

Global Media and Media Products in Nigeria

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Abstract

Virtually all the countries in developing nations like Nigeria have criticized western domination of the global media. The effects of this western domination has affected not just the media of developing nations but also, their media products, which has resulted to media/cultural imperialism in the disguise of globalization. It is against this backdrop that this paper which anchored its theoretical framework on the Electronic Colonialism Theory and the Development Media Theory, x-rays the relationship between the global media and Nigeria media products such as news, editorials/commentaries, documentaries, interviews, films etc by examining the influences of global media on the media products of Nigeria and the challenges before the Nigeria media in their attempt to become part of the global media in this 21st century. It was observed that most Nigerian media products are most of the time products of western influences especially when considering the nature of their news values which are western oriented. Hence, the author calls for the restructuring of the news values of Nigeria media to reflect the cultural environment of the country on their media products. This notwithstanding, it was concluded that the Nigeria media, while trying to climb the ladder of becoming part of the global media, should not forget to promote the culture and values of Africa in their news values and media products.

Introduction

The media play a significant role in every nation. They are and have remained an indispensable tool for the development of every nation. This is because the media inform, educate, entertain as well as correlate virtually all parts of the society. These functions of the media cut across every society be it North (developed nations) or the South (developing nations). The media facilitate cooperation amongst nations, generate actions and issues for global/international communication, and enhance the status of world leaders like Nelson Mandela, Robert Mugabe, Musa Yar'Adua, Kofi Annan, Gordon Brown, George Bush etc. For example, African Independent Television (AIT), on the 27th of June, 2008, aired Nelson Mandela's 90th birthday celebration live from London. Accruing from this, one can categorically say that the media are the lifeblood of modern society since they promote and encourage the way of living in any nation as well as project the values and cultures of the society. Uwakwe (2005:49) states that developing nation's news media should reflect the nature of her society project and defend her philosophy, her values and her interest as a sovereign state. Unfortunately, this is not the true state of things in Nigeria, because her media are subject to external pressures from western countries for a number of factors like, lack of media materials, lack of funds to promote indigenous programmes, effects of colonial and neo-colonialism etc. Consequently, western news and culture dominates

the media of developing nations like Nigeria.

In view of this, Picard (1991:89) reveals that developing nations' media have argued that western ethnocentrism creates an unequal flow of information by providing a large stream of information about events in the developed world but only little flow from the developing world. This is the situation that gave rise to western control and influences on the media in developing nation. This is what media scholars have termed "media imperialism." Boyd-Barret (1983:133) as cited in Aina (2003:277) said media imperialism is the process whereby the ownership, structure, distribution or control of the media in any country are singly or together subject to substantial external pressures from the media interest of any other country or countries without proportionate reciprocation of influences by the country so affected." It is worthy to note that the country which originates media influence do so either as a deliberate commercial or political strategy or unintentionally. In the same way the nation affected by it may "absorb" it without resistance. Even then, such nation still adopts measures to reduce the effect of external influences (Aina, 2003:278).

One of such measures adopted is the NWICO-New World Information and Communication Order, which was the brain child of UNESCO. McQuail (2005:262) noted that an attempt has been made by media –dependent countries to use UNESCO as a means towards New World Information and Communication Order (NWICO) that would establish some normative guidelines for international reporting. Sadly, Wilson (2005: 166) observed that there is very little in this seemingly cosmetic programming that breaks down the dichotomy between North-South communication, or the well documented imbalance in news flow between the two economic polarities. Salawu (2005: 53) believes that finance was the reason behind the failure of NWICO. He said that even though NWICO may have been somehow discredited, it has achieved some good results, one, of which is Pan Africa News Agency (PANA), it however failed because the financiers had nothing to benefit from it.

By and large, for developing nations' media, Nigeria inclusive, to be able to be free from external pressure and become part of the global media, they must apply all necessary measures for an even flow of information between the north and south. They have to equally invest greatly on technology and human development just as Japan did in ensuring that over 80% of her citizens are literate. In addition, developing countries media products "such as news, features, profiles, interviews, documentaries, magazine programme and films of sort," should be sent out to developed countries in the same rate at which theirs are sent to us. Perhaps, this may make the News Agency of Nigeria (NAN) to become part of the ones accepted globally, (Udoakah, 1993: 88). This, no doubt, would be a good means of addressing the issue of media imperialism as a result of the influences of global media.

Theoretical Framework

The theoretical underpinning of the work is anchored, on two theories – Electronic Colonialism Theory (ECT) and the Development Media Theory (DMT). The electronic colonialism theory was adopted for this paper because it lays emphasis on the significance, influence and importance of global media on developing countries. On the other hand, development media theory provides a bearing for this work since

it is one of the theories that places premium on national development through positive uses of the media of communication. In fact, the development media theory is a promoter of indigenous media operations that will be used to encourage and promote unity and the cultural values of countries classified as developing nations like Nigeria.

The electronic colonialism theory was developed in the 1980s, by Thomas McPhail a Canadian. The theory focuses on the influence of global media on how people think and act. The aim of Electronic Colonialism theory is to account for how the mass media influence the mind, (McPhail, 2006: 23). One of the tenets of the theory that provided relevance on the influence of global media in Nigeria media products is that: “the messages of the global media have become unique for influencing the cultural values and attitudes of people in different countries.” Most likely, the different countries usually influenced by the global media are mainly developing nations (like Nigeria) because of their low level of technology, imprints of colonialism amongst other reasons. The consequences of this mind transformation are that Nigerians are now living within the cultural and technological domain of communication media products penetration of the western world.

With electronic colonialism, a new culture has emerged that is a global phenomenon driven primarily by large multimedia conglomerates like the Internet and global news agencies. They control, reproduce, and spread the global flow of images and sounds. They seek to impact the audience mind without regard to geography, (McPhail, 2006: 24). It is worthy to note that this study took cognisance of this, although it saw this control and spread of global media in mostly a negative light. This is because, gradually, the values and culture of Nigeria are disappearing into the air as a result of these global conglomerates. Hence, the critical analysis of the effects of global media on developing nations’ like Nigeria have prompted the necessity to raise the development media theory to promote indigenous media in developing nations.

The development media theory according to Okuuna (1999: 136), emerged in the 1980s to fill the void which became increasingly noticeable as the gap between the developed and developing countries widened. She observes that as the gap widened, it became apparent that none of the classical theories of the press by Siebert, Peterson and Schramm (1956) was applicable to the needs and aspirations of the developing countries even though the mass media in these countries were operating according to some of the principles of these classical theories.

The development media theory postulates that the media should give priority in their content to the national culture and languages (Folarin, 2005: 46). It is in this regard that the need for a restructuring of the news values of Nigeria media to reflect the culture and environment of the country becomes imperative. By so doing, the mass media would be used for national development, for social-political autonomy and to promote Nigeria’s cultural identity. From all the available facts, it becomes evident that the electronic colonialism theory and the development media theory have provided the spring board for the study.

Global Media and Media Imperialism

In today's world virtually everyone has not failed to stop 'shouting' globalization! globalization!! It is believed that globalization expands the frontiers of nations across borders through New Information and Communication Technologies (NICTs) and the mass media. Globalization as defined by Giddens (1990: 64) in Sreberny-Mohammadi (1994: 118-119) is the intensification of world wide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. In yet another line of thought, McQuail (2005: 556) views globalization as the overall process whereby the location of production, transmission and reception of media content ceases to be geographically fixed, partly as a result of technology but also, through global media structure and organization.

All in the name of globalization the western world has dominated the media of developing nations because of their high level of technology. They use the global media to control the media structure in developing nations, thus, giving rise to media imperialism. In the process of globalization, the global media transmit media messages that are more western and this has led to an imbalance in news flow between the north and south. Flew and McElhinney (2006: 292) noted that for the critics of global media such as political economist and critical communication theorist, the News Corporations geographic spread and emphasis on distributing sport, entertainment, and news globally and creating local versions can be described as an element of cultural imperialism or media imperialism. The political economy tradition has long drawn attention to the adverse political and cultural implications of the unequal distribution of international communication's power and resources and how they intersect with broader structures of dominance and Western hegemony on the international political economy.

What is media imperialism and what is global media? As earlier noted, media imperialism as revealed by Byrd-Barrett, is the process whereby the ownership, structure, distribution or content of the media in any one country are singly or together subjected to substantial external pressures from the media interest of any other country or countries without proportionate reciprocation of influence by country so affected. He went further to say that media imperialism is the transmission of media influences both to relatively developed nations as well as the developing countries. Some scholars refer to media imperialism as cultural imperialism, some see cultural imperialism as a broader term for media imperialism while others see media imperialism as a component of cultural imperialism. (McQuail (2005: 225) notes that viewing media imperialism as cultural imperialism generates an important issue; the question of the centrality of the media in claims about cultural imperialism. He states further that sometimes, writers use the two terms as synonymous and this might imply that the media have an overwhelming importance on the processes referred to as cultural imperialism. Thus, he describes cultural imperialism as a general expression for the tendency of global media industry exporters (especially from the USA) to dominate the media consumption in other smaller and poorer countries and in so doing impose their own cultural and other values on audiences elsewhere. From all the foregoing, one can infer that media imperialism is influenced from western nations on the cultural value, media products, ownership and distribution of developing countries, especially

Africa.

Global media on the other hand, are those internationally recognized media that relay information/news across the globe. They are the media that work to advance the cause of the global market and promote political, economic and cultural values of nations globally. Global media markets are increasing every day. Biagi (2005: 364) reveals that the United states (US) media companies are purchasing pieces of media industries in the United States and other countries. The U.S.T.V network, ABC and British Broadcasting Corporation (BBC), for example have formed a newsgathering partnership to share television and radio news coverage world wide. This service will compete with CNN to deliver news by satellite.

Research has revealed that global media have a number of multifaceted phenomena that take a variety of forms. McQuail (2005:251) gave them as :Direct Transmission of distribution of media Channels or complete publications from one country to audiences in other countries. This covers foreign sales of newspapers, and books, certain satellite television channels and officially sponsored international radio broadcast services . Certain specifically international media such as MTV Europe, CNN International, BBC world etc, plus the international news agencies like Reuters, AP, UPI, AFP etc. Content items of many kinds (films, music, television programmes etc that are imported to make up part of domestic media output. Formats and genres of foreign origin that are adopted or re-made to suit domestic audiences . International news items, whether about foreign country or made in a foreign country that appear in domestic media. Miscellaneous content such as sporty events, advertising and pictures that have a foreign reference or origin and the World Wide Web (WWW).

By and large, global media promote relations of dependency rather than economic growth. Global media have given rise to cultural domination of developing nation media like that of Nigeria, and imbalance in flow of media messages. This unequal news flow could be attributed to a number of factors arising from both the North and South. Some of these factors are low level of technology of the South, neo-colonialism insufficient funds to promote local programmes, agitation to maintain the status quo by the North and ethnocentric nature of western world. This must have made Pool (1979: 150) in Vincent (1997:377) to remark that the less developed countries of the world like Nigeria require injections of information in the form of technology transfer if they are to have economic growth and development. However, the means of acquiring it are largely beyond their reach. All these have made the global news agencies like Reuters, Associated Press (AP), United Press International (UPI), Agency France Press (AFP), Bloomberg, Dow Jones and Company, Xinhua and Inter Press Services to overshadow those of developing countries like News Agency of Nigeria (NAN), Pan Africa News Agency (PANA), Non-Aligned News Agency (NANA), Middle East News Agency (MENA) amongst numerous others.

The Influence of Global Media on Nigeria Media Products

Global media especially the global news agencies are mostly based in the North. This somehow leads to the imposing of the cultural values of the Western world on the developing countries, and the domination of the global media by the North. Despite this western dominance of global news organizations, Biagi (2005: 363) wrote that

“many regions of the world support information services within their own countries and even within their region.” Middle East News Agency (MENA) based in Egypt, serves, all the countries of the Middle East in Africa, while News Agency of Nigeria (NAN) limits her services to Nigeria. Even at this, global media have a very strong influence on the Nigeria media, their agencies and their media products.

In explaining what media products entail, Udoakah (1993: 83) states that media products are half truths and sometimes untruthful and should thus be consumed with care. It follows therefore that mass media products are transmuted products. Media products can also be viewed as products of twisted image of reality, products of social, political and economic influences, products of elite process etc. The media products of most Nigeria media are most times, products of the global media and western influences. Thus, global media influences virtually all media products such as news, features documentaries, interviews, magazine programmes, films amongst others. We shall now examine the influences of global media on some of the media products of Nigeria.

News

It is generally agreed that news is the account of an event, not the event itself. At any given time, billions of simultaneous events occur throughout the world. Someone dies, is born, gives a speech, comments on a crime etc are all items of news. However, nothing is news until it is reported no matter when it occurred. What then is news?

News, according to Macdongall (1972) in Njaka (2005: 72) is an accurate account of an event, not the event itself. It is any event that interest audience in a given society and is delivered timely. Ndolo (2005: 174) defined news as anything that satisfies or feeds one’s curiosity despite ones region of the world. He likened news with a mini-skirt which is long enough to cover the bare essentials and short enough to be sensational.

News is one media product that has been greatly influenced by the global media which are controlled by the western world. This is because most news stories are gotten from international news organizations like Reuters, UPI etc. Aina (2004: 83) agrees with this fact when he wrote that wires or international news organizations like UPI, Reuters and the Associated Press are sources of television news. These organizations now feed news directly into the computer, radio and television stations globally. However, western media news about developing countries is minimal, the time and space given to the relay of information about Less Developing Countries (LDCs) are not compared to the space and time the LDCs give to the report of pairs about developing countries. For instance, Daily Sun, a private newspaper organization in Nigeria reproduces the story of United Kingdom (UK) Sun on their Wednesday’s edition. Even the format of the Nigeria’s Daily Sun newspaper is a replica of the UK Sun. To a large extent, the Nigeria Daily Sun newspaper lays emphasis on the human interest angle of news stories the way UK Sun does. What a coincidence that promotes media imperialism. Similarly, Thisday newspaper, another private national newspaper in Nigeria uses some of its pages to report economic/financial stories reported on the Financial Times of London. Unfortunately, the same paper in London does not give ¼ of its page to reporting news about Nigeria. What about the news and

programming style of most Nigeria's broadcast media especially some radio stations like Cosmo FM, Cool FM, Rhythm FM amongst others? Can we actually say that their news format and programming style truly reflect the culture, norms and values of the Nigeria environment?

Virtually all broadcast stations in Nigeria report the good, bad and ugly incidents of the West, while the West do not report any news about Nigeria except when there is a pandemic of disease, death of a prominent figure, disaster and all sort of negative incidents. This is what has given rise to the concepts of quantitative and qualitative imbalance in global news flow. Oboh (2005: 210) corroborated this claim, when he observed that "... the news on the technological breakthroughs of the industrialized nations of the world are constantly being disseminated by the foreign press while Africa and other less developed continents only secure the attention of the foreign media on the occurrence of crisis-related event like earthquake, coup and outbreak of epidemic. Okigbo (1990: 339) also agrees with this fact when he said that: "there is perhaps a more serious qualitative imbalance, which manifest itself in the pre-eminence unfavourable Third World in the international news system."

Documentaries

Documentaries are creative treatment for actuality" Not so much a single genre as an umbrella of related programme types, each seeking to represent versions of reality. "Documentary forms have evolved from the beginning of cinema to contemporary so called docu-soaps, which some people might not see as being documentary at all. They are characterized by relatively high modality," (Hoffman, 2007:106). Nkana (2006: 126) commented that a documentary is based wholly and entirely on actuality. It contains the real words of real people (or their writings published and unpublished), the moving pictures of their action (or photos and drawings) and the sound and visual of real events. The documentary documents actualities.

Most media organizations in Nigeria especially the broadcast media (Television) in relaying documentaries attempt to dwell more on western issues except on few cases where state government sponsors documentaries about their state. One can call to mind most of the documentaries on wild animals aired most times in television. Can any of such documentaries on wild life aired on virtually all Nigeria Television stations be regarded to have emanated from her environment? All these are the effects of global media on the products of Nigeria media. On the other hand, global media have provided vast collection of information for Nigeria media for documentaries especially through the internet.

Interviews

Interview is another form of media products in Nigeria and all over the world. Interview is a kind of dialogue designed to elicit information. The aim of interview is to obtain undistorted information for readers/viewers/listeners.

Interviews as media products in Nigeria should be exploratory, descriptive, explanatory, and more importantly, promote indigenous news. Sadly, in a number of cases in Nigeria, Nigeria media houses, specifically, television and radio houses transmit interviews that involved western personalities on various issues but hardly

can any global media controlled by the west relay interviews involving Nigerians, if when they do, the timing and space maybe distorted. In addition, most of our television programmes, sports programmes to be specific reflect clips of international stars in the media. Sports newspapers also allocate good space for international news. The question that arises here is, do the global media do the same for developing nation?

Editorials/Commentaries

Editorials are authoritative opinion or comment of a media organization – print media, on issues that are of national interest. Commentary on the other hand, is a “detailed analysis and evaluation of an institution or situation. The subject is usually important and could be drawn from diverse areas such as health, religion, politics, sports and the economy”, (Ohaja, 2004: 108). This description equally qualifies for an editorial however, this occurs when it is in a print media like the newspaper and when it is on the broadcast media (television, radio etc) it is referred to as a commentary. For instance, a Nigeria newspaper, The Nation, usually carry editorials from other countries apart from the papers main editorial.

Most of the editorials on the pages of most Nigerian newspapers and the commentaries on their television and radio stations take cognizance of the happening in developed nations. It is needless to name the various papers that had editorials on the race to white house between Barrack Obama and Hilary Clinton on who becomes the Democratic candidate. What about the commentaries on the race? Your guess is as good as mine.

Films/Movies

Films or movies are the medium whereby images are recorded on plastic through a photochemical process. As a verb, “to film” means the production process used to record images and sound on film using film hardware (Hoffman 2007: 123). Yeseibo (2005: 81) notes that the video film industry is a child of necessity. Thus, over the years Nigeria media started the broadcast of foreign based sources. Even the ones we produced in Nigeria portray more of the western culture. Or how else can we describe our movies that are now encouraging our youths to talk, walk, and behave like people in the west.

Take a walk round the streets of Nigeria and you will probably hear kids calling fellow kids foreign movie actors names like Michael Scoffield of “Prison Break,” James Bond – 007, Rambo, etc. It was in this light that Amencheazi in Anyanwu (2000: 60) stated that while seeing nothing wrong in the exposure of the ills in the society-murder, cultism armed robbery etc, he condemns the tendency of our film maker imitating Hollywood and stereotypes.

From all the available facts, global media have greatly affected the media products of Nigeria media houses.

Restructuring Nigeria’s Media News Values to Reflect the Cultural Context

Naturally, news is believed to be any event we know today that we did not know yesterday. It can also be seen as an account of an event and not the event itself.

Anim (2004: 126) say that news is a report of an event that has actually taken place or is expected to take place in the near future. Udoakah (2001: 29) likened the mass media news to a commodity and like other commodities; he asserts, news is an output from a combination of factors of production, namely land, labour, capital and an entrepreneur.

All over the world at any given time events occur sometimes, simultaneously, at other time, one time at a time. Thus, reporters are assigned to cover the events and then relay same back to the society as news. Considering the fact that every society has its norms, cultures and values that are peculiar to its people, the reporter is expected to take into cognizance the prevail norm of the society while presenting his/her report. Apart from this, the reporter also needs to conform to the style, philosophy and principles of the media organization he or she works for.

Till date news values remained the same all over the world. News values are the variables reporters look out for before they can refer to any event as news. They include timeliness, impact, prominence, proximity, conflict, unusual, interest, significance, necessity amongst others, (Mencher, 2003: 68 – 74 ; Ndolo, 2005: 175 – 1785; Itule and Anderson, 2003: 15-18; Wilson, 2005: 142; Nkana 2007: 276; Nwanne, 2008 : 22-26).

- Timeliness:** Timeliness is an important news value. This is because news ought to be recent, immediate, and timely
- Impact:** This means an event that is likely to affect many people in any society.
- Prominence:** This involves news of well known person and institution
- Proximity:** News has more value if the events are geographically or emotionally close to the people's interest.
- Unusual:** This involves news that revolves around newness and oddity, sometimes very unusual.
- Conflicts:** Conflict as a news value borders on issues of war, quarrel, misunderstanding arising among people, nations and within an individual.
- Significance:** This refers to an important event that is of significance to a society.

These values are very necessary because they act as guidelines for every reporter/journalist. In line with this, Wilson (2005: 142) observed that news values are important because they help to ensure a sustainable standard for all. For example, the news value, balance, which addresses the need for equal treatment of news personalities and events, has been considered to be essential for the development of democracy and its culture. The absence of fairness in news stories, as noted by Wilson leads to a loss of credibility.

Nonetheless, a number of them can still be condemned though not completely. Prominence as a news value for instance, was what one BBC reporter in Ghana was trying to fulfil when the council of rulers felt he has committed a sacrilegious offence. The event occurred, in February 1999, when a popular Ashanti ruler in Ghana died and while the council of rulers were still meeting and deliberating on how to carry out

certain 'rituals' in accordance to their cultural values, the BBC reporter who felt that since the ruler was prominent and prominence is one of the values of news, reported the news and even posted it on the Internet and this led to a devastating effects on the council of rulers and the people of Ashanti. To them, the BBC reported should have waited for the rulers to formally announce the death of their ruler. This is one of such issues that bothers on Journalist freedom and the respect for culture and norms of the society.

Apart from this, it is equally sad to note that virtually all the news values operational in Nigeria have their origins from the West. Hence, it is high time Nigerian news values were made indigenous for the Nigerian media. There is no better time to clamour for the restructuring of our news values to take care of our cultural values than now. This is because if we continue to follow the western oriented news values, we would be invariably, expanding the frontiers of global media imperialism thereby making our call for NWICO nugatory.

Expatriating on the need for the restructuring of our news values, Moemeka (1991: 25) noted that a major news story which stands by itself without relation to its environment or without signposts to help members of the audience recognize its relevance to other news or to the political, social and economic environments that are prevailing is considered only half a story. The purpose of this background orientation in news is to show relationship that might not be otherwise obvious to many news consumers.

Challenges for the Nigerian Media as Part of the Global Media

It is no news that there exist an imbalance in news flow between the North and the South. It is also not surprising that Africans have been employing all necessary measures to reduce, if possible, eliminate this imbalance in news flow. African nations like Nigeria are looking forward to when their news agencies and media would be referred to as a global media. However, a number of problems/challenges are affecting the Nigeria media from becoming part of the global media.

One very obvious challenge before the Nigeria media in becoming part of the global media is the weak economy of the country. There is a gross difference in the economy of the western nations and the developing nations and this in many ways affect the media of developing countries like Nigeria. Commenting in this regard, Righter (1984: 48) in Aliede (2005:220) wrote that the imbalance in the news flow, which had made the developing nations to be secluded from the globe, can be linked to the economic gap between the North and South. The gap between the fully informed and the under informed countries continue to widen along with developing nation's frustration over its inability to transform the global communication structure. Apparently, with their poor economy, no one would be surprised that the South cannot transform the global communication structures as this requires a rich and stable economy.

Technology which is the springboard of global media is very minimal in developing nations. The Nigerian media needs a vast collection of modern Information and Communication Technologies (ICTs) and communication facilities to be able to compete favourably with international news agencies (global media). Unfortunately,

this is beyond their reach, at least at the moment. Expatriating further on this and the effort Nigeria media have made in this regard lately, Wilson (2005: 167) wrote that a Nigeria private television station, Africa Independent Television (AIT), started a world wide transmission, which aim was to give Nigeria a voice internationally. Sadly, when compared to the likes of CNN, Sky News, CFI, BBC-World etc, the odds are heavily against AIT and Nigeria. This is because technologically Nigeria is yet to make it any where near contributing to the component parts of the transmission and production facilities. In fact, the Nigeria media and NAN cannot compete in technology with global media. While the global media and international news agencies have gone nuclear in communication and information technologies, NAN and Nigeria media are still crawling behind since they lack the finance to purchase the ICTs, how then can Nigeria media become part of the global media?

Even if these technologies are put in place in the Nigeria media, are the professionals and media/technology experts available? The absence of technical-know-how in media agencies and houses in Nigeria has made the Nigerian media to be far beyond the standard for a global media. This must have been what Aina (2003: 283) saw when he said that developing nations must acquire modern technologies produced by advanced nations and that their operations must acquire the attitudes and skills required for their professional utilization.

Another challenge before the Nigerian media in becoming part of the global media is illiteracy among media audience, which is very high. Illiteracy here does not just mean inability to read and write but includes audience inability to understand media messages and new technologies. It is in this regards that Rice and Haythornthwaite (2006: 94-95) commented that “people especially the elderly and unskilled are intimidated by new technology or had a bad first experience with it.” How does this affect the Nigerian media from becoming a global media? Simple! Without literate media audiences, media houses will become like a school without students. For any media house to become a global media, the media audience must be literate and scattered around the globe.

The absence of viable information policy is another problem affecting the Nigerian media in their quest to become part of the global media. For instance, the Freedom of Information Bill is still hanging in the balance till date. How can a country survive without viable information policies in the age of globalization? Certainly, Nigeria needs to have an information policy that will help promote its culture, indigenous media operations and proper deregulation of the broadcast industry. It was against this backdrop that Wilson (1997: 111) stated among other things that a new cultural policy is important for Nigeria and it should aim at focusing her cultural identity by promoting a sense of belonging and patriotism. Moreover, most developed nations that have media centres recognised internationally, have viable information policy. This must be one of the reasons why these countries have an edge over developing nations.

Furthermore, there is also the problem of limited media ownership. In Nigeria and perhaps in many African countries media ownership is limited to mostly the government in power or their associates. Explaining the effect of this, Dennis and Merrill (2002: 198) asserted, that media falling into fewer and fewer hands which is

bad. The fewer the big companies, the less real diversity will be found in the total media picture. Similarly, Baker (2000: 25) in Ojo, (2003: 834) asserts that Africans are faced with the problem of limited media ownership. Ekpu (1990: 116) lamented that with the prevailing pattern of media ownership in the third world represents another dimension of the problem: "all too often the government pulls all strings, and the functionaries who run the state-owned newspapers, magazines and broadcasting outlets must either behave like, pliant, puppets or lose their places to others.

Having made the transition from military rule to civil rule possible in Nigeria, the country still suffers the problem of political instability which has and is still inhibiting the Nigeria media's dream to become part of the global media. This problem has affected the operations of Nigeria news agencies as every new government comes with new policies that affect the agency. In addition, the political culture of Nigeria is poor and harsh. Press freedom is relatively not practicable. This hinders the future of the Nigerian media from becoming part of the global media.

Other problems affecting the Nigerian media in their attempt to become part of the global media are poverty, lack of capital, discordant government policies, effect of colonialism and neo-colonialism etc.

Recommendations and Conclusion

The mass media which include newspaper, magazine, television, radio, etc are the life blood of every society. However, the Nigerian media are subject to external pressures from other countries media especially the western media which make up the global media. This is to say that the global media are influencing the Nigeria media positively and negatively. The influences of the global media on the Nigerian media are very obvious in the Nigeria media products like news, films, features, commentaries, editorials etc, and these global media influences on Nigeria media products has resulted to the loss of Nigeria's cultural identity as a sovereign state. This is where it becomes expedient upon the Nigerian government and her media institutions to see the media as a tool for national development. This will enable them to employ all necessary measures for the improvement of their technological base, education, human capital resources, and political system. A change in power should not necessarily mean a change of policies as this instability affects her media operation.

Furthermore, Nigerian media should be more sensitive to the task of becoming internationally recognized. Ndolo (2005:205) advised that our news media should be more sensitive to this reality and responsive to the needs of their audience, an audience that has increasingly become global.

Professionally speaking, the media managers must be able to stick to professionalism. News should therefore, not be limited to the state house, local government executives and Abuja. Many events take place daily outside these places. They must therefore extend their frontiers of news not as seen through western perspective but imbibe the philosophy of African news as currently enunciated by African Scholars of the development journalism school. News must cease to be the entrenchment of the routine and mediocre but as Anthony Momoh advises, it should be a displacement of the routine, (Wilson, 1997: 115 – 116).

Above all, we would not forget to commend the effort of the Nigeria government in the launching of the Nigerian Communication Satellite – NIGCOMSAT 1. This, no doubt, is a stepping stone into the race of becoming part of the global media. This is because satellite technology is one technology the global media have employed for television and radio broadcasting with very high picture and sound quality. Nonetheless, the Nigeria government and all the media organizations operating in the country should, as a matter of necessity in all they do while climbing the ladder of becoming part of the global media; should not forget to promote the cultures and values of Africans as the western media are doing for themselves.

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