

CHAPTER TWENTY-TWO

Digital Large Screens as a Community Medium: Interactivity and Community Relevance in Focus

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Introduction

The digital age has made the public sphere a victim of perpetual change. Nigeria, especially in the cities, is playing hosts to large digital screens, primarily serving as billboards and information outposts, relaying TV signals or playing some videos. These screens have the capacity to promote social interactivity in the communities where they are sited. If this interactivity is provable, issues such as media ownership and commoditization which, for over the years, have posed serious threats to the free flow of information and freedom of speech will have mitigated ramification as civic vitality based on participation is promoted.

Communication is participatory when its processes are used to inform people and enable them transmit their own points of view. Digital large screens can be used to...

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