



## Editorial

This edition of *NIU Journal of Humanities* touches on Development Administration, Social Philosophy as well as Language and Literary Studies.

One of the papers, in the last section on Language and Literary Studies, evaluates the the survival strategies and economic issues facing traditional media in the digital era. The study reveals that traditional media's financial sustainability is hampered by the decline in advertising revenues, fragmentation of audiences, high operating costs, digital competition, and shifting consumer tastes. It is suggested that greater investment in digital infrastructure, staff training, an audience-first content strategy, and privacy-preserving monetization models will help sustain the changing media landscape.

The second part of the Journal focuses on Development Administration. Using Nigeria as a case study, one of the papers in this section empirically argues that positioning a country on the path of socio-political and economic development requires a balanced understanding of religious practices by civil servants at the workplace, while law makers should formulate and implement policies that can checkmate religious practices of civil servants in the civil service system.

Papers in the last section are on Social Philosophy. One of the papers in these sections argues theoretically and demonstrates empirically that Artificial Intelligence can be viewed not as a replacement for God's creative power but as a catalyst for interdisciplinary dialogue and reflection within the academy, particularly concerning the relationship between innovation and theology, and their moral and ethical dimensions.

This issue of *NIU Journal of Humanities* features many empirical and theoretical based articles which can be of great benefit to every reader.

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