



ORIGINAL ARTICLE

Globalization and the Media

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ABSTRACT

The subject of globalization is widely discussed and debated by scholars and scientists all over the world. The academic community has also given serious thought to the impact of globalization on media management across the globe. The relationship between globalization and media has been subjected to serious communication evaluations to sensitize the policymakers, professionals, academicians, researchers and other stakeholders on their role and responsibility. A review of the relevant literature suggests that the impact of globalization on media management and operations is not adequately examined by the researchers to date. An attempt is made in this work to evaluate the impact of globalization on media management. It was also felt necessary to identify and analyze the disadvantages and advantages of globalization on media management in order to suggest suitable preventive, protective and promotional measures that would enhance the status, credibility and efficiency of media institutions in Nigeria.

Keywords: Globalization, Media, World, Nigeria.

INTRODUCTION

Globalization is defined differently by various scholars in the world. According to some, it is a set of processes changing the nature of human interaction across a wide range of spheres including the economic, political, social, technological, and environmental. Practically, globalization is perceived as the process of integration of the world community into a common system either economic or social. It essentially means the growing increase in the inter-connectedness and interdependences among the world's regions, nations, governments, businesses and institutions. It is a process, which engenders a free flow of ideas, people, goods, services and capital thereby fostering the integration of economies and societies. The most visible aspect of globalization is the spread of

information and communication technologies as effective tools of business management. The subject of globalization has been widely discussed in the new millennium by scholars, administrators, activists and others all over the world. The process of globalization has affected all spheres of human life including communication and journalism. During the last three decades, globalization has affected the media regionally, nationally and internationally. There is a commendable expansion of media across the world in the age of globalization. Multi-national corporations have established media institutions that have become instruments of profit-making over some timesome time. The process of globalisation has definitely affected the media scenario of the world and Nigeria in particular. The impact of globalization on the management of media, Nigeria especially was examined primarily in the present study.

GLOBALIZATION AND MEDIA MANAGEMENT IN THE WORLD

Globalization has been defined as a social process in which the constraints of geography on social and cultural arrangements recede and people have also become increasingly aware that they are receding. The traditional constructs of time and space are broken down during the process of globalization, thereby stimulating the renegotiation of societal relationships. Individuals and groups attempt to explain these major shifts and events at local, national, and international levels. The World Bank and the International Monetary Fund have played a major role in the corporate expansion on an international scale. The early studies revealed that a few western nations controlled the international flow of information. Tehranian (1997) notes: The global communication is empowering hitherto forgotten groups and voices in the international community. Its channels have thus become the arena for contestation of new economic, political, and cultural boundaries. Global communication, particularly in its interactive forms, has created immense new moral spaces for exploring new communities of affinity rather than vicinity. It is thus challenging the traditional top-down economic, political, and cultural systems. In Iran, it facilitated the downfall of a monarchical dictatorship in 1978-1979 through the use of cheap transistor audio cassette recorders in conjunction with international telephony to spread the messages of Ayatollah Khomeini to his followers within a few hours of their delivery from his exile in Paris.

Ganley and Ganley (2013) state: In the Philippines, the downfall of the Marcos regime in 1986 was televised internationally for all to witness while alternative media were undermining his regime domestically. In Saudi Arabia, a BBC-WGBH program on 'The Death of a Princess', banned by the Saudi government as subversive, was smuggled into the country by means of videotapes the day after its premier showing on television in London. In China, despite severe media censorship, the democracy movement in Tiananmen Square spread its message around the world in 1989 via fax machines. In the Soviet Union, computer networkers who opposed the Moscow coup of 1991 and were sympathetic to Yelstin, transmitted his messages everywhere despite severe censorship of the press and broadcasting.

Limburg (1994) writes: —In Mexico, the Zapatista movement managed to diffuse its messages of protest against the government worldwide in 1994 through the Internet. In this fashion, it solicited international support while embarrassing the Mexican government

at a critical moment when it was trying to project a democratic image for admission to the North American Free Trade Agreement (NAFTA). In Burma or Myanmar, as it is officially known, both government and opposition have employed the Internet in their political struggles. E-mail has been used to achieve rapid global mobilization for withdrawal of Western companies from Myanmar in protest against the government's repressive policies. These instances clearly demonstrate the power of new media in transforming society through participatory communication. Bryant, Jennings and Dolf Zillman (1994) examined the effects of media and noted that media institutions performed the role of gatekeeping and agenda-setting. They observed that mass media organizations are sought new sources of media contents for global distribution in the age of media convergence. Consequently, a higher percentage of media-texts and contents are reduced to the digital domain.

Nye and Owens (1996) noted that media imposed a new cultural hegemony through the 'soft power'. The new communication technologies have profoundly transformed the nature of human society all over the world and have served as new actors in international relations. The communication revolution has led to the emergence of a new class system of information haves and have-nots within and among nations. The acquisition of modern science and technology is the key to catching up. In this process, the role of information technologies, from print to the Internet, cannot be overemphasized. The impact of global communication on international cultural life is perhaps the most visible of its effects. Through global satellite and computer networks, trans-border data flows, scientific and professional electronic mailing, and commercial advertising, the macromedia are supporting the globalization of national markets, societies, and cultures. The new media are closely interlinked via social networks of governments, markets, and civil societies. Scholars have argued that without contextualizing their social and political functions in historically and cultural specific situations, media effects would therefore remain largely mystifying and incomprehensible.

Friedman (2005) states: Globalization is not a choice. It's a reality. There is just one global market today, and the only way you can grow at the speed your people want to grow is by tapping into the global stock and bond markets, by seeking out multinationals to invest in your country and by selling into the global trading system what your factories produce. And the most basic truth about globalization is this: No one is in charge – not George Soros, not the Great Powers. The world has witnessed four phases of the growth and development of international communication. The first phase saw the emergence of development communication as a full-fledged discipline in 1960s. The second phase witnessed the cultural imperialism in 1970s (Edet 2019). The third phase saw the acceptance of Mac Bride Commission Report which pleaded for communication balance across the globe in 1980s. The fourth phase saw the globalization of communication services in the age of economic liberalization in 1990s. All these four phases originated mainly due to the imperialistic forces led by America which have dominated the global political economy. Walker and Ferguson (1998) have stated that cultural homogeneity is a myth which is predicated upon McLuhan's theory of global village. The myth is not evidenced by real-world observation since identical consumer products, movies, clothes and architectural expressions are not seen in every nation. Media globalization is a broad

topic, which includes television, radio, film, music, the Internet, and other forms of digital media. Media globalization is termed as the phenomenon of expanding multinational corporate media investment, resulting in the emergence of a global oligarchy and media convergence which have benefitted the dominant powers.

Herman and Mc Chesney (1997) highlight the impact of globalization on media thus: We regard the primary effect of the globalization process – the crucial feature of globalization and manifestation of the strength of the great powers and TNC's whose interest they serve to the implantation of the commercial model of communication, its extension to broadcasting and the 'new media' and its gradual intensification under the force of competition and bottom line pressures. The commercial model has its own internal logic and being privately owned and relying on advertiser support, tends to erode the public sphere and to beat a 'cultural entertainment that is in compatible with a domestic order media outputs which are commoditized and designed serve market end, not citizenship needs.

The economists have examined the media economics which includes the economic policies and practices of media companies and disciplines including journalism and the news industry, film production, entertainment programs, print, broadcast, mobile communications, Internet, advertising and public relations. Deregulation of media, media ownership and concentration, market share, intellectual property rights, competitive economic strategies, company economics, convergence of media, media tax and other issues are considered parts of the field. Media economics has social, cultural, and economic implications. Regular study of media economic issues began in the 1970s. It flourished in the 1980s with the addition of classes on the subject in U.S. and European universities. Prominent among the media economists include - Steven S. Wildman, Alan Albarran, Bruce M. Owen, Ben Compaine, Stuart McFadden, Gillian Doyle, Karl Erik Gustafson, Nadine Toussaint Desmoulins, Anchor Fenny and Stephen Lacy. A new branch of media economics research has grown over a period of time as a systematic discipline all over the world.

Scholars have discussed the subject of globalization from the perspective of the media management. They have pointed out that media globalization has aided in both the production and distribution of communication resources and services. The phenomenon of media globalization along with the increasing abundance of media-text production has produced various effects which are being researched by communication scholars. Studies have revealed that major global media corporations have achieved monopoly over media institutions. The phenomenal expansion of multinational corporate media investment has resulted in the emergence of a global oligarchy of first tier corporations, which own and operate a variety of mass media contents and distribution technologies. They include: television, radio, film, music, broadcasting, satellite, telecommunication, cable, newspapers, magazines, publishing companies, Internet content providers, and other forms of converged digital media.

The global communication at the turn of the 21st century has blurred the cultural, political, economic and technological boundaries. The print, electronic and new media technologies have developed fairly independently. The new media technologies have undermined the traditional boundaries and sovereignties of nations. The Direct Broadcast

Satellite (DBS) has violated national borders by broadcasting foreign news, entertainment, educational, and advertising programs with impunity. The micro-media of global communication have narrow casted their messages through audio and videocassette recorders, fax machines, computer disks and networks, including the Internet and the World Wide Web. Practically, the new patterns of global communication have created the new global information, communication, cultural and economic orders which are strengthened by global advertising and the entertainment industry.

GLOBAL MEDIA MARKET AND GLOBALIZATION

The media institutions are operating in three markets namely – market for creative content, market for financial resources and market for manufacturing the consent of the customers. The power of media has grown commendably over a period of time but the media power is not directed at creating a just society since it has the ability to act in pursuit of one's aims and interests, the ability to intervene in the course of events and to affect their outcome, according to Thomas (2005, p. 395). Dominick et al., (1990, p. 124) pointed out that the new media of communication facilitated not one-to-many but rather, many-to-many communication services to the mankind in the age of globalization. The media users have simultaneously become producers and consumers in the age of new media revolution which is dominated by the power of Internet. The media have also created a profound discontinuity between past and future and widened the gap between the privileged and under – privileged sections of society.

Wang (2008) observes: Some media industries such as the Hollywood films and TV studios represented by the Motion Picture Association of America have long been global in their operation and scope. They control a number of companies in other that distributed and exhibited (in theaters) the films that they produced in the United States. More recently, the owner of Hollywood itself has become globalize, as we have seen. The resulting operation has been scrutinized by critics to see whether the kinds of films produced by Sony will now reflect Japanese rather than American sensibilities. Ambirajan (2000) notes that globalization is the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. The process of 'globalization' is often portrayed as a positive force which is unifying widely different societies, economies and cultures integrating them into a global forum. It is also described as an inevitable by-product of human evolution and progress, as if it were an organic process, governed by the laws of nature. In reality, globalization is not necessarily a natural progression emerging out of the ordinary communication and interaction of people cultures and economies around the world. It results from deliberate human choice by a powerful group of nations, transnational corporations (TNCs) and international organizations which have stakes in international political economy.

The new communications and information technologies have provided methods for large corporations to maximize profits by entering the foreign markets. Santiago-Valles (2003) argue: A clash of civilizations is characterizing our own era because new economic and communication power is enabling the ancient civilizations of Asia to challenge the truth claims of the relatively new nations of Europe and America. The Occupy Wall Street

Movement and World Socialist Forum have given a new dimension to the liberation of the world from the dominant forces and class media. Some consequences of media flow are indeed deadly serious and pose serious threats to local culture and society. Media critics have expressed serious concern about the economics underlying the flows of media which tend to tie countries into a global economy based on advertising and consumption. The UN-sponsored World Summits on the Information Society in Geneva (2003) and Tunis (2004) have given a serious thought to the global information and communication order. There is considerable empirical evidence which points to the global concentration of power over media production and distribution in Western nations, states and corporations. In a sense, the global form is localized for the purposes of global capitalist development, expansion of media monopoly and expression of local identity.

Straubhaar and La Rose (2013) found that global media force competitors to react to them. The increased worldwide penetration of media technologies which have brought about a new age of interactive communication which is reshaping the world's social, political, economic, and cultural landscapes. A new dialogue of civilizations is also being conducted via the international political alliances, economic treaties and communication networks. Communication technologies are enabling the past silent voices to be heard in a global Tower of Babel characterized by old and new ethnic and racial hatreds. But global communication networks are also fostering a new ecumenicalism leading to the negotiation of new global worldviews and ethics. The central task of the media in democratic societies could be considered to be twofold: (1) to allow for the diversity of voices in society to be heard and (2) to channel that diversity into a process of democratic integration of public opinion and will formation, reports Mac Bride Commission (2004).

MacBride Commission (2004) reported that media globalization gained further momentum in the 1980's, when a prevailing policy of deregulation of media in many developing nations along with openness to private investment occurred. McChesney (2004) criticized multinational corporations in a number of ways. He observed that the global media market is dominated by eight multinational corporations namely -General Electric, AT and T/Liberty Media, Disney, Time Warner, Sony, News Corporation, Viacom and Seagram and plus Bertelsmann, the Germany-based conglomerate. He also found that international de-regulation and freemarket policies had created a conducive climate for foreign investment in media. McChesney (2004) further observed that sixty or seventy first and second tier multinational corporations controlled a major portion of the world's media in the areas of publishing, music, broadcasting, television production, cable, satellite distribution, film production, and motion picture theater exhibition. The effect of the spread of multinational media corporations has resulted in cultural imperialism, a loss of local cultural identity (Udoka, 2016; Arnold, 2018). The international organizations have called upon the mass media to contribute effectively to the strengthening of peace and international understanding, to the promotion of human rights, and to the establishment of a more just and equitable international economic order in the world. The media conglomerates are increasingly competing on the international level through foreign investment, mergers, and acquisitions. The merger mania seems to be the rule of day when it comes to multinational corporations. McChesney (2008) also noted this trend of free-market deregulation occurring in the eighties and the nineties, in the cable and digital

satellite systems around the world. Schorter (2008) observed that in the mid-1980's privatization and deregulation gained momentum in Europe, in the cable and telephone industries, through foreign investment. Critics of media globalization have long held that the United States is far too powerful and that it exercises cultural imperialism over smaller nations by overwhelming them with movies and television programs produced in the United States writes McChesney (2008).

In reality, that media imperialism follows logically from cultural imperialism. The western countries have achieved the goal of cultural imperialism through media imperialism which created certain conditions for conformity to the hegemony culture and limits the possibilities of effective resistance to it. Critics have challenged the US hegemony since it has the largest media industry by far and its practices are invariably taken to be the state of the art. The capitalist consumerism is equated with the Americanization of capitalism. It implies that if American influence could be excluded then cultural and media imperialism would end. The cultural critics have argued that the media institutions of America have expanded the American cultural imperialism across the globe. Studies have revealed that a variety of effects resulting from media globalization which effects are open to interpretation. Media researchers have also tied their observations to their own theories which attempt to explain certain observed effects. The media programmes that contain violent materials are considered to travel well according to Jhully (2009). Jonas has singled out media technology as one of the major phenomena separating the possibilities of 20th century humanity from those available to the Greeks. But, the process of globalization has brought about a new era of 'exclusive development' instead of 'inclusive development'. The media are used as instruments of manipulation by the owners who are basically wedded to statusquoism. Media are used by the advertisers to manufacture the consent of the people in favor of the goods and services produced by them.

The globalization of media is not merely a term of global nature. Sparks (2000) examined the globalization of communication and noted that global media's audience is too small, too rich and too English-speaking to be considered inclusive. There is little evidence that supports the existence of a global public sphere which remains largely stateoriented. There is no question that all these globalizing trends are made possible with the help of mass media at both the domestic and international levels. In reality, globalization is not necessarily a natural progression emerging out of the ordinary communication and interaction of people and cultures around the world. Even now, American media continue to play a prominent role in the global scene. A handful of firms dominate the globalize part of the media system. They include - AOL, Time Warner (U.S.), Disney (U.S.), Vivendi-Universal (French), Bertelsmann (German), Viacom (U.S.), and Rupert

Murdoch's News Corporation (Australian). The other four main global firms are AT&T (U.S.), Microsoft (U.S.), and two media groups that are part of much large industrial corporations: General Electric/NBC (U.S.) and Sony/Columbia/ TriStar (Japanese). Of the top 10 global media firms, then, six are American (counting News Corporations as Australian), mostly produce, distribute, and regulate almost all media outlets. These types

of companies were growing and globalizing quickly. Time Warner and Disney generated considerable revenue outside of the United States in 2018.

Today, several international organizations have come into existence to deliver the goods and services to the global audience and earn huge revenue. Global standard bodies such as the International Telecommunications Union (ITU) allocate satellite orbits, determine broadcast frequencies, and prescribe the standards for telephones, mobile phones, faxes, and Internet connections. Global telecom companies, like Cable and Wireless, run much of the world's communications infrastructure of optical fiber cables, satellite, and high-speed lines. The other major aspect of globalization is the increasingly worldwide penetration of media technology. Globalization is commonly used as a shorthand way of describing the spread and connectedness of production, communication and technologies across the world. That spread has involved the interlacing of economic and cultural activity. The speed of communication and exchange, the complexity and size of the networks involved, and the sheer volume of trade, interaction and risk practically made media globalization a peculiar force. The increased economic interconnectedness has resulted in deep-seated political changes. The weaker and peripheral countries have also become even more dependent on activities in central economies such as the USA. Globalization of economy and media has resulted in a visible shift in power toward multinational corporations. Even the most successful television programs are no longer made for national consumption but rather for international distribution. Scholars have noted that media contents are affected by the desire to increase the marketability of international television and film distribution exercises which are governed by the business considerations.

GLOBALIZATION AND MEDIA MANAGEMENT IN NIGERIA

Nigeria has grown as a prominent media power in the world. Traditional and modern forms of communication have existed in Nigeria and catered to the needs of the people. The Nigerian press is more than one century old and was strongly shaped by its historical experience. Nigerian print media constitute one of the largest print media networks in the world. The press in Nigeria have flourished since independence and played a historical role during national freedom movement (1955-1960) and post- independence periods. It has also sustained the democracy and freedom of speech and expression. —There is a close association between modern Nigeria's struggle for political and social emancipation from imperialist thralldom and oppression. There is also a rich historical legacy, cultural diversity and social pluralism in the Nigerian press.

PRINT PRESS IN NIGERIA

Print media are more time-efficient and effective than other media of communication for the advertisers. There are a good number of small news agencies which provide constant news services. The global financial crisis and economic slowdown of the previous decade have adversely affected the print media in Nigeria and other parts of the world. The advertising revenue has also gone down subsequently. The print media circulation and readership have also declined in Nigeria due to broadcasting media and new media domination. The newspapers and magazines have been losing readers in 15-25

age categories to television and Internet (Batta 2012). The changes in audience behavior and news consumption patterns have also changed on account of migration of readers to the web, mobile platforms and social media in Nigeria according to the recent empirical evidence. The big challenge for the print media continues to exist because of these factors. The economic foundation of Nigerian press is collapsing due to new media revolution like web, mobile and newer interactive digital platforms. In the age of digital communication, modern newspapers have created websites to offer rich, many-sided and multimedia contents.

Readers often gets news freely through the growing number of news sites on net and mobile news groups. The television news channels are also providing the free news to the viewers constantly. Social media revolution has resulted in the increasing number of bloggers and v-loggers in the modern society. The cost of production and distribution of newspapers and periodicals is also increasing. The print media market in Nigeria is extremely price-sensitive and the status of circulation of the press naturally affects the advertisement tariff and revenue (Popoola 2014). The culture of Nigerian journalism is also changing due to the entry of international companies and competitive media business management. The newspapers and magazines are capable of providing in depth coverage of issues concerning the public interests when compared to television, Internet and commercial media.

RADIO IN NIGERIA

Radio is an effective medium of mass communication in Nigeria. In fact, radio appeared in Nigeria as a prop of the British colonial rule. Radio was developed as a prominent means of communication in the post-independence era in Nigeria. Radio is also known as inexpensive medium of communication and the actual number of listeners has absolutely no effect on production expenses. The modern web radio is also intangible and the big audiences are much more expensive for the radio operator to serve than small ones. The Nigerian broadcasters have used certain hybrid models which govern the economics of radio (Ojebode & Akingbulu 2009). The subscription, exterior business financing, commercial sponsorship and direct advertising models are all market based or consumer dependent models, because the amount of income generated with these models is directly dependent on the quantity and quality of program consumers. Tax funding, license fees, exterior private financing and voluntary listener sponsorship are nonmarket or nonconsumer dependent models, because the amount of income is not directly dependent on the quantity and quality of program consumption.

Radio is most accessible medium of communication in Nigeria in times of peace and crisis according to empirical evidence (Ojebode & Akingbulu 2009). The special audience programmes have attracted large number of children, adolescents, women, farmers, workers and other sections of society. In reality, the listenership of radio has either dropped or reached a plateau in a country like Nigeria. Recently, efforts are made by various organizations to empower the people through community radio programmes with a focus on development broadcasting. Community radio stations are also developed in order to facilitate decentralized and localized broadcasting services in the urban, rural and tribal areas. Modern radio takes many forms, including wireless networks and mobile

communications of all types, as well as radio broadcasting. Before the advent of television, commercial radio broadcasts included not only news and music, but dramas, comedies, variety shows, and many other forms of entertainment.

TELEVISION IN NIGERIA

Television has reigned supreme over all the other mediums of mass communication on account of its inbuilt characteristics. The upheavals in the nature of Nigerian television have been accompanied by a simultaneous expansion in its reach and penetration. The radio and television networks are very well developed in Nigeria especially in the post-independence era. Television has attracted large number of audiences in Nigeria regardless of gender, age, education, profession, income and other factors. Television industry has grown in Nigeria remarkably over a period of time. The broadcast television is financed by government, advertising, licensing, subscription or any combination of these. The subscription TV channels are usually encrypted to ensure that only subscription payers receive the decryption codes to see the signal (Adebule 2020). There is ever growing number of television sets in Nigeria and television generates revenue through advertising, subscription fees and public funding. Television also generates adequate income through commercial broadcasting programmes. The broad access of television makes it a powerful and attractive medium for advertisers. The modern television programmes combine varying degrees of social value with commercial appeal in a competitive market. Some television stations in Nigeria is also targeting the specific segments of the audience, in particular, young adults. The urban, middle to upper class youth, especially, constitute a key target group for private channels (Ufuophu-Biri 2020). The emergence of satellite and cable distribution of programming has dramatically increased the number of channels available in Nigeria. Throughout the world, commercialization of national television systems has become an integral part of globalization programs.

THE NIGERIAN MEDIA AND GLOBALIZATION

Globalization has assisted in networking among media professionals and has revolutionized news, printing, editing and reportage. Globalization has made possible adequate and timely processing and dissemination of information through radio and television networks. Several committees headed by legal luminaries, bureaucrats, policy makers and intellectuals have examined the question of autonomy to electronic media in Nigeria. The broadcasting system has been reformed over a period of time on the basis of the reports submitted by various committees. In the age of economic liberalization, there was a definite policy shift in the management of electronic media in Nigeria. Nigerian programs have been relayed in the United States or America and Europe for some time now, but they are targeted only to the expatriates from the Nigerian subcontinent. The Nigeria-based or UK-based Nigerian channels such as Arise News and Plus TV Africa are attracting the audiences in large number.

The Nigerian television industry can follow the lead of the Australian, British, Italian, German, and French television industries in international co-production through certain innovative broadcasting techniques (Essien 2007; Essien 2017; Essien 2020). Prominent among them include – identification of new market opportunities, developing

globally competitive broadcasting services, cultivating global mindset, delivering userfriendly broadcasting services and so on. The recent broadcasting innovations such as interactive television, high-definition television, the convergence of computing with telecasting, digital video assistants, virtual VCRs, and home theater technologies are extending the horizons of television as an ultimate mode of entertainment and advertisement in the new millennium. The invasion of sky by the satellite television also compelled certain major policy changes in the electronic media management in Nigeria. The Government of Nigeria liberalized the broadcasting and allowed the broadcasters irrespective of their ownership and management to uplink from Nigeria with a condition that they must abide by the norms and guidelines of government on advertising and broadcasting services. There was no restriction on foreign equity in production of software, marketing of television rights, airtime and advertisements. The entry of foreign satellite channels eroded whatever little the national electronic media had been doing for socio-economic development in spite of the pressures of commercialization. The marketization has changed the content and role of television from development to entertainment – oriented. Globalization has further pushed the culture of consumerism with television being the main carrier of consumer capitalism around the world.

The emergence of private television channels in Nigeria brought about remarkable progress in the field of broadcasting management in the country. The new media of communication also allowed greater audience participation. There also is a growing selection of satellite transmission and cable services available in Nigeria. Competition from the satellite stations brought radical change to many news agency in Nigeria by cutting its audience and threatening its advertising revenues at a time when the government was pressuring it to pay for expenditures from internal revenues. The global media conglomerates have shown interest in Nigerian broadcasting market and launched regional television news channels. These developments have brought about an era of competitive broadcasting in Nigeria despite certain disadvantages.

NEW MEDIA IN NIGERIA

The telecommunication, satellite communication and computer communication technological applications constitute the gamut of ‘new media’ in modern society. Nigeria also achieved commendable progress in the field of communication science and technology. The new media have been rightly considered as the instruments of development by the scholars. Nigeria is heading in the right direction with the development of new media in modern society. Modern government and non-government organizations have utilized the new media for developmental endeavors in all spheres of human life. The central government also prepared solid grounds for the development of egovernance in the country through several initiatives towards ICT at various stages of development/ implementation of central government which includes - dissemination of information relating to best practices/ innovations in e-governance, awards for best websites and innovative use of IT in the delivery of public services (Ojeka et al., 2016). The citizen service centers were set up for one stop and non-stop delivery of services to the public. The basis of the information revolution in Nigeria is the technological revolution in telecommunications, computers and electronic media. There has been a convergence of

technologies relating to different areas of communication such as telephone, telegraph, radio, TV, Internet and data networks (Ojeka et al., 2016). The process of globalization has facilitated greater potential benefit of information and communication technologies. Nigeria has become an information/ data processing service provider to the world. In Nigeria, telecommunication has become a substitute for transport as the information collection role of transport is minimized due to information flows which are efficient and cost effective. The technological advances have made possible the unbundling of telecom services in Nigeria. The market based approach has been accepted and implemented in Nigeria which is known for investment de-licensing and free entry, rational pricing of natural resource, regulation of queasy natural monopoly elements and tax and subsidy for social objectives (Ojeka et al., 2016).

The emergence of cable TV and wireless technology has brought about the natural monopoly position which has urban and rural utility. The government has complete authority over all physical channels of communication including television and radio broadcast. The social concerns are met through a cross tax subsidy scheme. There is no economic rationale for any license fees and charges on account of full cost pricing of all telecom services in Nigeria. Nigeria has become a prominent nation in the world for the development and application of new communication technologies which have become effective instruments of education and development. Eminent communication scholars and scientists have prepared grounds for the conduction of new media experiments in the country. In the present times, the social media have also become prominent tools of multifaceted development of the country on the basis of interactive and democratized communication in urban and rural areas. The communication and information specialists have adopted the best strategies for the effective management of new media for various developmental activities in the age of globalization.

CONCLUSION

Nigeria has also emerged as a prominent media power in the world over a period of time. The culture of Nigerian media is also changing due to several factors including media imperialism of dominant powers which rule the roost in the media and economic sectors. The media industry has undergone sweeping changes in Nigeria in the age of globalization. The sovereignty of the nation and autonomy of the media are affected by the neo-colonial forces which own, control and direct the media which have become the main carrier's consumer capitalism in Nigeria and abroad. The Nigerian corporate sector has primarily depended on corporate advertising and communication practices to generate income and build reputation in the present times. The reckless liberalization of economy and ruthless media imperialism has created a new consumerist society in Nigeria over a period of time. The globalization of media in Nigeria poses a wide range of questions which need to be answered by the stakeholders of national development.

The media in Nigeria have become more and more class self-conscious and displayed the sense of profit maximization which has cost national interest dearly. The power of media as watch dogs of public interest has certainly gone down greatly in Nigeria in the age of globalization. The ascendancy of a new kind of globalization of finance has made the process of media management vulnerable. The media institutions have become

tools of intellectual hegemony imposed by the market forces which exercise media power in relation to economic issues and compulsions. Under these circumstances, the state should design professionally sound and socially accountable regulatory and governance mechanisms for media management which need to be put in place in the modern times in Nigeria.

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