

THE IMPACT OF NIGERIA MEDIA AND GLOBALISATION ON DEVELOPMENTAL COMMUNICATION

¹**Uwaoma Uche, PhD**

Mass Communication Department, Gregory University Uturu

Email: uwafine2002@yahoo.com

²**Chidinma Felicia Nwosu**

Mass Communication Department

Abia State Polytechnic Aba

³**Ahamefula Mba, PhD**

History and international studies

Hezekiah University Umudi

Email: lifters_ent@yahoo.com

ABSTRACT

Nigeria media need to do more in communication development to reduce the growing poverty porn, assimilation and underdevelopment by foreign media in the wake of globalisation. The impact of Nigeria media and globalisation in communication development is the main objective of this study. The study underscores and evaluates the capability of the Nigeria media to enhance developmental communication in the face of globalisation. Development media theory and agenda setting theories were adopted as the theoretical framework of the study. The main problem is excessive preference for foreign content from globalisation and lack of patronage for Nigeria media programs for communication development. A concise review of the related works done on concepts of globalisation, Communications development, the Media and of course the Nigeria media and Development were carried out; while relying on content analysis of secondary and tertiary sources as its methodology and research instrument. Findings from analysis includes that globalisation and lack of Nigerian media use for communication development are under-developing Nigeria and Africa at large. It therefore recommends that Nigeria media should inoculate the citizens with our world views against globalisation, cultural and media imperialism to enhance communication development in Nigeria.

KEY WORDS: Globalization, Nigeria media, communication Development, Education-Entertainment, Nigeria English.

INTRODUCTION

Globalization is driven by information technology and communication is the main driver/head that connects the people with the government, creating necessary relationships between nations, crisscrossing boundaries and borders. It is a geographical expansion of human interaction where information and capital transcend geographical boundaries, reshaping relationships between states and citizens. The world today has become a global village, it has become one big family where there is inter-relatedness between and among nations of the world (Aseman, 2011). The possibility of this assertion is seemingly true yet doubtful; is the world actually a global village? and if so who is the head?

The concept of communication will not be overemphasised in that it will ensure maximum use and flow of communication and information, ensure the freedom of press, through good practices. Communication is needed to bring about meaningful development in any social society. Development is linked to communication and involves a deliberate well desired and articulated communication codes aimed at bringing development messages to the knowledge of the targets. Developmental communication is about working for local development and creating opportunities through communication.

Its basic objectives is to improve and uplift the quality of life of people not only economically, but socially, culturally, politically etc, through various tools of development communication which includes Nigeria media. Theatre and Media are useful in development communication. They can be used to comment on social issues, vices, problems, question, address culture imperialism and even inform communities on the real facts behind the fictions of their beliefs especially superstitious ones on health issues in rural area/communities. It is depiction of real life situation and life issues by the people acting different roles. It is useful in education and entertainment as well as in stimulating participatory discussion.

Today media in Nigeria arched towards the print and electronics of which electronics are gaining more in urban areas they include Radio, Television, Newspapers and of course the internet. These were born out of ties to the speed with which the newly independent nations were pressurized into setting up broadcasting infrastructure and programming; all with the goals of homogenization of Television formula programmes- the heart-song of globalisation. In Nigeria Print media It was observed that with independence the country still retain many holdovers of British colonial rule especially language. This is because of the difficulty in adopting any of the over five hundred languages in the country as lingua franca. English being adopted thus emerged as language of government, the media, the judiciary, and education. Although there were many indigenous language newspapers to be read still the English newspapers were the most widely circulated and most influential.

The ideal definition of Development is complex. The term began when the Second World War came to an end. As continents like Africa, Asia etc began to win their independence successively from the European colonialism, ending oppressions, self control and freedom; communication development was set back since they had to rely on their colonial masters. Nevertheless Development coincides with improvement, yet globalisation breeze blew it in a different direction as in this excerpt by J. Garcia E:

"The west has chosen how to continue its hegemony in the post colonial era, placing countries of the global south to a position of eternal dependency, unable to improve their economies if it's not with the help of international deals..." He further asserted that: *Europe and United States determine which countries are developed and the ones that are underdeveloped.*

RESEARCH METHODOLOGY

The research method used to carry out this research is qualitative research method using content analysis as its research instrument.

Content analysis is a research tool used to determine the presence of words, themes or concepts within a given qualitative data text, words etc. The words examined in the literature review of this work includes globalisation, indigenization, Nigeria media and Developmental communication.

STATEMENT OF PROBLEM

The concept of Nigeria media in community development and the implications of globalisation is the main problem of this work. It stems from Lack of finance and revenue to sponsor our own programme to participatory programming.

Lack of patronage of Nigeria media aids globalisation and imperialism; forcing our media to accept for programmes, in that local media contents do not attract advertisers and revenue like foreign programmes do.

Technological Advancement is another identified problem. The west is richer after all we can't be a match in technological advancement. The problem of tracking down news flow is low in Nigeria thus over reliance on CNN, VOA, BBC over AIT, NTA. This is why even in all our government offices and co-operate bodies and organisations in Nigeria do not air anything local except CNN, Aljazeera etc, nothing local from BCA, NTA etc. Nigeria media lost it there.

OBJECTIVE OF THE STUDY

The objective of the study is to determine the extent and impact of Nigerian media and globalization on communication development which includes use of various Nigeria media of communication for development in Nigeria.

It is a fact from Gerbner's cultivation theory that heavy viewing of foreign culture in videos, films could overwhelm Nigeria culture among its citizens resulting in alienation from their local surrounding, making them strangers and aliens in their own community.

LITERATURE REVIEW

GLOBALIZATION AND MEDIA

Globalisation is cultural homogeneity driven by technology from the onset from ship-Internet with the sole aim of interaction and integration among the people, companies and government of different nations of which Nigeria is among. The way we see, speak to the way we dance, talk, eat, greet, talk are all a manifestation of cultural influence otherwise known as globalisation.

Globalisation is an absolute ideology and ultimate form of alienation, created by people, to wield absolute power over others. It is seen from different angles by different scholars but converges in one of the salient forceful integration and homogenization of the world. It is a process of harmonizing different cultures and beliefs (David, 2002). It is as well the process of encoding differences in culture and producing seamless global system of culture and economic values (Castells, 1997).

It has also been known to be caused by excessive dominance of western control of international news agencies like the AFP, AP, UPI, which are of course no match to NAN, PANA. Determinants of news is in addition by developed nations, hence African countries has no news. Globalization is also seen in the concept of free press and principles of free flow of information practiced by the west to have full access and domination of the developing countries. Globalisation extends to the salient vision of inevitable homogenization of economic and cultural practices driven by competitiveness in a global market and by new technologies (Cox, 2002).

Globalization is at the same time achieved through mass culture. Popular culture today (although a culture of the people is not actually from the people) is maintained, constructed and transferred through communication. Culture is learned from the people's common customs, ideas, beliefs, messages, images of the world and language. Transmission of social heritage from one group of generation to another involves shaping values, notions, traditions, customs passed from one generation to the other. The media can be used to form a certain opinion or notion. How media got what content they think we need to watch and listen to.

The mass media is the grandeur of globalisation with television at the center stage; mainstreaming on individuals and societies across the globe. With increased accessibility is also with increased effect on societies, individuality with cultural meanings, values and tools running the risk homogenisation. Television among other media has acquired such central position, it dominates our symbolic environment. If television programme emphasises violence as an acceptable means of resolving crises, if already created by other media will have children and adult pattern their lives accordingly. Cecilia (2019) on Media globalisation influence ascertains that Children are more influenced by media than adults in media globalisation"

The effect of globalisation is still seen in the world today and Nigeria as whole, looking at the past and in the light of the problems of the present it's a process. Culture is one that cuts across and includes a range of social classes and groups. How do they get through TV Soap operas (Ganga, Priya & Asha), It can also be felt in cartoons like Simpson, Family guy, Nickelodeons, American Dad. These attract audience of billions that ranges from parents to students to workers in developing nations, pushing its values through their fabrics like Simpsons movie premiered simultaneously today in 100 countries and in 50 languages.

Many nations made conscious efforts to wade off this imperialism and on how to maintain national and cultural sovereignty in the face of rapid globalization of mass media. The third world and other communist countries which lacked sufficient resources to create their own quality fare feared that western cultural values would overshadow and displace other countries. These countries saw this as a form of colonization, otherwise cultural imperialism - the invasion of an indigenous people's culture by powerful foreign countries through mass media resulting in a set up commission of 1980 release of MacBride Report by the united Nations Educational, Scientific and Cultural Organization (UNESCO).

COMMUNICATION AND DEVELOPMENT

Communication serves as basic element of interaction and information sharing in life. It creates pool of ideas, strength for the feelings of togetherness, through the exchange and translation of thoughts into actions. Communication as a process involves the sending of understandable messages, receiving and also understanding of messages for the purpose of an immediate or delayed action or reaction both on the part of the receiver and the sender Orewere(2007). Communication initiated primarily involves a one way transmission of

information from the sender to the receiver. This includes large scale media campaigns, social marketing, dissemination of printed materials and education-entertainment (EE) of which Nigeria media is a formidable tool. Education entertainment being a communication strategy that aims to alleviate a social issue or educate the public through a custom tailored piece of entertainment.

Development communication is the study of how communication will be used to bring about positive behavioural change in the people. Development is overcoming obstacles that stand in the way of people's ability to transform their environment for good of everybody be it physical, cultural, and socio-economic. Development is charged towards pattern of society that allows better realisation of human values, which allows a society greater control over its environment and its political destiny and that enables its individuals to gain increased control over themselves. Real development comes with changes in knowledge, attitudes and practice which include changes in dressing, values, language, etc.

It is also a continuous process of enabling positive change, spiritual, material as well as infrastructural transformation by mobilising their resource. Development quoted by Jerry Ana in his paper on true meaning of Development, Ministry of National Planning (1980) is "a process by which man's personality is enhanced; and it is that enhanced personality, creativity, is the moving force behind socio-economic transformation of any society". Development communication is a technique used for social change. They include dissemination of information and education, behaviour change, social marketing, social mobilisation and media advocacy. Developmental communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchange to create positive change via sustainable development" (Metalopus, 2008).

Development communication provides communities with information they can use in improving their lives at making public programmes and policies real, meaningful and sustainable (Thunsong, 2000). In another study, Quebral (1972) refers development communication to the use of communication to facilitate social development. "The primary purpose of Development communication is solving social transformation and development and the fulfillment of basic needs.

Theoretical concepts drawn from development communications research are faulty and challenged on the grounds that they are inadequate guides to the selection of data and the solution of development problems. Firstly its chosen operational examples and analogies are from experiences of developed rather than underdeveloped countries which provide bias in favouring technology as a correlate to communication phenomena and as a solution to development problems. Indeed Asemah (2011) also recognise certain common circumstances or characteristics of developing countries that makes development communication difficult to practice to include:

"the absences or inadequate supply of required communication infrastructure; lack of cultural production resources, limited availability of media literate audience; Limited supply of requisite professional skills and dependence on the developed world for technology, skill and cultural product."

But about this new development communication that it is to write and report about development issues in developing countries, which do not form the agenda of the international media discourse but stem from UNESCO's 1980 MacBride Commission set up in Language is communication and communication is development.

"Those in less developed societies who receive the content produced and distributed by those global systems are exposed to what many audience perceive as attractive alternatives to their own materials, cultures, values and traditional ways of life. Such audiences are led to adopt or want to adopt the goods, services, values, and lifestyles that they see portrayed in the western media which creates both political unrest and markets for goods that can be exploited."

In all, communication for development should employ these approaches to get people and rid them of globalization. Target audience to be developed should be first point of consideration, knowing who and what they want to develop and in the areas they wish to be developed. This is to draw media programmes that will reflect the community ideals for change. Programmes can be drawn from Education entertainment being either Social Impact Entertainment (SIE) and social behaviour change communication grants more analogies from impact issues, the characters and story are built around the issue. Entertainment education is defined as a theory based communication process for purposefully embedding educational and social issue" in creation, production, processing and dissemination process of entertainment programme in order to achieve desired individual, community, institutional and societal changes among intended media users population (Wang et al., 2009).

THE NIGERIA MEDIA

The Nigerian media are those media used in Nigeria to achieve mass communication- that is, to persuade, entertain, enlighten, mobilize and inform the citizenry. It has been opined that Nigeria Media is very articulate and vibrant and so influential that they influence the thought and value system of the receiver or audience positively or negatively depending on the intent of the mass communication message. This thought Influence is found in encoding and coding "language" as reason for the westerner media influence on users (Okunola, 2013).

For development to occur the language of the target audience for development should be used. The message must come in the language of the people. Language, the lifeline of values and culture is the core principle and ideal on which entire community exists. It is made up of several parts: customs, traditions and rituals. This should be communicated in native language whereby Nigeria is multi lingual. Nigeria has a Nigerian English in case you are thinking of how to communicate in Nigeria in her language being a multi lingual nation.

Nigeria developed a common language of communication for development, used in the media called NIGERIA ENGLISH also known as standard English. It is a collection of loanwords from different native languages in Nigeria used for communication. This same English is today pushed into Google. "In July 2019, Google announced its new Nigeria English accentuated voice for maps, Google assistant and other Google products (Wikipedia, 2019). English as a first language and official language remains exclusive preserve of small minority of the country's urban elites and not spoken at all in some rural areas.

Nigeria English is a nativized form of English that functions within its own cultural context following the colonization and post colonization and the emergency of globalization and media imperialism. Nigeria residents strive for a more nativistic lifestyle of returning to the predominant speech of indigenous language of the country. English plays a role in exerting the values of colonization. Nigeria English also known as Nigeria standard English is a dialect of English spoken in Nigeria. It embodies loanwords and collocations which emerged from native languages of Nigeria. It came with the need to express concepts specific to the culture and values of the nation e.g. (senior wife, co-wife, half brother). This Nigeria English

is used in politics, formal education and the media and other official use. This should be the language for digital media and local programmes.

With this, Nigeria media is thus charged with the responsibility of emancipating us from globalisation and in same vein charged with the responsibility of enhancing cultural development, redirection of information flow, education, political and social mobilization. The Nigeria media should in addition facilitate decision making, and enhancing public consensus on vital issues of public interest. It is therefore pertinent that the weight of communication development in Nigeria lies heavily on the shoulders of Nigerian Media. Swills and Margrin and Magrin (2002) advised in their study, this will clear off the webs of illiteracy and clog of ignorance lead to poverty and subsequent underdevelopment of our rural areas.

NIGERIAN MEDIA AND GLOBALISATION

Mass media as channels of information dissemination are used to promote culture. The media are vein used to transfer culture and transfer life to us. A person without culture and identity has no blood. Media motivate, foster, teach us how to dress, talk, eat, greet, and act. The media is a socio-cultural facilitator if it can do all these. Culture is made up of many complex elements including religion, political system, customs and values, language and including tools, clothing, works of art and building.

We imbibe in the media set for us which in the long run becomes part and parcel of us. Asemah (2011) in summary posits "According to agenda setting theory, the mass media set agenda for people to follow. The pictures we store in our brains are largely due to media reports and as we store such media reports in our brain they become part of our culture. Dressing, cooking, talking and many other things can be learned through mass media".

Okunna (1999) cited in Asemah (2011), reflects that because mass communication is such a plural vehicle for dissemination of culture, there has always been the fear the massive flow of foreign media contents into societies that it is not meant for thereby negatively influencing local cultures. Who controls the mass media and owns modern technologies and communication gadgets will invariably own the predominated culture. It will thus be promoting false religious organizations in the west being forced down the throat of the lesser culture. In the 1970s and early 80s Nigeria has always had yearning for these local contents like Checkmates, Village headmaster, Cock crow at dawn, Ichoku, tales by moonlight and a host of others. These programmes irrespective of their poor technological and communication low quality were enjoyed by Nigerians. What happens today we blame our lack of patronage of Nigeria media programmes and local media content on poor quality.

This warned of dangerous trail to national development. Most advertisements have never been about locally manufactured goods like Aba shoes, bags, wears, weaved cloths nor are they even worn by our national news casters, and other media personality to set them as agenda for the citizens to think about Nigerian made goods possibilities for them too. Further to this The Mac Bride Report of 1980, by the (UNESCO) United Nations Educational Scientific and Cultural Organisation on how to maintain national and cultural sovereignty in the face of rapid globalisation of mass media, where many third world countries were more conceived with international news coverage dominated by the west- US. This results in a form of colonisation and invasion of indigenous culture by foreign ones otherwise called culture imperialism.

Nigeria and other third world countries are not helping matters too. They appear to be willing to be colonized and sacrificed on the altar of globalisation for the entirety of their existence. They are encouraging the imperialism of their countries by allowing themselves to be controlled by the profit they get from airing foreign contents. Nigeria films and movies producers prefer profit they get in producing home videos which are imitative, similar and analogically the same with the foreign culture accused of imperialism.

They produce films very similar to the imported films of the cultural values. They mainstream the foreign content in place of transmitting our cultural values through the powerful tool of mass communication compared to the efforts made by other sovereign nations in following excerpts from mass mediated culture in the information age by Baran (2010).

"..But the global flow of expression and entertainment is not welcome by everyone, French law requires that 40% of all music broadcast by its radio stations be in French, Iran bans "western music" altogether from radio and television, Turkey forbids the use of the letters Q and W, punishable by fine because they do not belong to the Turkish alphabet. Fearing that Google print, the internet giant's have plan to digitize millions of books, will entrench English as the dominant language on the internet".

THEORETICAL FRAMEWORK

This study is frameworked by Development media theory and Agenda setting theory.

Development communication/media/ support theory formulated by Mcquail 1987. This theory is anchored on communication development where media is seen as a reliable tool that can be used to champion all aspect of development. It is all about positive usage of the media in national development for autonomy and cultural identity of the media. Note that the basic concept and underlying fact behind development media theory is that there is no development without communication.

Development media theory is only practiced in developing countries where there is underdevelopment. Therefore Nigeria media should oppose dependency and foreign domination contents especially those programmes that suggest homogenization of cultural, combine effort to carrying out programmes that will affect people's attitude, leading to positive behavioural change among the indigenous people.

AGENDA SETTING

According to Orewere (2006), agenda setting refers to influence the level of public awareness of issues as opposed to their knowledge about those issues. The media by agenda setting tells us what to think, how to think, and even when to think on current issues and to think that media mentally rules the world around us.

The media setting agenda means that the media has ability to choose and emphasis certain topics it wants the public to perceive as important. Research have shown that most of the pictures people in their heads are from the media which inform their behaviour.

DISCUSSION OF FINDINGS

It was obvious from this research that Nigeria Media have been busy promoting false values, lacks respect for indigenous culture/ tradition, and had assisted in erosion of Nigerian national sovereignty.

That Nigeria media is recommended as a catalyst to globalisation if embedded with our own world views. There may have to be exchange of media programmes across African countries overseen by (NFCB). There should thus be intensive campaign on Nigerians to accept and imbibe in their culture.

That Nigeria has to also invest and improve in communication sector like Daarcomsat, Ngcomsat to be independent, whose news are imbalance.

It was also found out that how well has Nigeria media done in setting agenda for the citizens on the impact of foreign cultural domination and erosion of our values is questionable.

It was discovered that using developed Nation's templates as a yardstick to measure communication development leaves developing nations like Nigeria still yearning to be developed. The third world should exchange media programmes across Africa. The third world countries can jointly decide what constitutes development for themselves.

SUMMARY

That globalisation has a negative effect especially in communication development. That without much emphasis on Nigeria media as a tool for development communication that we are bound to be under-developing more and more.

CONCLUSION

The Nigerian media, be it print, electronic should set agenda for the Nigeria citizens on what to think and worry about especially in matters that concern globalisation and assimilation of the Nigerian citizen to slow down the effects of underdevelopment and globalisation in Nigeria.

Globalisation has led to the loss of Nigerian Identity leading to underdevelopment, poverty, reportage of Africa, devastation, drought, crisis, conflicts, all negative news interest by Africa and developed Nation is killing Nigeria.

RECOMMENDATIONS

Government media houses in Nigeria should as a matter of urgency transmit mainly to include more infoentertainment local programmes in our media for the indigenous people of Nigeria.

They should as well protect local cultures through a dignified workable national communication policy.

Nigerian films and media board should be shaken up to see and wade off the yolk of cultural imperialism on the country and develop indigenous local cultural media contents. The government should as well to encourage local media to produce local contents give incentives.

Nigerian government should invest in Telecommunication technologies to serve better in communication development and reduce over reliance on News agencies, shunning global media and globalisation at large.

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