



GLOBALIZATION: IT EFFECTS ON SOCIO-CULTURAL PRACTICES IN NIGERIA

UNDIE, J. BEKEH, FIDELIS I. ABOH AND CORNELUS I. OMANG

Email: Josephbekeh49@gmail.com

(Received 7 November 2024; Revision Accepted 5 December 2024)

ABSTRACT

There have been conspicuous phenomenal effects of globalization on socio-cultural practices in Nigeria. This has occasioned the near extinction of some socio-cultural institutions which made Nigerians distinct as a people. The much glorification of foreign culture to the zero crystallization of our belief system, ethos, mores and values is the bane of some of our societal problems we experience in Nigeria. The aimless pursuits of modernity are majorly blamed for this phenomenon which has destroyed the identity, customs and traditions, culture and language of the people. This paper, attempts to present an overview of globalization and socio-cultural practices, positive effects of globalization on socio-cultural practices in Nigeria, negative effects of globalization on socio-cultural practices in Nigeria, and how these have affected the behavioral patterns of the people to a large extent.

Keywords: globalization, socio-cultural, belief system,

INTRODUCTION

Globalization is a trend which has touched virtually all aspects of human existence ranging from politics to economy, and socio-cultural. It is a phenomenon that sues for integration of all peoples in the world with initial hidden motive, but now unmasked by the victims who remain the developing nations.

Globalization has variant definitions which are dictated by the perspectives in which people see it. Some of the definitions are seen from political, economic and socio-cultural perspectives. UK Essays (2015) presented Beck (2000) on the definition of globalization from political perspective that globalization as a process through which transnational actors undermine sovereign national states with varying prospects of power, direction, identities, and network. From the socio-cultural perspectives, UK Essays saw globalization as the escalation of global social relations which connect far localities in such a way that local events are influenced by events occurring in the far distance and vice versa.

More so, it is the weakening of the physical boundaries surrounding the nations or states, in which affects aspects of human life such as culture, social interaction, economy, politics, and many other aspects.

These definitions, however, are defined as such from the light of the types of globalization as identified and explained below by UK Essays, which are cultural, economy and political globalization. Cultural globalization is geared towards the spreading of a stronger element of culture, which in many cases would be the American culture, and propagated through the American media. This is done through music, or songs, films, internet and many other avenues. As simply put by UK Essays, cultural globalization is the process where the local cultural aspect of a community disappears in certain rate and substituted with a global culture. The source goes on to explain economy globalization that it includes several aspects such as transnational companies.

Undie, J. Bekeh, Social Science Education, University of Calabar, Nigeria

Fidelis I. Aboh, Department of Sociology, University of Calabar, Nigeria

Cornelius I. Omang, Social Science Education, University of Calabar, Nigeria

That, transnational companies are companies that are found all over the world, and are not bound by a country's law. That, economic globalization is also extended to include the bigger organizations such as international monetary fund (IMF) which provides loans and funds to less developed nations. The activity of this IMF is nothing more than neo-colonialism. Still as explained by UK Essay, political globalization looks at the diminishing power of the state where due to globalization, the power of local authority might be weakening. It is therefore the undermining of sovereignty of the developing nations by the giant nations of the world.

Socio-cultural practices are conducts, activities, actions or what we do that relate to, or involves a combination of social and cultural factors (Merriam-Webster, 2016). Socio-cultural practices are the manifestations of a combination of social and cultural practices of a particular ethnic group or cultural group. These are distinctive practices that are specially relevant to a people and help reinforce a sense of identity and continuity and such are: worship rites, rite of passage, birth, wedding and funeral rituals, oaths of allegiance, traditional legal systems, traditional games and sports, kinship and ritual kinship ceremonies, settlement patterns, culinary traditions, seasonal ceremonies; practices specific to men or women only; hunting, fishing and gathering special gestures and words, recitations, songs or dances, special clothing, processions, animal sacrifice (UNESCO, 2016).

Positive effects of globalization on socio-cultural practices in Nigeria

Globalization has immensely promoted socio-cultural interactions among nations of the world. This has brought about cultural hybridization, It is a development where there is a mixture of two or more cultural traits producing a hybrid culture. Development is so important in every sphere of life. A culture that is so rigid and conservative seems not to be moving concomitantly and abreast with the dynamism of the society. There is a need for cultural development in order for some cultures to abandon primitivism for relative modernity. No doubt, there exist some primitive aspects of every culture, which due to interaction makes the culture to be reformed. Cultural awareness promotes tolerance, accommodation, understanding and reduces culture shock. It is in the same direction that Kulkarni (2016) asserted that not all good practices were born in one civilization. That the world that we live in today is a result of several cultures coming together. Also, that, people of one culture, if receptive, tend to see the flaws in their culture and pick up values that are more correct or in tune with the time. This has helped people to become familiar with other people's culture which promotes understanding in the world. Furthermore, Gibson stated that in the history of mankind, there have been many periods of time when greater communication between cultures has led to a flowering of creativity.

And that diversity has become valued internationally, and is promoted through international organizations. Globalization has instituted Europeanized pattern of settlement, that is, urban settlement with the basic social amenities to be enjoyed. Urban life is such that is planned, ordered and structured for the comfort and good living of all. Oringamy (2012) acknowledged that globalization has brought about great technologies, sophisticated machinery that make life easy. Mechanized farming which goes hand-in-hand with commercialized farming has now replaced subsistence farming which is synonymous with low production of crops for household consumption. Mechanized farming has really rescued humanity from starvation. Human population is snowballing constantly which does not commensurate with food production thereby causing hunger and starvation. Thanks to globalization that brought about farm mechanization with its largescale production of food. Also, one can do anything and everything from the comfort of one's room which is trilling, especially being at home as a student receiving lectures using modern technologies that aid virtual learning. The world has become a global village as it is commonly said. According to Ubaru (2005), there is a new paradigm shift from the traditional classroom setting and school building to knowledge, infrastructure classrooms to individual learners, teacher as provider of knowledge to teacher as a facilitator, a set of textbooks and few visual/audio visual aids to multimedia materials. Information and communication technology (ICT) has brought about revolution in all human endeavor. The human society globally is now in computer age which has brought about exchange of ideas from all over the world. With globalization, the application of computer has been made possible in all difficult areas of life, be it in medicine, education, business, agriculture, banking, transport, etc.

Globalization according McCubbrey (2016) can create new opportunities, new ideas, and open new markets that an entrepreneur may have not had in their home country. So many Nigerians looked in-wards in running businesses thereby limiting their chances and opportunities of tapping and taking advantage of the global market to maximize huge fortune. But globalization has influenced the way Nigerians practice their businesses as they are now looking outside for business opportunities.

One of the most remarkable impacts of globalization is the institutionalization of western education to the near obliteration of traditional education which is part and parcel of our socio-cultural practices. Western education which is more or less the universally accepted and most practiced education has tremendously created much impact in our socio-cultural life. Western education started from the building of schools and colleges by colonialists which changed some of our primitive socio-cultural practices.

Globalization has promoted and developed official or common languages for Nigeria. Our nation is a plural one with multiplicity of languages, but not for English Language which is introduced, and has now become an official means of communication and interaction at both interpersonal and intergroup would have been so difficult.

It is not gain said that globalization which to some extent is seen as an advancement of civilization has put to an end or reduced to the background primitive socio-cultural practices as human sacrifice, killing of twins, and albinos, child abuse, child marriage, child labour, dispossession of widows, etc.

Gibson (2007) asserted that "relationships are a key component of communities. And communication technology thereby provides the ability to foster and strengthen relationships over the miles, creating what is commonly known as global village. These efforts allow cultures to remain intact. So many social networks have created and through these, there have been much exchange of ideas information that must have changed some socio-cultural practices of some cultural entities.

Negative effects of globalization on our socio-cultural practices

Globalization is the emergent global interaction of people alongside with their culture, social, political and cultural activities. Globalization is a neo-colonialism or imperialism where foreign cultures have been cleverly imposed on the developing nations. This is evident as names of Nigerians being changed to European's, imposition of foreign language as an official language, traditional institutions boycotted and undermined, customs and traditions relegated, imposition of the mentality of western culture superiority. Also, religions, education, dress, music, physical fitness activities made to be replaced by foreign ones. With the incidence of globalization, children now copy various habits, life styles and practices from the western world through the internet, films and television, which are negatively impactful to their moral lives (Undie, 2016).

The effect of western culture can be seen in the much patronizing of foreign music to the detriment of locally produced ones. It is also the same with the make belief films from Nollywood. Through these, western culture is being sold to all nooks and crannies in our society. The wearing of see through clothing had been made popular through this. Immoral dressing which is un-African as Africans respect their bodies has taken the center stage in our fashion world. Other themes like violence, nudity and sex, rape, murder, vulgarity, aggression, advanced crime among others. Music and films are meant to educate, inform, entertain and socialize the young of the society into the social system, but have deviated from these expectations. There are empirical confirmations that music and film influence social behaviour, having causal relationships as that of violence of film and crime rate (I project, 2016).

The source went further to assert that "a cursory look shows that so many films are full of vices like shooting, killing and harassment". And that these consciously or unconsciously influence children to be aggressive and violent as they constantly of exhibiting such acts within their neighbourhood, school and in other places they might find themselves. These practices are un-Nigerian. Nigerians had their way of educating, entertaining, informing and socializing the young into the larger society. These could be done through folk music, folktales and folklores. They used to be made to revolve around some cherished values of the people which would mold the young in the direction of the acceptable socio-cultural practices.

It is now a rare practice to now see children gathered or during moon light at night around fire side sometimes with an elder, saying stories that promote integrity, peace, unity, love, and values of hard work, honesty, trustworthiness, respect among others, but now watching late night movies or playing video games (Oringanye, 2012). As Nigerians consume these products daily, so their values, orientation, beliefs, interest among others have now slowly been suppressed to near extinction. No doubt, globalization is responsible for the match towards the extinction of so many languages in Nigeria if the trend is not reversed.

The use of English Language is associated with modernity, civilization and distinguishing. And so, it has commonly become so fashionable to hear parents communicating with their children using English Language. A good number of children find it very difficult to now engage themselves in interaction without the use of English Language.

One should not talk so much on the aspect of western foods. With the advent of industrially made food which are packaged portably, as well as being made to be instantly prepared have enjoyed so much patronage from Nigerians, especially as Nigerians have the mentality that anything produced by the Whites is far more of superior quality to home-made. Cultural foods which constitute one of the identities of Nigerians have been deserted for western foods which come with much adverse effects as in allergies, poisonous residues left in our bodies after consumption, and their lack of natural flavour. Industrial food complexes are mass-producing all these foods and distributed all over the world. These foods are such that have been processed to a level where they are now saturated with much fat, sugar and with less nutritional composition. The sustained consumption of these food helps to preserve and transmit the cuisine cultural heritage of a people to another. No doubt, these foods have a longstanding tradition and history which emanates from our fore fathers.

More so, the youths no longer identify themselves with their cultural dances. Western music is the much sought after. Even in churches western music has now sacked renditions that have a tinge of our culture.

Cultural dances which used to be featured chiefly for entertainment during public/national ceremonies like Children's Day and Independence Day are phased out as evidence in poor number of participants and their being unenthusiastic. It is now firmly established by the youth that anyone who gets involved in cultural dances is associated with primitivism and uncivilized. Marriage as an institution in Africa was just a simple exercise or process that required less resources to organize and perform. Once there was consensus from the would-be-spouses to the two families involved, then everything was accomplished. But due to globalization, marriage has become exorbitant and elaborate to a point where willing and intending spouses do no longer find it easy to actualize. This in a way, has made cohabitation, birth out of wedlock to become common. This is so because persons that are ripe for marriage, but do not have the resources to actualize it would not help, but to do as afore-stated. Globalization cannot be free from the blame of polluting and devastating the natural environment. Multinational oil prospecting and exploiting companies have done much evil to this environment where crude oil is being exploited. In this environment, there is always emission of much carbon dioxide that makes the environment unsafe for living things. This is responsible for the Green House Effect due to global increase in temperature caused by carbon dioxide. The incidence of population that affects the soil, air and water is so grave for human beings to keep silent over it. These hazardous wastes associated with oil and exploitation cause cancerous growth in humans and animals; deformation of fetus; immediate or delayed adverse effect to the environment; radioactivity which causes death or mutation, including genetic diseases like leukemia, inflammability among others (Yusuf, 2009).

As asserted by Oringamje (2012) "when a gene is altered, it alters the physiology of that individual hence producing altered enzyme which ends up causing destructive diseases such as Alzheimer's brain dysfunction and all sort of scientific pronounced diseases we have". Globalization has also led to the dumping of dangerous wastes in less developed nations by industrialized nations outfit dumping of toxic waste at koko in Delta State, Nigeria in 1988 which reveals the literal consequence of globalization (Yusuf, 2009). Environmental degradation, no doubt, affects our cultural behaviours and livelihood.

Worth mentioning, globalization has gradually made us to be socio-culturally dependent. Activities that used to be at war or socio-culturally hated in our Nigerian environment are gradually finding their feet rooted in our environment. Prostitution, gay marriage, gangsterism, hooliganism, drug pushing, kidnapping, etc. which used to be abhorred are now creeping into our socio-cultural practices.

The poor attitude, respect and disposition Nigerians now wear against traditional political institutions is traced to globalization. Every community in Nigeria have always had their traditional political institutions that had their legitimacy and have been held sacrosanct. With the attempt for the imposition of global government, subtly undermined traditional political institutions. It should be noted that present education, legal and power structures reflect western ideas and philosophies (Gibson, 2007).

More so, Gibson noted that there is loss of individualism, and group identity occur when globalization encourages a western idea of individualism thereby promoting a homogenous set of values and beliefs. The source maintained that globalization allows further colonialization which impacts intellectual property and cultural rights. That, global access to information has opened the gateway to acquiring cultural property and information which includes cultural signs, songs, dance, rituals and other cultural artifacts.

An average traditional Nigerian lives an austere life. Where they live at subsistence level such that what constitute their nutrition is gotten from the bush, especially those in forested areas. They depend virtually on the forest for their source of food and medication. Now the efforts of western conservation organizations have convinced many African nations, especially Nigeria to change or modify the conservation policies to the extreme where direct impact on the abilities of indigenous entities to continue providing for their people in their traditional ways, which conflicts with the view held by many indigenous people that the land is the anchor that connects them to their culture (Gibson, 2007).

Furthermore, globalization is blamed for the emerging individualistic principle adopted in running the family as against the indigenous collective principle. A traditional African believes in collectivity or communal living and in extended family system rather than the individualistic and nuclear family system which is typical of the Western World. Globalization has now affected our socio-cultural practice such that, it poses a threat to our traditional family system thereby creating a disconnect from cultural traditions (Gibson, 2007).

Importantly, globalization has gravely eroded and discouraged the use of material culture of Nigerians. So many of the traditional tools, objects and devices used in executing some specific tasks in our sociocultural environment have disappeared as a result of disuse of them. No doubt that this has made us to lose some artifacts which ordinarily should constitute our cultural heritage.

Suggested antidotes to the negative effects of globalization on socio-cultural practices in Nigeria

Globalization is not unavoidable. There are still very effective antidotes to the negative effects of globalization on socio cultural practices. Below are the suggested options:

- There should be encouragement of local film production that will x-ray and bring to the fore the evils of globalization. Home videos should continue to uphold and promote the cultures of Nigeria.
- There should be the promotion of cultural festivals/competition that will promote sociocultural practices.
- Artistes should be reoriented to emphasize Nigerian values in their production.
- Wholesome socio-cultural practices should be encouraged, and to be taught in schools.
- African traditional games/sports should be promoted and funded to have international recognition. This will help to divert attention from the European's.
- Unemployment as one of the causes of poverty should be aggressively tackled. Since poverty prepares a smooth path for globalization.
- All agents of socialization should intensify their efforts of reorienting, changing the attitudes, and correcting the beliefs of Nigerian citizens which hold superior the culture of the western world.
- There should be empowerment of the youths that will make them to have full control of their own destiny, and to make them to become well-informed and patriotic citizens.

CONCLUSION

Having seen the positive and the extreme of the negative effects of globalization on our socio-cultural practices, however, Nigerian film-producing industry among other agents of socialization have seen the need; and are working towards reversing the trend that it may help to cushion or correct the effects of this globalization by packaging products that are educative and show documentaries of the past that uphold our Nigerian cultures. Also, with the supposedly aggressive effort of some international organizations that promote and value cultural diversity or multiculturalism such as the Global Centre for pluralism among others, certainly the effect of globalization on socio-cultural practices in Nigeria will be slowed down.

REFERENCES

- Gibson, S., 2007. Globalization and its effects on cultural diversity. Retrieved from: etc.ctit.ubc.ca/510wiki/globalization. On 11/10/016.
- I Project, 2016. The Effects of violent film on Nigerian children. www.iproject .com.ng/./project-topics on 9/10/016.
- Kulkarni, A., 2016. The positive Effects of Globalization that we never talk about. Retrieved from: www.buzzle.com/articles/positive_ef... on 11/10/016.
- McCubbrey, D., 2016. Negative and Positive Effects of Globalization for Developing Country Business, Retrieved from: www.boundless.com/users/235420/text on 11/10/016.
- Merriem-Webster, 2016. Socio-cultural definition. Retrieved from: www.neuliem-webster.com/dictionary/... on 12/10/016.
- Oringanye, N., 2012. The effect of Globalization on Nigeria culture. Retrieved from: nneka-Oringamje. Blogspot. Com/2012/0.... On 6/10/016.
- Ubaru, M., 2005. Quality issues in the use of ICT for Teacher education. Paper presented at the round-table on the use of ICT for Teacher Education organized by the NCCE and commonwealth of knowledge, Canada. Abuja: NCCE.
- Uk Essays, 2015. Effects of Globalization in education Essay Retrieved from: ukessays.com/essays/education/e... on 11/10/016.
- Undie, J.B., 2016. Role of social studies as an imperative to social problems in Nigeria. Education Today.12(1)
- UNESCO, 2016. Social practices, rituals and festive events. Retrieved from: www.unesco.org/cultural/ich/en/socia... On 12/10/016.
- Yusuf, T. A., 2009. Trafficking and Dangerous Disposal of Hazardous Wastes in Nigeria: Tackling the Root cause. Retrieved from: www.nigerian sinamerica.com>home>environment and Health on 10/10/016.