



EFFECT OF GLOBALIZATION ON LOCAL REPRESENTATION IN COMMUNICATION IN THE NEW NORMAL; THE NIGERIA EXPERIENCE.

Lead Author:

Sunday Adeniyi Adeagbo

Affiliation:

Department of Communication and Media Studies. Redeemers University Ede, Nigeria.

Abstract

This paper investigates how local representation in communication in the New Normal is affected by globalization. The world is a community of nations. Due to globalization, there are no longer any restrictions on international trade or communication. Media, aircraft, transnational commerce, and embassies are now more connected than ever thanks to the Internet. Globalization has made it simple for someone in China to interact with someone in the US and sell them their goods. Today's globalization enables the production and sale of items worldwide. This work looks at how globalization has affected local representation in the Nigerian communications sector. Knowledge about the new norm. The work shows how globalization has altered the communication industry, particularly how it has impacted or boosted local representation in those industries in the Nigerian context. This change has been both liberating and repressive, positive and harmful. The media's role in this has been the most effective since it has been and continues to be a partner in the advancement of globalization. The paper is anchored on the theory of globalization and modernity. The paper concludes by recommending that Nigeria must essentially consider how it would escape being devoured by globalization, especially in this new normal. The work further recommends that rather than relying exclusively on what the west is handing down, the country needs to boost homegrown industry and productivity to meet up with the world most especially in this new normal period. Nigeria needs to demonstrate that she believes in local technical knowledge and capacities rather than being at the mercy of globalization without truly participating in it.





KEYWORDS: Globalization, Localization, Communication, Media, New Normal

Introduction

In this new normal throughout the world, media is regarded as one of the most significant forms of communication. The public is informed and made aware of the crisis by the media. In addition to inspiring individuals to take positive action, the media also has the ability to scare people and cause havoc. However, the sector holds a unique position in globalization processes and has a distinctive impact in two ways. As a facilitator of globalization, to start. The media and communications sector is a key player in promoting globalization as a whole. Without advanced media of the communication world, it is impossible that the pace and depth of globalization could have been maintained over the past few decades. Additionally, content companies are at the vanguard of cultural preparation for consumerism and are crucial for expanding markets and dismantling obstacles of all kinds, including cultural ones.

The second unique quality of the media and communication sector's in this new normal is that globalization is its potential role as a catalyst for the alteration of social, cultural, and political systems. There is more to it than that, but this is just one aspect of how media and communications open up new markets and soften cultures for consumerism. These secondary consequences of the globalization of media are the ones that are most significant. The changing overall effects of the gradual commercialization of media and communications on fundamentally important social functions like the development of individual and collective identity, cultural and linguistic diversity, the ability to engage in political discourse and the integrity of the public sphere, the accessibility of information and knowledge in the public domain, and the use of media for human rights, development, and education.

Globalization has become one of the most widely accepted ideas in recent years. The definition, timeline, and future of the notion of globalization, as well as the question of whether it serves the interests of all or only a select few nations or individuals, have all caused disagreement. Due to the concept's cross-disciplinary nature, many definitions and interpretations are offered for it by different disciplines. Although practical case studies have shown that globalization exists, its definition is nevertheless ill-defined, enigmatic, and often even contradictory. Globalization is a hotly debated topic, at least in part, due to the absence of a basic definition (Acosta and Gonzalez, 2010).



The ability of an individual to derive a useful definition of the notion concept's meaning is self-evident in some ways, yet it is also ambiguous and difficult to understand because of how broad and varying its reaches are. Globalization is possibly the subject of discussion more than any other idea. Even if the economic side of globalization receives a lot of attention from academics, it is not the only aspect. In addition, it has aspects that are social, political, environmental, cultural, and religious. Globalization, according to Tony Schirato and Jan Webb (2003), is a process that integrates not just the economy but also culture, technology, and governance.

Globalization is attributed to the development of the Internet, satellite networks, wireless telephones, global telecommunication infrastructure, and cross-border data flow. The use of computers, mobile devices, and the Internet has significantly changed how people communicate globally. In truth, this technology hasn't just made international communication simpler; it also appears that nations lacking this technology are largely cut off from global progress. The term "globalization" has, according to Iyayi (2004: 24), "been used rather loosely to stand for a variety of things: the shrinking of the world into a global village, the awesome changes brought about or mandated by the revolution in information technology, the collapse of boundaries between different worlds, and expanding connectivity of all forms of interaction."According to Scholte (1997), globalization makes it easier to remove obstacles between countries, allowing social relations to flourish unimpeded.

The distinctive features of globalization frequently include increasing capital mobility and a drop in the cost of computing, communications, and transportation. From an economic standpoint, further goals of globalization include;

- (a) Internationalizing production along with modifications to the structure of production,
- (b) Enhancing trade and services between nations, and
- (c) Enlarging and deepening global capital flows (Mark, 2000). These all suggest an increasingly interconnected world.

The media is greatly impacted by globalization, which also has an impact on us as individuals. Widespread communication is the aspect of globalization that is most obvious. Our identity is reflected in globalization, which also links us to the rest of the globe. Globalization brought about by science and technology represents the convergence hypothesis and fosters cultural identity. The media is greatly impacted by globalization, which also has an impact on us as individuals. Widespread communication is the aspect of globalization that is most obvious.



The advent of newspapers, magazines, the internet, and television has greatly aided in the dissemination of information and the bringing together of individuals from all over the world. Although this influence has certain drawbacks, there are many more advantages. Globalization is a process that eliminates all national barriers to the unrestricted flow of foreign capital, including people, goods, and services, as well as cultural norms that support social development around the world. According to Kelechi Johnmary Ani (2011), globalization has left the African continent with several things, including colonialism, neo-imperialism, and distorted systems of government that have no connection to the African way of life. The researcher continued by stating that these problems have encouraged violence, and the most dangerous outcome was an expansion of the scope, dimensions, and forms of multidimensional conflict Shedrack Gaya (2006).

The rapid advancement of information technology and international relations has expedited and facilitated globalization. She said that multimedia technologies have a significant impact on hostage taking, militancy, revolution, terrorism, and other types of conflict in the global arena and that satellite communication "has become a potent carrier of globalization."Kelechi(2000). The ability of governments, regions, and continents to control their internal affairs has been diminished by the culture of globalization. Their lack of relevance in worldwide activities supported by media networks that do not respect national borders or sovereignties has also reduced their significance. Awake Journal (2002).

Literature review

The process of mixing individuals from various nations, cultures, and governments into one large melting pot is known as globalization. International trade, investment, and free market capitalism's economics are what is driving the process. The merging of the developed and developing worlds results in innovative and dynamic business models as well as cross-cultural interactions, concerns, and exchanges. According to Freidman (2001), the global arena is experiencing both localizing and globalizing tendencies. The first is a localization of the global system, which leads to the expansion of local projects and localizing strategies. The second is the concurrent globalization of political institutions, class associations, and common media of representation. According to Braman and colleagues (1996), there is an "interpenetrated globalization" in which the local and the global are mutually constitutive and cannot be thought of separately.



Appadurai (1990), echoing the still-ongoing debate in international communications between media imperialism and cultural imperialism perspectives on the one hand and global cultural studies orientation on the other, identifies the main issue in today's global interactions as the tensions and disjuncture between cultural homogenization. According to Hamelink & Schiller (1994), globalization alters how people, businesses, and governments interact. In particular, it alters the character of economic exchange between countries by fostering commerce, opening up global supply networks, and facilitating access to labour markets and natural resources. Changes in international trade, finance, and engagement also encourage the flow of ideas on a cultural level. Geographical restrictions, political boundaries, and political economies-related impediments are eliminated. For instance, globalization makes it possible for corporations to use the resources of another country.

More open access alters how firms interact, manage their supply chains, and produce their goods. Globalization's many different forms of exchange can have both good and bad effects. For instance, cross-border trade in people and things can generate innovative ideas and advance commerce. This movement, however, has the potential to accelerate the spread of disease and spread ideologies that could undermine political economies. There are three ways to think about what globalization entails, according to Scholte (1997). First, we can interpret it as referring to an increase in cross-border exchanges; in other words, globalization and internationalization are the same things. The movement of commodities, people, money, messages, and intellectual content occurs more often. The idea of fewer barriers to mass trade, travel, communication, and financial connections is invoked in a second conception.

Globalization is the driving force behind change in the first scenario, whereas other changes are what lead to it in the second. Social interactions are seen to be closely tied to specific places before globalization, but after it, transnational social events can reduce geographic differences. Scholte (1997) emphasized further that there are different types of globalization, including economic, political, and cultural globalization. Additionally, he emphasized that the consequences of globalization can be felt both locally and worldwide, having an impact on people's lives as well as the lives of larger segments of society in a variety of ways, including individuals, communities, and institutions. He then outlined the advantages of globalization, including how it solves economic issues, encourages free trade, boosts economic growth, supports beneficial environmental and human rights trends, and fosters cross-cultural understanding. According to the professor, other negative effects of globalization include market instability, environmental harm, lower

living standards, the facilitation of international recessions causes cultural identity damage and raises the risk of pandemics.

Communication and Globalization

Globalization has caused a significant shift in communication technologies, and this shift is being felt all across the world. In a word, sending and receiving information around the globe is what is meant by global communication. This process has been going on for hundreds of years (Lubbers & Koorevaar, 2000). Ekeanyanwu (2005) said that communicating internationally requires gathering, disseminating, and critically analyzing the news and knowledge generated around the world. Communications have been easier, quicker, clearer, and more efficient as technology has advanced. According to Lubbers and Koorevaar (2000), there is a synergy between communication and technology advancement such that continually emerging and, in fact, frequently convergent inventions like the Internet result in whole new methods for people to communicate (Nelson, 2010).

Therefore, even though our conceptions of globalization may differ, a crucial element that unites many of them is that increased communications are the driving force behind many of the social changes that are taking place between countries. According to Greig (2002), the widespread use of technology like fax, telephones, civil aircraft, television, and the Internet has increased people's ability to interact locally and beyond cultural boundaries. Greig maintains that the modification cannot be reversed. The academic went on to say that there are two main directions that cultures are being drawn in the age of globalization. One is geared toward changing peoples' traditional modes of existence. The other, in comparison, is focused on finding ways for a culture to adapt to preserve its unique characteristics. Globalization helps countries that want to increase their influence, but it also explains why cultural gaps appear to get worse with time. Despite the appearance that easier global communication has led to closer ties, the exact opposite is true (Shokhina & Nishchev, 2009).

According to Ekeanyanwu (2005), international communication fosters cultural understanding between people from various backgrounds. He gave an example of this by mentioning how a network of international journalists employed by top news organizations has helped people from various cultural backgrounds have an appreciation of one another's way of life. Remember that these exchanges can take on a variety of shapes and styles, including the ones listed below, per McQuail (2010):



1. The complete transfer of media and writing materials from one national audience to another through broadcasting or publication.
2. Imported content is added to local media (movies, music, television broadcasts, and news reporting).
3. Foreign media are modified to better suit the tastes of an audience in another nation.
4. Items (such as sports reports, advertising, and images) either originate from abroad or make references to things, people, or events abroad.
5. News articles concerning a different nation.
6. A few media outlets, including Music TV, CNN International, and BBC World, are aimed at an international audience.

Communications and the media in the process of globalization the current push for the globalization of production, markets, and trade, the electronic media and communication sector—which includes everything from telecommunication networks and the Internet to radio, television, and film—is itself among the most active. Global rivalry for footloose capital based on lower labour costs, as well as the reorganization of work relations and circumstances, are some of the social repercussions of the sector's globalization, which are comparable to those of many other industries. However, given its current course, the sector holds a unique position in the processes of globalization that distinguishes it from other sectors. Siochr, Sean (2004).

The globalization of all industries is facilitated in large part by the media and communication sectors. First and foremost, telecommunications play a crucial role in international manufacturing techniques. Without advanced telecommunications networking, it is impossible that the pace and depth of globalization could have been maintained over the previous few decades. SiochrSeán (2002). Additionally, content industries like television, music, video, film and the Internet are at the forefront of cultural preparation for consumerism, an essential precondition and accompaniment to the opening up of new markets for a huge variety of products and the breaking down of cultural and other barriers. This is done directly through advertising as well as indirectly through the promotion of consumerist and individualistic lifestyles. Brendan Girard (2002).

The second unique quality of the media and communication sector's globalization is its potential role as a catalyst for the alteration of social, cultural, and political systems. There is more to it than that, but this is just one aspect of how media and communications open up new markets and soften cultures for consumerism. The cumulative impact of the gradual commercialization of media and communications on crucial social functions, such as the development

of individual and community identity, cultural and linguistic diversity, the ability to participate in politics and the integrity of the public sphere, the accessibility of information and knowledge in the public domain, is the set of side effects of media globalization that have the greatest impact of all. Siochr Seán (2002),

The riskiest aspects of the digital revolution include child abuse, money laundering, cultism, international terrorism, and pornography, all of which pose a threat to African cultural legacy, according to Charles Omekwu (2006). The quantity of pornographic activity on the Internet is very difficult for African nations with strong Islamic and Christian cultures to tolerate. Nudity is still not regarded favourably in traditional African society. Nudity and the rich, gorgeous attire of Africa are becoming outmoded in many African colleges and urban areas. The majority of young people in Nigeria are now addicted to bizarre western cultures that are imitated in these media, thus alienating them from their traditional origins.

The youth now frequently show their sense of style through the exposure of various body parts. The men engage in a practice known as "sagging," when the pants are no longer worn at the waist but rather hang loosely from the buttocks, revealing their "designer" underwear. To fit into their newly discovered society, the women revel in wearing clothing that reveals their breasts. Accessibility to the internet and cable channels frequently results in drug use and misuse, the use of weapons and ammunition, promiscuity, exposure to pornography, and several other undesirable habits. Unfortunately, indigenous languages, which are the best means of passing down culture, are rapidly disappearing. Nigeria is not immune from the proliferation of cybercrime, which is a worldwide phenomenon made possible by the Internet. The perpetrators of this crime, often known as "419," "Yahoo Yahoo," or "Yahoo Plus," are mostly young people with a criminal mindset and a large number of unemployed in the nation. Nigeria has grown to be associated with these labels to the point where several non-Nigerians who have been apprehended initially claim to be Nigerians before being extensively probed and exposed.

Many of these con artists frequent cybercafés, where they browse all night and send phishing emails to unsuspecting victims. These actions take place in a variety of contexts, including relationship- and marriage-related relationships, unlawful businesses, and money solicitation. It has been reported that many foreigners, particularly women, who utilize the Internet to find husbands have fallen prey to the so-called "yahoo boys." They begin to take advantage of these ladies while seeming to be prepared for a committed commitment. Some of them even coerce their victims to help them obtain the necessary travel documents or housing permits so they can travel to



their destination. Once they have succeeded in their objectives, they cut off communication with the victim and move on to a new one. Most victims simply lick their wounds and go on with their lives, but some of the most vengeful ones contact the proper authorities, who frequently capture and prosecute the perpetrators. Overall, all of the aforementioned issues are a result of globalization. Cybercrime is still a very lucrative industry that is likely to persist for a very long time thanks to the accessibility, anonymity, and worldwide reach of the Internet.

According to a 2019 media and society study on the impact of satellite television on Nigerian schoolchildren, what they watch on Western satellite television has a significant influence on how people in Nigeria think, dress, eat, and talk, as well as what they want to be when they grow up. This is not the situation today. It may no longer be true in this region of the world that local materials are "beaten out of existence" by western (mostly American) media goods. So much so that it's possible that in this region of the world, the idea that "local cultures are being pummeled out of existence" by western (mostly American) media goods is no longer true.

Human Rights Watch (2007). This is true even now, as governments work to undo historical wrongs done to people and the environment by implementing poorly planned and managed amnesties and programs. Strong transnational news networks help foreign media in Africa frequently focus primarily on crises and engage in "disdainful" journalism, which encourages mocking and ridiculing of the populace. Such news frequently contains elements of bias and prejudice, portrays Africa as being undeveloped, and heightens misinformation and conflict regarding the region. With the globalization of communication, culture, economy, liberal democracy, and technology, violence and conflict among ethnic, religious, and other groups as well as sociopolitical and other forms have grown more severe in post-independence Africa.

It is nevertheless an existential truth that aggressive, unethical behaviour is prevalent throughout Africa. Why media networks do not stereotype foreign wars and societal abnormalities as they do conflicts originating from Africa and the Third World, on the other hand, remains a mystery. The negative press frequently gives conflict actors an ego boost of importance and notoriety, motivating them to step up operations to become hot news stories. The assumption is still that such news will spur other conflict parties in other regions of Africa to step up their operations, and so forth.

Many Voices: One World by MacBride, et al. (1980) highlighted that certain highly developed and powerful states use their advantages to exert a type of cultural and ideological dominance that endangers



the national identities of other nations. The study goes on to explain that these nations use media coverage of African wars as a way to find prospective customers for selling small and light weapons that conflict players require to continue their fights. Weapons of mass destruction are delivered to areas of conflict, where participants pay high sums to support their aggressive behaviour.

Okoro & Nwokike (2001), Since the advent of mass media, businesses have utilized it as a channel for communication to inform a sizable audience about their products. However, even those who are reading about it or watching it stand to benefit the most as they may use the media to determine if something is good or harmful depending on their needs. As the years go by and globalization intensifies, advertising techniques are becoming more sophisticated and advanced. Globalization in media has widened communication channels between different businesses, economies, and most significantly, nations. This is true not just in advertising but in all fields. Media and local representation play a significant role in communication as the process of globalization gains prominence. As a result, globalization not only involves the integration of commerce, investment, and financial markets but also involves the integration of Africa's numerous local sectors.

Theoretical Framework

The theory of globalization

The 1990s saw the widespread adoption of globalization theory as a framework for comprehending international communication. Numerous ideas in communication studies have been influenced by the idea of globalization, each of which emphasizes a different aspect of it. Many theories of globalization place corporate actors at the forefront of the processes of global integration. Business Transnationalization is frequently hailed as a step toward a more linked world.

Modernity theories and conceptions of globalization are frequently linked. The social, political, economic, and cultural integration of societies into a capitalist system is how some academics define globalization. Others see it as the successor to modernity, while others regard it as a new form of imperialism. Some contest the validity and applicability of globalization theory, contending that it is insufficient to conceptualize present-day international relations or serve as a prism through which to view ordinary events. Many academics disagree with globalization theories, arguing that they are overly optimistic and overstate the degree of global integration. Some academics fault social theorists for making theories-based judgments and predictions

with scant empirical support. On the other hand, other academics attempt to refute the negative perspectives of globalization theory.

Theory of modernization

In his essay "The Passing of Traditional Society," Daniel Lerner (1958), created the modernization theory. According to Lerner, being "modernized" means having the capacity for empathy and the capacity to put oneself in another person's shoes. This idea emerged during the shift from traditional to modern cultures, which are characterized by their distinguishing industrial, urban, literate, and participatory characteristics. According to this idea, which takes a linear approach to development, for a country to be sustainable and flourish, it must first grow into a modern society. To foster a participatory culture, developing modernized nations must also improve their media sectors.

Conclusion

This paper presents multiple definitions of the term "globalization" offered by academics around the world. It demonstrates the chasm and hazards that local life and the communication system have experienced as a result of globalization, particularly in Nigeria as a nation in the modern era. Due to globalization, this gap has allowed for the propagation of poverty and the disregard of our cultural values, traditions, and most importantly, our primary way of life in Nigeria. People now face a communication dilemma as a result, and they must fight the media's dysfunctional influence and choose a different path. The emergence of a potent new media that downplays factors encouraging conflict-oriented behaviour is necessary in Africa and throughout the world. The dietary variety between nations is the best and most evident manifestation of globalization. Pizza is no longer Italian, and sushi is no longer Japanese. Originally, Mediterranean cuisine, culture, and traditions were a local uniformity. However, today, they are completely global. The question we should ask ourselves is how many Nigerian dishes are accepted internationally in the same way that we value foreign cuisine in our beloved nation of Nigeria. It is crucial to note that all state and non-state players in Nigeria's major sectors should also mobilize to combat the scenario of devaluing our indigenous content in the presence of the.

In essence, Nigeria must imagine how it would avoid being engulfed by globalization. The nation needs to support domestic industry and output rather than relying solely on what the west is handing down. Instead of being at the mercy of globalization without actually being a part of it, Nigeria needs to show that she believes in indigenous

technical knowledge and abilities. Instead of assimilating into the western way of life, the nation ought to be proud of its history and way of life.

References

- Abdul-Raheem, T. (2000). Globalization and recolonization. www.indianseminar.com/abdulraheem
- Adamu F. L. (2003). Globalization and Economic Globalization in Northern Nigeria. www.devstand.org.UK/Publication.
- Cornalia, F. & Tirocchib, S. (2012). Globalization, Education, Information and Communication Technologies: What Relationships and Reciprocal Influences? *Procedia-Social and Behavioral Sciences*, 47, 2060-2069.
- Eregare, E.A. & Afolabi, A.O. (2009). The Effects of Globalization and Deregulation on Nigerian Culture Industries *Journal of Social Sciences*, 21(2): 145-151 (2009)
- Giddens, A. (1990). *The Consequences of Modernity*. Cambridge: Polity Press.
- Giddens, A. & Duneier, M. (2000.) *Introduction to Sociology* (3rd edition), New York and London: W.W. Norton and Company.
- Held, D. (2002). Regulating globalization? The reinvention of Politics. *International Sociology Journal of International Sociological Association*, 15(12): 394- 408.
- Iyayi, F. (2004). Globalization, the Nigerian Economy and Peace. In Akani, C. *Globalization and the Peoples of Africa*. Enugu: Fourth Dimension Publishing Ltd.
- Langhorne, R. (2002). *The Coming of Globalization*, Basingstoke: Palgrave Macmillan.
- Kelechi Johnmary Ani (2013), Globalization and Its Impact on African Political Culture: *World Affairs: The Journal of International Issues*, Vol. 17, No. 2 ((April/ June) Summer 2013), pp. 44-61 Published by: Kapur Surya Foundation
- Tehrani, Majid. "Global Communication and international relations: changing paradigms and policies". *The International Journal of Peace Studies*.
- Mowlana, Hamid (1996-02-05). *Global Communication in Transition: The End of Diversity?*. SAGE Publications, Inc.
- Frederick, Howard H. (1993-01-01). *Global communication and international relations*. ISBN 9780534193447
- Mcphail, Thomas L. (2002). *Global Communication Theories, stakeholders, and Trends*. ISBN 9781444358100.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th edition). London: Sage.
- The Handbook of Comparative Communication Research* (1st ed.). New York, NY: Routledge. 2012-03-21. ISBN 978-0-415-80275-8.

-
- Nalbach, Alexander Scott (1999-01-01). "The Ring Combination": Information, Power, and the World News Agency Cartel. University of Chicago, Department of History.
- Nelson, O. (2010). Globalization, Africa and the Question of Imperialism. *Journal of Global Communication*, 3, 1-7.
- Orunmoluyi, T. P. (2000). Globalization: A Millennium Challenge for Nigerian Banks: *The Economist* 4 p. 31 – 32.
- P. & Zhao, Y. (2008). *Global Communications: toward a transcultural political economy.* Rowman & Littlefield.
- Poppi, C. (1997). Wider Horizons with Larger Details: Subjectivity, Ethnicity, and Globalization. In Alan Scott (ed.), *The Limits of Globalization: Cases and Arguments.* London: Routledge.
- Sparks, Colin (2007). *Globalization, development and the mass media.* Thousand Oaks, California: Sage Publications. pp. 126–149
- Servaes, J. & Lie, R. (2000). Media versus globalization and localization and or through? Internet freenet002 @pi.be of Rico. Lie
<https://en.m.wikipedia.org/wiki/Internationalcommunication>
<https://medium.com/@ModulTrade/effect-of-globalizationon-international-trade>
- West, R. & Turner, L.H. (2010) *Introducing Communication Theory: Analysis and Application.* 4th Edition. Boston: McGraw- Hill Companies.