**INTERNET AS A USEFUL TOOL IN COMMUNICATIONS –**
**A SPEECH PRESENTED BY**
**ENGR. ERNEST C. A. NDUKWE, CHIEF EXECUTIVE,**
**NIGERIAN COMMUNICATIONS COMMISSION AT THE**
**WEST AFRICAN SUMMIT ON MEDIA FOR CHILDREN AT**
**SHERATON HOTEL, ABUJA, ON MAY 25, 2000**

1.  **INTRODUCTION**

I wish to congratulate the organisers of this Summit on Media for Children within the West African sub region.  This programme will certainly help the children to understand better the present level of information development in the world.

The NCC is identifying with the Summit because it conforms with the goals for establishing the Commission, which includes among other things, the development of Communications in Nigeria.

So much is happening now all over the world in the area of information technology and development.  People all over the world are able to connect with one another through the computer, using the Internet to exchange ideas and information.

2.  **THE NEED FOR COMMUNICATION**

Communication is very important for man, because it is the only way we can exchange ideas and information.  There are various ways by which we can communicate with one another.  Today, there are means of Communication such as; Telephones, Radio, Television and most recently Internet.

Information is important for growth and progress.  Without adequate information, a student may not be able to pass his or her examinations very well.   Usually when a teacher is talking to students in a classroom he is actually passing information.  Today, Internet makes it possible for us to obtain information from all over the world in nearly all subjects and areas of human endeavour.

3.    **<u>WHAT IS INTERNET?</u>**

The word INTERNET was derived from the word "INTERCONNECTED NETWORKS". Simply put, it is a connection of computers which are linked with one another for the exchange of information. From one computer you can have access to another computer through telephone lines that have been linked together in what is called a "NETWORK".

The owner of the "NETWORK" or the manager of the "NETWORK" is called an "INTERNET SERVICE PROVIDER" (ISP).

The ISP is the organisation or company that links up one computer owner with another, thereby enabling them to exchange information, data or ideas.

3.0    **<u>THE USEFULNESS OF INTERNET CONNECTIVITY</u>**

- ✓ The Internet provides a very fast and cost effective means of communication and information sharing.

- ✓ It is quick and very convenient

- ✓ It offers a wide range of information and data

- ✓ It can be used as a medium for long distance learning.

- ✓ Provides up to date information on any subject or topic etc.

- ✓ It is a global platform for sales of goods and services.

- ✓ Access to professionals and Consultants in any field of endeavour.

3.1    **<u>QUICK EXCHANGE OF INFORMATION</u>**

Through the Internet, information can be quickly passed across to any part of the world. People are able to send letters with their computers to their friends, relatives and associates through what is called the

Electronic Mail popularly known as e-mail.  Such mails sent are received almost immediately by those it is sent to.  Simply put it is sending a letter through a telephone that has been connected to a computer, from where it is received or "downloaded" by the receiver, whose computer is also connected to a telephone in the country or city where he or she is.

3.2. **OFFERS WIDE RANGE OF INFORMATION AND ACCESS TO DATA**

Through the Internet it is possible to have information on any topic or subject of interest.  Information is available on the following

✓ Educational Institutions, course available and requirements.

✓ Update on research and recent discoveries

✓ Any subject of study and recent developments in the particular fields

✓ Goods and services

✓ Products and where they can be found.

✓ Manufacturers and products available

✓ In depth  data and analysis a presented on many subject areas and issues

✓ Politics

✓ News etc.

Some Universities are already running programmes via the Internet.

3.3 **ACCESS TO PROFESSIONALS, CONSULTANTS AND INDIVIDUALS.**

It has become a custom in developed countries for organisations to recruit professionals, consultants or staff through the Internet.

There are organisations that keep a database or a list of qualified personnel, which they display on the Internet. Interested organisations contact them and enlist their services for existing openings in their work place.

An organisation looking for some kind of professional could go to the Internet to search for someone with such credentials and subsequently recruit them.

## INTERNET SERVICES

The kind of service that Internet offers is by no means exhaustive, as earlier highlighted, Internet offers a wide range of service opportunities to users. A most recent development in the deployment of Internet is the E-commerce.

E-Commerce simply described is the system of trading through Computers that are Interconnected with each other. It is a system by which organisations put the available products for sale in their supermarket for instance on a computer page called a *Web Site* for customers to identify products of choice, make order through the Internet and also pay through the Internet. All these transactions are carried out through telephone lines in a network..

Through the E-Commerce Service offered on Internet, a consumer in Nigeria on the Net, can identify a product of a company manufacturer or even an item in a supermarket and place order through the Internet and such a product will be sent to him in Nigeria.

The advantages offered by Internet are by no means exhaustive.

## CONCLUSION

As can be seen from the benefits, which can be derived from the Internet, there is no gainsaying the fact that it is a veritable tool in Communication.

Information is needed daily in decision making process by Managers, Organisations and Government.

Internet is rapidly changing the way of doing business Internationally and it has contributed to reducing the world to what we commonly call a global village.

We need to catch up with this technology in order not to be left behind.

This is the reason why the NCC is interested in encouraging genuine investment that would lead to the rapid development of this service in the country.

It is our desire to encourage as much as possible the opening up of the telecommunications industry to investors in order to move our nation forward in this era of new information technology order.

Once more I thank the organisers of the Summit for inviting me to present a paper at this event and I wish you all a fruitful and enjoyable time.