cannot be successful. Hence, a Nigerian adage that says “*an organization/institution that refuses to get advertised, shall be advertised for sale.*” In other words, if business organizations/institutions refuse to include advertising management in their marketing tactics, such business will definitely collapse and the organization/institution will be advertised when the owners will put it up for sale. This shows the importance of the relationship between marketing and advertising management in business, which must not be broken.

Consequently, it is believed that the choice of the fastest means of getting consumers to know about the product and convince them to buy will be first on the list of their marketing tactics. With this in mind, it could be argued that the features of the new media, which include: cheap, fast, easy access, et cetera must have caused the shift to its use by marketers.

10. ADVERTISER'S PREFERENCE FOR NEW OVER TRADITIONAL MEDIA

New media, which has been adopted as a somewhat more professional nomenclature for Internet Anchored Communication (IAC) platforms has been in the forefront of research discourse globally, especially in the several ways through which it threatens the continued existence of the traditional media. Internet Anchored Communication platforms were initially used to supplement traditional information sources in a variety of ways, but they have overtaken the “Print media” which they set out to complement. The reasons for this are not far-fetched. They are hinged on the convergence abilities of the new media, their ubiquity, their relatively lower cost, their unrestricted catchment and portability. All these have enticed advertisers to opt for the new media/Internet as a veritable tool for the propagation of their clients' brands.

New media ubiquity is further enhanced with the churning of smart technologies, which are Internet anchored and portable. However, many of these technologies have become wearable, which necessitates very frequent use. The frequency of use constitutes an additional advantage for the advertiser since the main aim of advertisement is to register a product, brand or service in the minds of the audience.

Despite the wider size of the Internet audience, it is relatively cheaper for the advertiser to use as a medium of conveyance since it often readily fits into the advertiser's budget unlike the stringent advertisement rates established in traditional media houses. New media is also audience specific; the likelihood of the preferred or target audience of a brand to use particular websites are higher than the possibility of them all simultaneously observing traditional media platforms such as television and radio stations.

The Internet may be accessed throughout the world, enabling people to find information or track down elusive information. There are over 200 (*million websites worldwide <http://www.howmanyarethere.net/how-many-social-networking-websites-are-there/>*). The number is constantly increasing, creating heightened competition for people's

time and attention. So, most sectors are shrinking in relative size because the Internet itself is getting larger; the news sector, which was largely hosted on the traditional media platforms, is shrinking in relative terms.

Argues: "The Internet boom is not about old media versus new media; it is about cheap media versus expensive media looking at newspaper from the cost perspective to discuss both online and hardcopy." A factor to note here is that the relative savings of publishing online rather than on paper are no longer as compelling a reason to abandon dead-tree media. So the web's "paperlessness" does not necessarily insulate it from broader industry trends; paper costs have continued and will continue to influence a paperless medium.

Williams (2003) states: "New media technologies... are compressing time and space... the world is shrinking." It has been established that the new media has appeared to be the most vocal and widely recognized, proponent of the idea of the global village being a reconstruction of the communal world of the ancient village torn asunder by the print media. Daniel and Hagey (2012) wrote that *Newsweek Magazine* a U.S. based magazine, which was founded in 1933 by Thomas J.C. Martyn ended almost 80 years of its publication in print with its last issue dated December 31, 2012, as it transits to an online-only format from January 2012. The editor, Tina Brown cited how traditional print news outlets are being battered by an exodus of readers and advertisers to the Web. He explained that since 2005, Newsweek's circulation has dropped by about half to 1.5 million and advertising pages dropped more than 80%, while the magazine's annual losses have lately reached roughly \$40 million (<http://www.wsj.com/articles>).

Ironically, many publishers still do not believe they are losing readership to online publications. But they are naive to think that their circulation losses are just about television or apathy. Newspapers online are turning profits already - free of angst over paper expenses.

According to McQuail (2005) "The most widely noted potential consequence for the media institution is the "convergence" between all existing media forms in terms of their organization, distribution, reception and regulation." There is a general agreement that convergence occurs at the technological levels (European Commission, 1997). Digital technology allows both traditional and new communication services - whether voice, data, sound or pictures - to be provided over many different networks. Therefore, the digital technology underpins convergence. For example, the Internet incorporates radio, film, television and distributes them through "push" technology (Poster, 1999). By the push of a button or a click of a "mouse", one can listen, watch or read information from the Internet.

These feats achieved by the new media have to a large extent, made many producers, advertisers, marketers, to divert their attention to the use of the new media, especially as they hope to reduce organizations' expenses, and yet continue to reach more consumers across the globe and maintain or improve on their organizations' profits.

11. DISCUSSION OF FINDINGS

This study investigated the questions raised and came up with answers to help stakeholders and researchers at all levels in the field of mass communication, business administration, marketing, advertising, Information and Communication Technology (ICT) experts, government and related organizations to understand how the new media has influenced advertising in today's environment, using Nigerian environment as a case study. In this regard, data were gathered from Internet users of the traditional and the new media through interview sessions. Responses got were carefully analyzed and used to answer the research questions raised. These are discussed below:

Research question one, respondents were asked if truly the new media is threatening the existence of the traditional media. Even though the respondents were interviewed at different times and at different locations, it was discovered that they all had similar thoughts about the question asked. They believed that the new media did not constitute any serious threat to the traditional media in any way. In the words of one of the respondents, "the new media was actually growing and very effective; the rate at which it was being used was quite commendable and it could never take the place of the traditional media. People should understand that both traditional and new media have almost the same characteristics and one cannot kill the other." The reason being that in Nigeria or Africa as a whole, there are more illiterates or semi-literates who do not have access to the new media devices compared to the

developed countries. That alone will make the traditional media especially radio to remain very useful here and in other developing economies for a very long time to come. One of the important aspects of this discussion was when one of the respondents said that the new media could not completely replace the traditional whose efforts the former exists to complement.

Also, the aspect of freedom of engagement of both media was mentioned. In this case, one of the interviewees notes: "Let me say that one of the bottlenecks faced by the traditional media, is the fact that all that must pass through it must be checked, verified and satisfied to be in order. I am sure we know about the gatekeepers. This is not so with the new media, where there are no gatekeepers to check what goes in or comes out. The Internet users have free access and can post any information they feel like online at will and it is cheaper to use in comparison with the traditional media. These are some of the attractions of the new media, though the unrestricted access stands as the greatest weakness of the media as it allows unbridled in road into the privacy of individuals and organizations.

Going by a blogger, one of the respondents revealed that he was always on Tweeter and engaged the YouTube and Facebook. While one may suggest that the new media is expanding tremendously it does not mean that it is overshadowing the traditional media especially in the African regions. To them, the bandwidth available for new media users and other bottlenecks such as unstable power supply, poverty and literacy levels pose a lot of challenges.

Therefore, in answering research question one, responses obtained and analyzed show that the new media though becoming more popular by the day, is not threatening the existence and use of the traditional media that is, radio and television.

For research question two, respondents were asked about their views on the advent of the new media and if the new media has created a robust competitive business information dissemination atmosphere between both media. To this, all the interviewees agreed that the advent of the new media has created a robust competitive environment. The reason being, that in any society, competition makes the market environment healthy because it creates avenues for consumers to consume products and/or services based on personal choice, conviction and satisfaction inherent in the product or service. This is in line with the assertion of [Papulova and Papulova \(2006\)](#) that while it is important to use all resources efficiently and properly; it is also critical to ensure that the potential value of the outputs is maximized by ensuring that output meet the needs of the customers for whom they are intended. An organization achieves this when it sees its customers' objectives as its own objectives and enables its customers to easily add more value or, in the case of final consumers, feel they are gaining true value for money." Little wonder that the products' Central Selling Point (CSP) is usually orchestrated by the mass media (new or old).

It is important to note that adverts are now being developed as a provocative marketing strategy after realizing that more people no longer watch television as they used to since they can now get audiovisual messages from the new media platforms. More so, in multi-tasking, over-stimulated society, as we have today, people no longer think of only one product. So, traditional media managers should be aware of the challenges and do all they can to maintain, and improve on their conventional global relevance. One would want to mention that one of the respondents said, "The new media is truly growing and offering creative information (adverts message) gathering, collation and dissemination services (roles) across the globe." This is in view of the world being a 'global village' through the reduction of the world by the overwhelming power of mass media technology and information. It talks about the state at which information and news get around the world in little or no time.

This development tends to lend support to the view of [Wright et al. \(2010\)](#) that traditional mass media advertising is not the way of the future. In fact, the number one communication channel for which advertising trends are expected to grow is online." Going by this assertion, it could be said that the new media has indeed created a competitive environment whereby traditional media owners must admit and work on getting people to stay glued to their television sets especially as viewers' attention are shared by other media as noted by [Stevenson, 2010](#) in [Wright et al. \(2010\)](#): "The television might be on, but it is competing for viewers' attention with magazines, computer emails, texting, and more."

So, to answer research question two, with reference to responses obtained and discussed above and complemented by the views of authors cited, we would submit that the new media has created a competitive environment as it is competing and probably winning more of the number of users over the traditional media. As noted earlier, it is cheaper to use the new media compared to the traditional and it possesses the characteristics of quick message delivery and wide reach. However, the issue initially raised about the population of literates and semi-literates masses, especially in the developing economies is worth noting before concluding. It should be mentioned that most of those who possess television and radio may not have access to the new media platforms and/or devices especially the adults in the developing world. The truth is that while people in a village on the plains of Niger or the Democratic Republic of Congo (DRC) may be able to crowd around a television and get a glimpse of the quality of life that most consumers in the advanced Western-economies enjoy, for most of them it does not seem real. What is real is their struggle to meet the basic physical needs of life – to survive starvation, malnutrition and epidemic carrying water. What is paramount to these people is not the urge to use the new media but their capability of retaining their link to the traditional media – a capability being called into question by their low income and falling standard of life.

The third research question that is, what is users' perception of the effectiveness of both media in disseminating business information? Responses obtained from respondents tend to confirm earlier assertion of (Poster, 1999; Williams, 2003) among others; that the new media is more effective in disseminating marketing information. Before drawing conclusions, however, the researchers analyzed selected respondents' responses. Going by such responses and interviews with traditional media personnel, the future of traditional media does not look bleak as some people would want us to believe because the media is still very effective and will remain so in the dissemination of business information using advert messages as an example, for some time to come, especially in the developing economies. This is in line with the views of Athey *et al.* (2013) who observed a reduction in the patronage of advertisers in the use of traditional media and also emphasized that the media has not in any way had serious problem in Africa with its peculiar features such as high illiteracy rate, low income and dispersed population. They agreed that youths are more into the use of the new media while the adults still prefer the radio and television to the computer, laptop, smart phone and other new media devices. The reasons for these are: (i) the challenge of epileptic power supply, especially in Nigeria and some other developing economies in Africa, and (ii) the issue of very low bandwidth availability as against what obtains in the developed economies. These are good reasons for continued patronage and popularity of the traditional media irrespective of what new ICT technologies offer.

On the other hand, the new media users' response is that the new media is truly becoming more effective as it has broken the monopoly enjoyed by the traditional media to a large extent. This view holds that with the way technology is advancing, unless the traditional media managers key into the trend, they will go into oblivion. According to a respondent, "Remember that whatever the traditional media is offering, be it audio or video is also being offered through the new media platforms. You can watch videos via the Internet on YouTube; listen to audio through WhatsApp among others."

12. CONCLUDING REMARKS AND RECOMMENDATIONS

This paper examined the superiority of the new media over the traditional for advertising. Specifically, the researchers identified the relevance of both media in attracting patronage from global business community in an area of rapid information communication technological change. The world over, marketers are at alert to win the hearts of their customers to keep buying their products or services. By so doing, business managers are keen at creating and maintaining tactics that will boost sales to meet organizational goals. Hence, the need to use any platform that will assist in getting the target audience informed about whatever they are offering for sale.

Through the analysis of data gathered from respondents' responses in line with the topic under investigation, this study finds that:

- i. As against the assumption that the new media is threatening the traditional media, responses show that the reverse is the case. However, it must be noted that the new media's unprecedented growth is worth paying attention to especially by traditional media managers who want to remain as relevant and effective as they have always been. If not, there is the likelihood that the new media will take the lead in setting agenda for business managers and marketers as regard advertising.
- ii. Robust competitive environment has really been created between the new and the traditional media. This has given advert message developers, marketers, business managers, the choice option. They now can go for the media they think will help them in achieving quickly their aim of advert message dissemination. As noted earlier the unbridled freedom to use the new media has attracted marketers since the traditional media bottlenecks – gatekeepers, censorship, etc. are not faced by new media users.
- iii. Both new and traditional media are still very much in use in the society. People use them for information dissemination. Notably, traditional media – radio, television and even the print are still on daily basis heavily bombarded with jingles and adverts.

Based on the foregoing, we submit that the new media has more influence on broadcast sales development strategies in today's environment compared to the traditional media. This will continue to be so for as long as ICT technologies continue to grow and new grounds are continuously broken. This position is summarized by *Athey et al. (2013)*:

The decline in advertising revenue has been almost unanimously attributed to the rise of the Internet. However, the adverse impact of the web represents an economic puzzle because, in many respects, the forces influencing supply and demand appear to be as favorable for the industry, if not more so, than before. Online consumption of news media created new and improved advertising products and services that should be, in principle, more valuable to advertisers (e.g. enhanced ads, targeting capabilities, and improved measurement). Moreover, the Internet dramatically increased the accessibility of many outlets for a wider audience.

To the traditional media managers, there is a need for them to take advantage of the advent of the new media to improve on their operations in order to continue to win the patronage of the public and business managers. On the other hand, the new media users should also try as much as possible to limit posting unverified, speculative, untrue stories. This will invariably build users' confidence and trust in whatever posts that are placed on the websites/pages even advert messages.

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