

A presentation on:

Media As Catalyst for Change in DNS Industry

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@ 2019

“Media College on .NG”

organized by

**Nigeria Internet Registration Association
(NiRA)**

[Late Ndukwe Kalu Resource Centre]

NIRA House, Iponri-Surulere, Lagos

Theme: *The Role of Media in DNS Industry*

on Friday 26th July, 2019



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– Key Words –

Media

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Catalyst

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Change

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DNS Industry

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Media as Catalyst for Change in DNS Industry

– MEDIA & NEW MEDIA –

Media:

Media is the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, the news media/the Internet, photography, cinema, broadcasting (radio and television), and advertising. – Wikipedia

New Media | The Internet:

New media are forms of media that are native to computers, computational and relying on computers for redistribution. Some examples of new media are telephones, computers, virtual worlds, single media, website games, human-computer interface, computer animation and interactive computer installations.

- Wikipedia

– BETWEEN CATALYST & CHANGE –

CATALYST:

A substance that increases the rate of a chemical reaction without itself undergoing any permanent chemical change.

A person or thing that precipitates an event.

... A prompter

CHANGE:

... *Make* or become different.

... An act or process through which something becomes different.

– How DNS works –

DNS (Domain Name System):

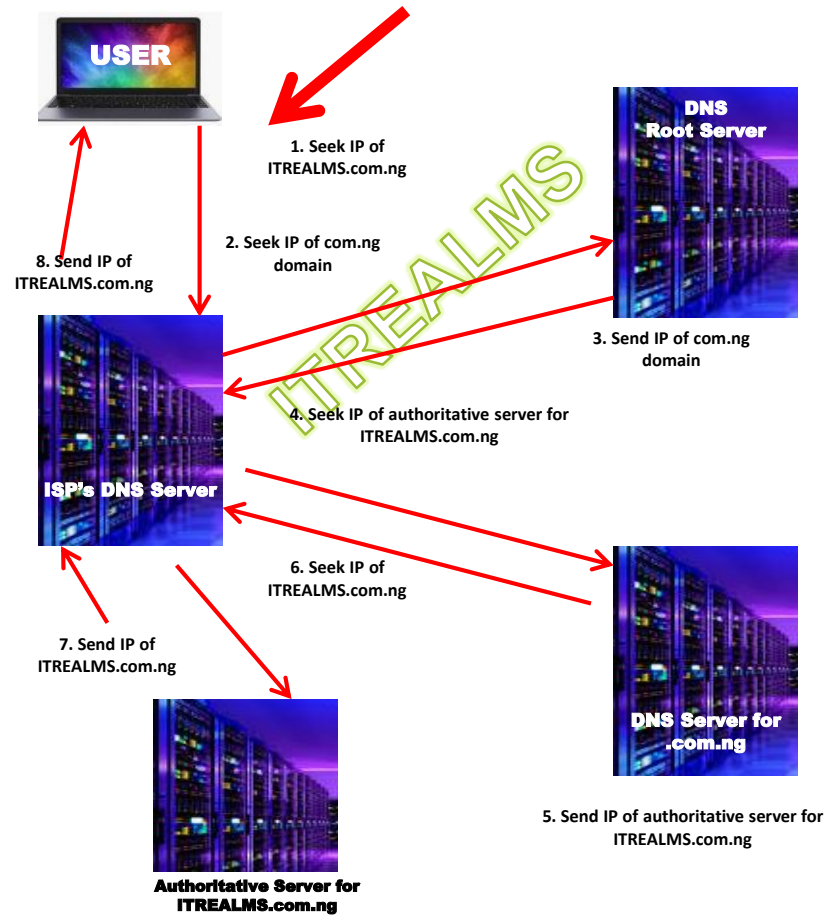
The Internet's system for converting alphabetic names into numeric Internet Protocol (IP) addresses. For example, when a Web address Uniform Resource Locator (URL) is typed into a browser, **DNS** servers return the IP address of the Web server associated with that name.

Take a look at the below diagram how DNS works.

To find IP address of ITREALMS.com.ng website

To find IP address of ITREALMS.com.ng website.

STARTS HERE



– Types of Domain Names –

1. **TLD - Top Level Domains.** These are at the highest level in the DNS structure of the Internet ...
2. **ccTLD - country code Top Level Domains:** (A Country Code Top-Level Domain (ccTLD) is a two-letter Internet top-level domains (TLDs) specifically designated for a particular country, sovereign state or autonomous territory for use to service their community.
3. **gTLD - generic Top Level Domain:** Generic top-level domains (gTLDs) are one of the categories of top-level domains (TLDs) maintained by the Internet Assigned Numbers Authority (IANA) for use in the Domain Name System of the Internet. A top-level domain is the last level of every fully qualified domain name. They are called generic for historic reasons; initially, they were contrasted with country-specific TLDs in RFC 920.
4. **IDN ccTLD - internationalised country code top-level domains.** (Internationalized country code top-level domains (IDN ccTLDs) are ccTLDs that use their native country's non-Latin script. For example, China's ccTLD)

– Place of NIRA in DNS industry –

.NG Domain Registry:

1. NiRA - Nigeria Internet Registration Association - which is the registry for .NG Internet Domain Names and maintains the database of names registered in the .ng country code Top Level Domain (ccTLD).
2. NiRA is a Not-for-Profit, Non-Governmental Self-Regulating body and managers of the .ng national resource, the ccTLD name space in the public interest of Nigeria and global internet communities.

– Fundamentals for changing DNS industry –

1. There should be a well-set out and thought out structure of media engagement via Professionals as we are doing today.
2. Conduct training sessions for media practitioners in the country, especially for those on the line of reporting/covering the DNS industry in Nigeria.
3. NIRA should institute a reward for excellence in DNS coverage in the country – for the foot-soldiers – Reporters/Editors
4. A mailing list of those interested in covering the DNS should be created so as to regularly share information with them, including NIRA eNewsletter and some special announcements.

– Online businesses for Media Pros –

1. Web Design. One of the most obvious businesses
2. Graphic Design. ...
3. Writing. ...
4. Editing. ...
5. Online Store. ...
6. Voice Over Services. ...
7. Coaching. ...
8. Business Coaching.
9. Affiliate Marketing Internet Business. ...
10. eBook Publishing/Information Marketer. ...
11. Social Media Management Business. ...
12. Virtual Assistant Internet Business Idea, etc.

– A Path Across Media Pros & .NG –

1. Media Practitioners must be patriotic about .NG, via becoming registrants
2. Try to understand its modus operandi
3. Associate with the brand and vice visa
4. Become a reseller
5. Develop new products (be strong media brands online)
6. Structure your online presence to make money
7. DNS in Nigeria thrives for all

– Take Home Final Note –

Whereas these options and more are viable means to earn a living, or additional income stream via online and on .NG strings; they're not automatic. Just like in all business ideas, success online requires taking a position of what one wants to do and probably sticking with it with requisite expertise, always researching, planning, executing your plan and even restrategising and innovating as often as possible.

Some References:

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New Media | The Internet: https://en.wikipedia.org/wiki/New_media

CATALYST Cambridge English Dictionary

<https://dictionary.cambridge.org/dictionary/english/catalyst>

How media practitioners can take advantage of nigeria dns industry

<https://www.slideshare.net/.../how-media-practitioners-can-take-advantage-of-nigeria-...>



Questions & Answers

□ Thanks for your time and listening.

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