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# Literature Review Based Analysis of the Essence of Acquiring Digital Communication and Media skills in Contemporary Ecosystem

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**Abstract:** *The advent of information and communication technology revolutionized the way things are done all over the globe that offices, institutions, industries, and government now have their operations automated thereby forcing all human activities digitalized. This paper is an analysis of the essence of acquiring digital communication and media skills in contemporary ecosystem. it adopted interpretive content and document analysis method which precipitated the application of scientific procedures and rationale for systematic literature review (SPAR-4-SLR) model. The paper conceptualized, digital literacy, digital communication literacy and skills as well as media literacy and skills. It also discussed the essence of acquiring both digital communication and media skills which among others include that digital communication skills are essential today because they drive global collaboration, remote work efficiency, and career advancement and that the acquisition of digital skills in general and media skills in particular can open up a world of opportunities for the person as in the area of networking which allows one to connect and engage like-minded individuals, industries, experts thus, providing a vast network of opportunities to collaborate, learn, and grow, personal branding that show case, one's skills, expertise and achievements. The paper also identified some ways to acquire these skills with one, being by leveraging on the opportunities of online learning platforms such as Coursera, Udemy, and LinkedIn learning that offer affordable and flexible courses on a wide range of digital topics. Based on the findings, conclusion was drawn and recommendations made.*

**Keywords:** information, communication technology, digital literacy, communication literacy and skills, media literacy and skills, university

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## INTRODUCTION

The emergence of information and communication technology which is the application of computers and other related technologies in information gathering, organization, storage, dissemination and sharing among others, did transformed the world that it has presently become a global digital ecosystem. This development has revolutionized the way things are done all over the globe that offices, institutions, industries, and government now have their operations automated thereby forcing all human activities digitalized. In this era, we talk about e-banking, e-commerce, e-money, e-library, e-book, e-government, e-marketing and e-mail among many others. To this end, digital communication has become the end-thing, hence has revolutionized the way we connect, collaborate, and share information in our daily lives (Wilson, 2026).

Emphatically, businesses, governments, and individuals are increasingly relying on digital platforms for information sharing, marketing, collaboration, and service delivery, and the ability to communicate effectively through digital channels has become essential. From email and social media to data visualization and online customer service, digital communication encompasses a wide range of tools and competencies critical for success in the 21st-century workforce (White, 2025). The obvious is that the era of covid-19 pandemic, actually brought to lime light the imperativeness of digital communication as businesses, organizations, industries and institution including libraries without a digital communication strategy failed to survive during that time. Video conferences became the channel of communication, emails became the new normal way of conveying messages (Onwubiko, 2023).

Digital media skills are essential in today's interconnected world, enabling you to effectively create, analyze, and distribute content across digital platforms. They are a critical catalyst for career growth, business expansion, and global communication. Mastering these skills transforms how you navigate modern life, work, and business (EU Business School (2025). The implication is that for one to be relevant, and successfully utilize every available opportunity created by this technological innovation, such a person, ought to be well equipped with desirable capabilities, and this can only be, if such a person understands the terrain of digitalization and has at his or her beck and coin, digital skills. It is in this regard, that this paper takes a conceptual review of digital literacy, digital communication and media skills as well as the importance of both digital communication and media skills in this present dispensation with the aim of bringing to the knowledge of all and sundry what the concepts are all about, and the need; to acquire generally digital skills encompassing, communication and media skills. This paper is also aimed at contributing to literature build up in this area and to bridge the knowledge gap in this field as noticed in my country in particular.

### The Objectives

The specific objectives of this article are:

1. To explain all involving concepts,
2. To determine and explain the importance or needs of acquiring both digital communication and media skills;
3. To reveal ways one can acquire these skills.

## METHODOLOGY

To come up with the appropriate literature to suit the purpose of the paper, it adopted interpretive content and document analysis method which precipitated the application of scientific procedures and rationale for systematic literature review (SPAR-4-SLR) model. A known rigorous 3-phase, 6 stage protocol developed by Paul, et al., (2021) for conducting high quality, and transparent literature reviews in which case, the researcher is guided in assembling, arranging, and assessing literature through identification, acquisition, organization, purification, evaluation and reporting with a view to conducting an all-embracing review and synthesizing of collated literature from different databases. This approach in literature gathering was adopted to ensure a comprehensive assessment of the topic being treated and to throw more light on it. The paper also carefully perused and interpreted all materials in text under content and document analysis, which gave room for a proper understanding of the issue being talked about.

## Conceptual Overview

### Digital Literacy and Skills

As has been observed, literacy has become a necessity if one is to successfully participate in a democratic society, let alone, in today's global biosphere where technology is unstoppably transforming ways of acquiring knowledge; playing, working, interacting, and engaging in civic life thereby, making digital and media literacies so fundamental. Despite these, many still see digital literacy as a hoax, therefore does not matter. To this end, taken for granted in contemporary global digital ecosystem. In fact, the whole ideology of digital literacy being treated by some with ignominy, may be attributed to ignorance, as digital literacy can make a significant difference in an individual's ability to participate and prosper in modern society. All said and done, digital literacy contains a broad range of skills related to the use of technology that are defined in different ways by a variety of entities (Mihailidis, 2018).

According to American Library Associations, digital literacy was initially focused on digital skills and stand-alone computers but with the emergent of the internet and social media (American Library Association, 2017), its uses has shifted some of its focus to mobile devices and to other evolving definitions of literacy that recognize the cultural and historical ways of making meaning, though, digital literacy does not replace traditional methods of interpreting information but rather extends the foundational skills of these traditional literacies. Invariably, digital literacy should be considered a part of the path towards acquiring knowledge. Digital literacy is further seen by ALA

as an individual's ability to find, evaluate, and communicate information using typing or digital media platforms (American Library Association, 2017).

According to American Library Association (ALA) (2026), digital literacy is the ability of one to use information and communication technologies to find, evaluate, create and communicate information, requiring both cognitive and technical skills. While, a digitally literate person is one who is able to use diverse technologies appropriately and effectively to retrieve information, interpret results and judge the quality of that information, understands the relationship between technology, life-long learning, personal privacy and stewardship of information as well as uses these skills and the appropriate technology to communicate and collaborate with peers, colleagues, family and, on occasion, the general public, and actively participate in civic society and contribute to a vibrant, informed and engaged community using the same skills.




Source: Baptiste, A (2019). Digital Skills vs. Digital Literacy
https://medium.com/@amandabaptiste_61605/digital-skills-vs-digital-literacy-bee3269f706a

It is also seen as a combination of both technical and cognitive abilities in using information and communication technologies to create, evaluate, and share information (Healey and Jenkins, 2009). While UNESCO defined it as the ability to access, manage, understand, integrate, communicate, evaluate and create information safely and appropriately through digital technologies for employment, decent jobs and entrepreneurship (UNESCO Institute for Statistics, 2018). The whole idea is embedded under competences that are variously referred to as computer literacy, Information Communication Technology literacy, information literacy and media literacy. As noted by International Telecommunications Union, digital literacy consists of equipping people with ICT concepts, methods and skills to enable them to use and exploit ICTs (International Telecommunication Union, 2010). The related concept of information literacy consists of providing people with concepts and training in order to process data and transform them into information, knowledge and decisions. It includes methods to search and evaluate information, elements of information culture and its ethical aspects, as well as methodological and

ethical aspects for communication in the digital world. Digital literacy has been further explained as the ability to navigate, assess, and use digital information and communication technologies successfully which are all included in the concept of digital literacy and involves a collection of socio-emotional, technological, and cognitive abilities that enable people to actively engage and interact seamlessly in the digital environment. Beyond technological competence, digital literacy includes media literacy, information fluency, and critical thinking in a digital environment without be stuck (The Royal Society, 2012).

To many, digital skills and digital literacy were the same concept. In the contrary, the difference has been explained. While digital skills focus on what and how, digital literacy focuses on why, when, who, and for whom" (Bali, 2016). Bali buttresses this further by stating that digital skills focus on which tool to use, for instance. Twitter, and how to use it. (Such as, how to tweet, retweet, use Tweet Deck), while digital literacy would include in-depth questions like; when would you use Twitter instead of a more private forum? Why would you use it for advocacy? Who puts themselves at risk who they do so?" (Bali, 2016). Emphatically, digital skills encompass various abilities that relate to technology, including computer software and applications, digital devices and other computer hardware. These skills involve a range of tasks using digital literacy and computing methods to complete necessary responsibilities for both internal and customer-facing activities (Preston, 2025).

On key digital skills every university student and graduate should acquire, Kure (2026) noted that while different industries require specific technical skills, there are several core digital competencies that are universally in demand. Therefore, are key digital skills that every university student and graduate should master before stepping into the job market. These skills as highlighted include; basic digital literacy: At the foundation, digital literacy includes the ability to use common software applications like Microsoft Office, Google Workspace, and email communication tools. Students should be comfortable working with spreadsheets, word-processing programmes, and presentation software. Data Literacy: The ability to understand, interpret, and use data is becoming increasingly important in today's data-driven world. Data literacy goes beyond just knowing how to use Excel; it includes the ability to analyze data, draw meaningful insights, and use tools like Google Analytics, Tableau, or Python for data analytics.

Social media and Digital Marketing: In an age where brands live and die by their online presence, knowing how to manage social media platforms and engage with online audiences is a valuable skill. Graduates entering marketing, communications, or any customer-facing roles will need to know how to create digital content, manage social campaigns, and track engagement metrics, Cybersecurity Awareness: As technology advances, so do the threats associated with it. Every university graduate should have basic cybersecurity knowledge, including how to protect personal data, avoid phishing scams, and recognize potential cyber threats in the workplace and Coding and Programming: Even for non-technical roles, having a basic understanding of coding languages like HTML, CSS, or JavaScript can give graduates a competitive edge. Knowing how to create or

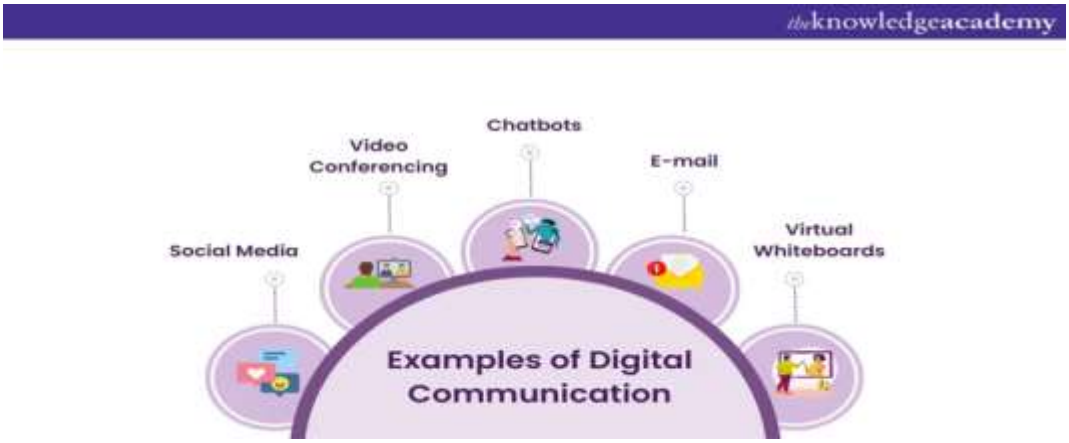
modify websites, automate repetitive tasks, or understand the basics of software development will be an invaluable asset in many industries. Others mentioned are: Cloud Computing and Collaboration Tools: With more companies adopting remote work policies, familiarity with cloud-based tools like Google Drive, Dropbox, and Microsoft Teams is essential. Graduates should also know how to use collaboration tools such as Slack, Trello, and Asana to stay productive and connected in virtual work environments, and Digital Problem-Solving and Critical Thinking: Beyond just technical know-how, graduates need the ability to use technology to solve complex problems. This involves knowing how to troubleshoot software issues, optimize workflows using technology, and develop innovative solutions by integrating various digital tools. (Kure, 2026).

**Digital Communication and Skills**

Digital Communication as a concept according to EU Business School (2025), refers to the transmission of information through digital channels such as websites, email, mobile apps, social media, and digital media platforms. At its core, digital communication merges communication theory with technological proficiency. It's not just about using platforms, but understanding how to craft messages, analyze feedback, and optimize communication for digital consumption. It has also been defined as the procedure of exchanging information, messages, and ideas via digital technologies and platforms that involves the transmission and reception of data through electronic devices and networks (Wilson, 2026). The underlying factor is that digital Communication enables real-time interaction, instant messaging, video conferencing, and sharing of multimedia content across vast distances. While digital communication skills include both the technical and creative skills required to convey messages effectively in virtual environments. This can involve writing content for online audiences, using multimedia formats (videos, infographics), managing digital. In fact, digital Communication has revolutionized the way we connect, collaborate, and share information in our daily lives.

Examples of digital communication as listed by Wilson (2023) are: Instant Messaging: Platforms like WhatsApp, Facebook Messenger, and Slack enable real-time messaging for fast and efficient communication. They also let users personalize their WhatsApp Attitude Status to reflect their mood; Video Conferencing: Tools like Google Meet, Zoom, and Microsoft Teams have transformed remote communication by allowing face-to-face interactions and virtual meetings, Social Media Platforms: Facebook, Twitter, Instagram, and LinkedIn connect people globally, enabling them to share updates, engage in discussions, and build networks, Email: It remains a widely used example of Digital Communication method, providing a formal and reliable means of exchanging messages and files, Collaborative Tools and Cloud Storage: Platforms such as Google Drive and Dropbox allow users to collaborate on documents in real-time, boosting teamwork and productivity, Social Networking Platforms: Twitter and LinkedIn offer avenues for professional networking, knowledge sharing, and industry engagement. This is one of the best Digital Communication examples businesses can utilize to build a loyal customer base, as well as Mobile Applications which enable communication on the go, providing instant access to messaging, social media, banking, and other services, Remote Collaboration: Tools such as project management

software and virtual whiteboards facilitate seamless collaboration among remote teams, Online Learning Platforms: E-learning platforms and tools enable students and educators to communicate, access resources, and participate in virtual classrooms, and Online Customer Support with which many companies can utilize to provide customer support through live chat and chatbots on their websites, offering prompt assistance, marketing campaigns, or even coordinating communication within virtual teams using collaboration tools like Slack or Microsoft Teams.




Sources: The knowledge Academy (2024). Digital communication https://www.theknowledgeacademy.com/blog/digital-communication/

As highlighted by Wilson (2026), digital communication possesses a range of unique features that distinguish it from traditional communication methods and mastering these important attributes is essential to fully grasp the power and capabilities of the communication method. These elements as expatiated include: Instantaneous interaction which is its ability to enable immediate and real-time interaction. Whether it is through instant messaging, video calls, or live chat, digital communication allows individuals to connect and communicate with each other instantly, transcending geographical barriers. Next, is multimedia integration that allows users to share and receive photos, videos, audio recordings, and other forms of media to enhance their communication and convey messages more effectively. Whereas, in traditional communication methods that primarily rely on text-based messages, call center versus help desk seamlessly integrates various multimedia elements. Digital communication offers the flexibility of both asynchronous and synchronous communication. Asynchronous communication allows individuals to send messages and receive responses at their convenience, such as through email or social media posts, similar to asynchronous learning, where students engage with course materials at their own pace. On the other hand, synchronous communication enables real-time conversations through platforms like video conferencing, where participants can engage in discussions without delays. Digital Communication has significantly increased accessibility and convenience. With the widespread internet access' availability and the increasing utilization of smartphones, people can

engage in communication anytime and anywhere. Whether it's sending a quick message during a commute or participating in a virtual meeting from a remote location, Digital Communication provides unprecedented convenience and flexibility. Digital Communication facilitates collaboration and co-creation among individuals and teams. Through shared documents, cloud-based platforms, and collaborative tools, people can collaborate together on projects, share ideas, and contribute to a collective effort, regardless of their physical location.

Furtherance, unlike traditional forms of communication that are often transient, Digital Communication allows for easy preservation and archiving of conversations and exchanges. This feature enables individuals and organizations to keep records of important discussions, references, and decisions for future reference and accountability. The method empowers users to personalize and customize their communication experiences. Individuals can choose their preferred communication platforms, tailor notifications, and customize settings to align with their specific needs and preferences. It also has the ability to scale and reach large audiences effortlessly. Social media platforms, for example, enable individuals and businesses to communicate with thousands or even more followers simultaneously. This scalability broadens the reach and impact of communication efforts, making it an invaluable tool for marketing, information dissemination, and community engagement. Above all, digital communication seamlessly integrates with various technologies, like artificial intelligence (AI), virtual reality (VR), and augmented reality (AR). These integrations open up new possibilities for immersive and interactive communication experiences, transforming how individuals and businesses connect and engage with one another, and it provides a platform for global connectivity. People can connect with individuals, organizations, and communities from all corners of the world with just a few clicks. This global reach fosters collaboration, knowledge sharing, and cultural exchange on an unprecedented scale.

**Digital media and Skills**

Digital media refer to the various formats in which digital content is created, distributed, and consumed online. These include videos, social media, podcasts, websites, blogs, and other digital platforms. Understanding these types enables businesses, creators, and users to engage effectively in communication, entertainment, and marketing within today's fast-paced digital environment. It is pertinent to state that while traditional media is static and typically one-way communication (TV, radio, print), digital media is interactive, measurable, and allows real-time engagement. Digital media can offer precise targeting and immediate feedback through analytics.




On the other hand, media skills are abilities used to effectively create and share content through various media channels like television, radio, social media, or print which include content creation such as writing, video production and graphics, storytelling and narrative techniques, interviewing and speaking on camera as well as digital literacy in the areas of social media, online platforms and visual and audio production techniques.

In respect of skills needed to succeed in digital media EDUCBA (2026) noted that developing strong digital media skills is essential if you want to craft compelling narratives that resonate with target audiences; Communication and storytelling Strong communication ensures your content resonates with audiences, and you understand how to adapt messaging for different platforms and audiences, Creativity and adaptability because the digital landscape is constantly changing, so professionals must be creative problem solvers who can adapt to new platforms, algorithms, and consumer behaviours, and Data literacy as analytics and metrics are also essential in tracking engagement, measuring success, and optimizing strategies.

**Essence of Digital Communication and Media Skills**

In the present ever changing global ecosystem, the needs for digital skills cannot be underrated. In that as the digital landscape rapidly expands, the ability to navigate and leverage digital tools become a sine-qua-non. As revealed by Kure (2026), university students and graduates with the mindset of entering the workforce, digital literacy is as crucial as traditional literacy and numeracy, as employers across industries are seeking candidates who possess a strong foundation in digital skills, as these abilities are directly linked to efficiency, innovation, and staying competitive in the global market

Emphasizing on the importance of digital literacy, (Smith, 2024) explains that digital literacy goes beyond keeping up to date with the latest technology rather include ability to adapt quickly to new apps or software as new tools, technologies and software are introduced into the ways we do things and those who take the time to keep pace can help position themselves to stand out among other candidates, especially in the eyes of future employers. It can also have significant effects on our

ability to interact with the broader global community. In the same vein states the Center for Strategic and International Studies reaffirms this, noting that, while basic literacy and numeracy remain fundamental to learning, digital literacy has emerged as a critical life skill that's indispensable for every global citizen, especially in their ability to communicate, find employment, pursue education or socialize. The implication is that one's level of digital literacy can have a direct impact on the ability to search for and process information, create content, manage data and troubleshoot when things do not operate as smoothly as they should. In other words, as one reliance on digital technology increases, basic technical skills and the willingness to continue learning can provide the agility to move purposefully through his or her personal and professional worlds.

Digital literacy has also become a necessity in the area of accessing and evaluating information, as access to information has remain crucial factor in the vitality of our daily lives, careers and communities, as are research skills. Undoubtably, a digitally literate individual understands where to go and how to find the information he needs online, whether it's a quick search or a comprehensive analysis for a work. This is because, knowing how to get information is good, ensuring the quality of information is essential. Two interrelated digital literacy competencies, media information literacy (MIL) and fact-checking, are important skills to develop. A person who is digitally literate must exercise their critical thinking skills and insist on only using information from credible sources (Smith, 2024).

On the importance of digital communication skills in this digital era, White (2025), explains that digital communication skills are essential today because they drive global collaboration, remote work efficiency, and career advancement. Mastering these competencies as noted ensures that one can navigate virtual platforms, maintain professional etiquette, and build meaningful relationships across digital barriers without geographical constraints. Developing these capabilities provides several key benefits. Which include: Seamless Remote Collaboration: Proficiency in tools like Slack, Zoom, or Microsoft Teams that allows for real-time teamwork and project management, bridging the gap for distributed or hybrid workforces. Professional Adaptability which is all about knowing how to adjust one's tone and clarity in emails and text-based chats that prevents misunderstandings, ensuring the message remains professional in environments lacking physical body language. Enhanced Career Opportunities on the ground the modern workforce heavily relies on digital transformation; thus, communicating data insights, ideas, and strategies effectively online is a highly sought-after capability by employers globally. There is also the benefit of global reach and networking as digital platforms allow one to connect with industry experts.

Contributing on the same issue, EU Business School (2025) asserts that as result of digital transformation, nearly every industry is undergoing digital transformation. To this end, Organizations need professionals who can communicate brand messages, data insights, and internal updates clearly and persuasively across digital channels. Besides, the shift to remote and

hybrid work environments has made digital communication the primary means of collaboration. Strong skills in written communication, virtual presentation, and platform-specific etiquette are essential. Suffice to say, that digital communication brings about better engagement of workers; comfortable, and convenient experience, universally acceptable, transparency within the organization, and also saves time, energy and money

Other reasons given by EU Business School (2025) why communication skills are now a necessity are that consumers expect real-time responses and consistent messaging across multiple platforms making it imperative for companies must engage audiences through social media, email, and websites with personalized, targeted messages Besides, it facilitate data-driven decision making in that communication today is driven by data therefore, professionals must not only convey messages but also understand and present data in meaningful ways using dashboards, reports, and visual storytelling, and data analytics that is increasingly being integrated into digital communication. In view of this, contemporary communicators need to track how audiences interact with digital content, and understanding analytics enables professionals to refine their communication strategies, create more effective content, and measure the impact of their efforts. Moreover, communicators often collaborate with data scientists or analysts to interpret findings and present data in accessible formats, such as dashboards or infographics with tools like Google Analytics, Tableau, and social media analytics platforms being essential in this context.

Furtherance on the essence of acquiring all digital skills, according to Kure (2026), The digital revolution has transformed the way businesses operate. From cloud computing and data analytics to social media marketing and artificial intelligence (AI), organizations now rely heavily on technology to drive growth, improve productivity, and remain relevant in a hyper-competitive environment. To fit in this type of environment, it behooves that one must acquire the necessary digital skills.

Above all, going by the World Economic Forum (2025) report, 85 million jobs are expected to be displaced by 2025 due to automation and the increasing use of technology in the workplace. However, the report also predicts that 97 million new jobs will emerge, many of which will require advanced digital skills. This shift in the job market means that having proficiency in digital tools is now a critical requirement for university students and graduates, regardless of their field of study. In fact, 75% of all jobs now require some level of digital competency, and this percentage is only expected to increase as industries continue to digitize their processes.

From the angle of career boosting, University of North Florida (2025), posits that digital media skills make professionals more valuable to employers by enabling them to contribute to marketing efforts, customer engagement, and brand building. Noting that these skills are transferable across industries, and often lead to higher salaries and more job opportunities. As illustrated, local business owner can use social media to share exciting content that attracts customers, keeps them engaged before opening day, and spreads the word about special discounts adding that many

successful entrepreneurs credit their digital media knowledge as a key factor in their business success.

Writing on the same need using social media skills as a case in point, GWC School Africa LMS (2025) divulged that social media has become an integral part of our daily lives, connecting friends, families to staying updated with latest news and trends. In that, it has revolutionized the way we communicate, and interact with the world therefore having the skills is not just an advantage but a necessity. The assertion is that whether one is a student, a professional or a business owner, the acquisition of digital skills can open up a world of opportunities for the person as in the area of networking which allows one to connect and engage like-minded individuals, industries, experts thus, providing a vast network of opportunities to collaborate, learn, and grow, personal branding that show case, one's skills, expertise and achievement. With such skills, one can build a brand and establish oneself as an authority in the field, as well as creating job opportunities as possessing the skills is a blank cheque to job opportunities and openings that saturate the contemporary digital ecosystem.

The explanation generally is that, digital media skills are essential in today's interconnected world, enabling you to effectively create, analyze, and distribute content across digital platforms. They are critical catalyst for career growth, business expansion, and global communication. Mastering these skills transforms how you navigate modern life, work, and business. The skills lead to advancement and employability high demand on the ground that professionals with expertise in social media management, content creation, and digital advertising are actively sought after by employers globally. With digital skills, one can find remote work that gives room for flexibility. This is because digital media roles, such as video editing or graphic design, offer the freedom to work remotely or freelance for clients anywhere in the world. It also enhances personal branding as a strong, curated digital footprint helps one stand out to recruiters and build professional networks on platforms like LinkedIn.

Furthermore, acquisition of media skills promotes business growth and marketing wider reach. In this case, businesses can utilize digital marketing and social media strategies to reach a global audience, expanding far beyond local physical constraints. It also leads to cost-effective advertising. The emphasis is that creating and running targeted campaigns on platforms like Google and Facebook is typically more affordable and measurable than traditional print advertising. It also facilitates customer engagement in the sense that digital media allows brands to connect, build relationships, and provide direct customer service in real time. Another gain of acquiring media skills is that it allows for critical thinking and information literacy fact-checking as digital media literacy teaches one how to critically evaluate online content, helping one to distinguish credible sources from misinformation as well as empowered Participation in that understanding algorithms and platform dynamics empowers one to engage safely, ethically, and confidently in the digital age. Finally Knowing how to navigate the digital space simplifies daily tasks like remote collaboration, online banking, and e-commerce, and digital tools keep you

connected with peers, family, and communities across vast distances thereby facilitating effective communication.

**Ways through Which One Can Acquire These Skills**

For one to develop essential digital skills during university years does not require enrolling in technical courses or switching to a Science Technology, Engineering and Mathematics (STEM) major. The same applies to people in other professions as there are several ways by which one can build and hone his or her digital capabilities while in a particular area of responsibility or job.

One of the fastest ways to acquire any digital skill in today's world is to leverage on the opportunities of Online Learning Platforms: Platforms like Coursera, Udemy, and LinkedIn learning that offer affordable and flexible courses on a wide range of digital topics, from coding and web development to data analysis and digital marketing. University students can easily take advantage of these resources to develop the skills that matter most to their future careers.

In the case of university students, they can enroll in elective courses as most universities like Michael Okpara University of Agriculture, Umudike (MOUAU) offer electives that focus on digital literacy, such as courses in computer science, digital literacy, communication and media skills, data analytics, or social media strategy. Students should consider enrolling in these classes to diversify their skill sets and stay competitive in the job market.

Another important avenue is through internships and work-study programmes. This is because, real-world experience is one of the best ways to learn digital skills. Many internships now include digital tasks such as managing social media accounts, analyzing business data, or working with digital project management tools. Internships allow students to apply their classroom knowledge to real-world scenarios, while also gaining practical digital experience (Kure, 2026).

As a follow-up to the above, students can join campus tech clubs. Some universities like Nile University of Nigeria have student-led tech clubs such as the Google Developers and Women-in-Tech clubs that are focused on coding, robotics, or digital entrepreneurship. These clubs are great platforms for students to learn from their peers, work on tech-related projects, and stay up to date on the latest digital trends.

Another way is by Leveraging Digital Tools for Academic Projects. In this area, the University is the perfect environment for experimenting with digital tools. Students and staff alike can utilize software like Canva for designing presentations, creating websites for group projects, or exploring data analytics tools for research papers. These hands-on experiences can be valuable when transitioning into the workplace.

Attending workshops and seminars is another way, many universities offer workshops on digital tools and technologies. Whether it's a seminar on cybersecurity, a workshop on data analytics, or

a guest lecture on the future of AI, attending these events can help students and staff stay informed and develop their digital literacy.

Learn the basic skills through online courses like Coursera, YouTube, and LinkedIn Learning. Enrolling in a digital media arts program is a great way to get formal training and helps you build a foundation in design, storytelling, and technical tools. Stay curious and experiment with new tools, apps, and platforms to build your skills and knowledge.

One can also Engage in self-instruction: One can begin improving his or her digital skills by engaging in self-instruction. This can be achieved by looking for free courses online or through a local community college. One can also study online videos, blogs and other resources to refine basic digital skills.

Another way is through using technology in one's work place. You can improve your digital skills practically by using technology in your work place whenever possible. For example, you can take notes on a word processing program during a work conference instead of using paper and pen. You could also create digital presentation aids to use video conferencing calls rather than relying on your vocal presentation. Incorporating technology into your work where possible can help you become more comfortable and confident with various digital skills.

## CONCLUSION AND RECOMMENDATIONS

If one concludes that it is absurd and a misnomer to assume that digital skills in this 21st century is the exclusive of tech-focused careers such a person is not in the wrong considering the discovering of this study based on reviewed literature. Emphatically in an era when staying connected is more important than ever, understanding what is digital communication becomes a necessity. From emails to instant messaging, it is reshaping how we interact, work, and build relationships. Utilizing these digital tools helps one to communicate faster, clearer, and more effectively, no matter the location. This trend demonstrates that digital skills are no longer exclusive to tech jobs; they are vital in every field, making it imperative for college graduates to enter the job market with strong digital competencies. Staying current and up-to-date with the digital trends, updates, and emerging technologies is just as important, as it ensures one remain relevant and competitive. Come to think of it, digital media is presently one of the most powerful and dynamic career fields, with so many options available. To this end, mastering digital media skills does not only enhance one's professional toolkit, but it can also transform how one communicate, tell stories, influence audiences, and open career opportunities across industries.

Besides, understanding the essentials of why intercultural communication matters is also paramount in contemporary globalized workforce, as it assists professionals to effectively collaborate across cultures while creating impactful digital content. In other words, acquiring digital skills keeps one in tandem with technological trends and gives the opportunity to display

expertise in any field with the understanding that digital media platforms allow one to be flexible by creating own content, building an online presence, connecting with family and friends, and networking with like-minded individuals and groups. Against this backdrop, the following suggestions are proffered:

- In the first instance, having known that the future of global work is undeniably digital, university students and graduates should prioritize building their digital skills as to be better positioned to succeed in their careers. They should do this either through online learning as there are some free multiple online open courses (MOOC), internships, or taking advantage of on-campus opportunities. In fact, as students, you have multiple avenues to develop essential digital literacy.
- To other persons, they should leverage some of the avenues identified in this paper to update their digital skills if they are to remain relevant in their chosen jobs, or face the risk of losing their job in this ever-changing world that AI is almost finding its way in every facet of human activity thereby placing some skills irrelevant.

The underlying fact is that all and sundry, should embrace digital tools and technologies by acquiring the desired skills. These ensure readiness and preparedness to meet the demands of today's job market, stand out to employers, as in the case of school leavers and job-seekers, and thrive in a world increasingly driven by digital innovation.

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