

MEDIA AND CULTURAL IMPERIALISM: ISSUES AND CHALLENGES FOR NIGERIA

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ABSTRACT

Participation in international news flow has become one of the determinants of level of development among nations. This is because of the current world order called globalisation. Globalisation has created the consciousness that what happens in any one country would just as soon affect some other countries. This is made possible by international communication powered by the Information and Communication Technologies (ICTs). Unfortunately, most of the ICTs are manufactured and controlled by the developed, well industrialized nations. This advantage enables regular information flow from their mass media to audiences in the less developed countries including Nigeria. The result is what is described as media imperialism that causes and fosters cultural imperialism. Through a review of literature, this study analysed the concepts of media and cultural imperialism. The study was hinged on the technological determinism theory. It adopted the survey research method to discover and examine the impact of media and cultural imperialism on Nigeria and through these highlighted the issues and challenges facing the country in international news flow.

Key Words: Culture. Imperialism. Cultural Imperialism. Media Imperialism. Challenges.

INTRODUCTION

There is no doubt that there exist two worlds in international news flow: the information rich world, and the information poor world. Membership of the information poor world is generalised for the third world nations of Africa, Asia and Latin America. On the other hand, the information rich world refers to countries of Western Europe and North America.

Argument developed in the 1970s and has persisted, between the two worlds, on the nature of information flow across international boundaries. While the information rich world argues for free information flow, the information poor world argues for balanced information flow. The argument for balanced information flow by the information poor world is aimed to check the dominance of world information flow by the information rich countries and the misuse of their media in international the misuse of their media in international communication.

However, no matter the merits and demerits of the view points of the two contentious worlds on international news flow, the point is made that the mass media are technological inventions. A nation would, therefore, adopt the mass media according to its awareness of their value, and the national financial capacity to adopt, operate and maintain. Progressively, a nation that has adopted the mass media has two challenges to confront: penetration and participation. This requires that nations develop their mass media to acquire the competence and style to participate in international communication in a competitive way.

Nigeria is a member of the information poor world in international news flow. In this era of globalisation, the country perceives the uncontrolled information flow to its territory from foreign media and the Internet as media imperialism that fosters cultural imperialism.

Statement of the Research Problem

There is perception in the developing countries of the dominance of Western media against the local media. The perception is described as media imperialism which is held to have nurtured cultural imperialism. In Nigeria, for instance, it is believed that aberrant youth subculture and elite materialism that promote individualism as against the traditional communalism are manifestations of cultural imperialism.

Is the perception correct? Who is to blame? What should be done?

Objectives of the Study

The researcher set out to:

- analyse the concepts of media imperialism and cultural imperialism.
- examine the impact of media imperialism and cultural imperialism on Nigeria's social sphere and draw out the challenging issues.
- find out whether media imperialism and cultural imperialism are impositions from outside or the result of local inadequacies.
- make recommendations on how to confront the challenges and solve the problem.

CONCEPTUAL CLARIFICATIONS

Culture:

Culture appears to be an easily defined word as a people's way of life. It is equated with words like custom and tradition. But culture is a complex thing: it is also perceived as dance, music, art and language. Echiegu (2010: 65) points out that:

There is not a common sense of the term in Nigeria. For the man in the street, it refers to what the traditional ruler does in the village; for the politicians and civil servants, it connotes tourism features like dance, traditional ways of doing things. For the clergyman, it may refer only to traditional religious activities.

This complexity of the word, according to him affects even scholars of anthropology who more than other scholars concentrate on cultural studies.

So what is culture? Culture is the impact of life experience and experiencing on the attitude, behaviours, interrelationships, laws, languages, mannerisms and performances of the people of a community, society or nation. It is particularistic but not static. It involves convergence, integration and continuity producing circumstances of acculturation, interculturalism and ethnocentrism.

Globalisation:

Globalisation is a word frequently mentioned in the economy and politics of nations. It is not something new. Ancient history points to the Greek City States as examples of man's early attempt in organised governance. The world has advanced wider than the enclaves known as the city states. Periods of world history that encompassed growth of empires, the renaissance, industrial revolution, age of discovery, including spread of Christianity and Islam advanced globalisation.

Those historical events promoted sharing of common experiences among various peoples of the world across national boundaries in trade, politics, religion, adventure, tourism and others.

In modern times, associations and organisations such as the United Nations Organisation, Commonwealth of Nations, African Union and governance systems such as democracy are fruits of globalisation. Globalisation is, therefore, simply integration or convergence of the nations or world's peoples. As Baylis and Smith (2005:8) put it:

By globalisation we simply mean the process of increasing interconnectedness between societies such that events in one part of

the world more and more have effects on peoples and societies far away.

Imperialism

Third World countries are prone to perceiving globalisation as modernisation in the light of Lerner's: *The Passing of Traditional Society* (1958) which they do not like. They view modernisation according to Lerner, as imitation of West European model of development which they had experienced under colonialism. Colonialism thrived under the empire system. Under the empire system, imperialism was the governance system, the control of a number of inferior countries by a foreign superior country through the process of acquisition, subjugation and exploitation, (Coleman, 1986). Third world countries believe that currently, globalisation is imperialism by another means. Under the empire system its weapon was the gun, under globalisation the weapon is international news flow. This analysis is in agreement with the definition of imperialism by Jackson and Owens (2005: 46) as "The practice of foreign conquest and rule in the context of global relations of hierarchy and subordination." In that light, the media of the former colonialists strive to superimpose their content on the audiences of the former colonies in order to control their thinking and behaviours.

International Communication

The mass media are carriers of messages. They carry mediated messages in an impersonal manner to reach millions of people at different locations simultaneously. Nigeria's FRCN (radio) and NTA (television), for example, broadcast nationwide. With advances in science and technology, communication has shrunk the world into a mere "global village" (McLuhan: 1964). The mass media have become carriers of messages across national boundaries. An example is Cable Network News (CNN) which is based in the United States of America (USA) but transmits its programmes all over the world. International communication is, therefore, communication across national boundaries or communication without boundaries.

New Communication Technologies (NTCs)

The term new communication technologies (NTCs) denotes the new technological devices that power the mass media to have wider reach and fidelity within and across national boundaries. In addition, they enable instant message delivery. They include the Internet and the world wide web (www); communication satellite, cable broadcast system, the computer, electronic news gatherer (ENG), video cassette recorder (VCR), video compact disc (VCD) digital video disc. (DVD) and others.

Participation:

The modern world is about globalisation. Globalization is open and inviting but subject to the principle that what is stronger absorbs what is weaker. As concerns international communication through the mass media and the notion of media and cultural imperialism, every nation is faced with two issues: awareness and attitude. A nation that is aware of the role of mass media in the globalisation project must develop an attitude. The attitude is about how to prosecute modernisation, as globalisation connotes pursuit of modernity. Modernisation or modernity under whichever model, the Western model or the Third World model, must be in practice; it cannot be a mere wish. Being in practice means participation. Participation means the ability of a country not only to adopt the modern mass media but also developing their operators for competence in competitive international communication.

Competence:

Competence is effective performance: effectiveness in information production, management and presentation. It includes ability in the manipulation of tools of e-journalism, that is online journalism through the Internet. Samovar, Porter and McDaniel (2007: 314 - 316) in their study of intercultural communication, identify four core components of competence, namely, motivation, fund of knowledge,

requisite communication skill and good character. Good character refers to acceptance of the performer by the audience by what they know about him or her. It includes audience perception of an organisation's corporate reputation.

THEORETICAL UNDERPINNING

Technological Determinism Theory

The study is hinged on the technological determinism theory. The theory focuses on effects of mass media as technological inventions. The earliest study on the relationship between technology and society was begun by Innis (1950, 1951) and elaborated by McLuhan (1964) as stated by Baran and Davis (2012). Technological determinism theory holds that changes in technology result in changes in the way people live. McLuhan (1964) stresses the power of technology to create new relationships and behaviours. He describes the mass media generally as "extensions of the senses". In his "the medium is the message" hypothesis, he divides the mass media into "hot and cool media" and created the catchphrase: "global village". McLuhan's global village means the ability of the mass media especially television to converge or "shrink" the world. As explained by Baran (2009:298):

People will become increasingly involved in one another's lives. As people come to know more about others who were once separated from them by distance, they will form a new, beneficial relationship, a global village.

However, technological determinism could be good to progressives but perceived as threat to conservatives or the laggards who prefer the status quo. UNESCO (1981:7) clarifies that possibility when it points out that:

Change did not come about without a vanguard action by the guardians of religions and political doctrines ... With the advent of printing and the prospect that 'dangerous thoughts' might be circulated far beyond the immediate influence of their originators, the issue was sharpened. The technological advance as such was often seen as a threat, printing presses were frequently forbidden and generally permitted only under licence, sometimes actually destroyed.

There are two significant inferences to be drawn from the above statement:

- That new technologies have consequences on human relationships and behaviours based on their use.
- That new technologies pose threats to entrenched interests for fear of loss or limitations.

The implication of technological determinism as the theoretical foundation of this paper is that: technology is an instrument of change; its possession and manipulation confers some powers on the individual or group to direct the course of the change. Labels such as media imperialism and cultural imperialism therefore reflect the antagonism of those who want to maintain the status quo, or are afflicted with the sense of loss and limitations.

LITERATURE REVIEW

Mass Media and Society

Mass media and society share a symbiotic relationship. Mass media render services to society, and society provides enabling environment for mass media to perform their services. Basically, mass media inform, educate and entertain. In so doing they create awareness, provide new knowledge that expand our thoughts and ideas; they spread cultures of parts of society. In times of crisis or potential danger, mass media strive to integrate those parts of society for common action.

Burton (2007) provides a summary of the power and influence of the media in society according to McQuail (2000) as follows:

- Attracting and directing public opinion
- Persuasion in matters of opinion and belief
- Influencing behaviour
- Structuring definition of reality
- Conferring status and legitimacy
- Informing quickly and extensively

At the international level, mass media create awareness of events and occurrences in nations. They articulate conditions in the international society advocating global action through international cooperation in solving world problems such as poverty, terrorism, climate change, diseases, wars, even natural disasters such as earthquakes, tsunamis, and floods. Mass media also serve as arena of intercultural displays and through this individuals at national levels become acquainted with varieties of world cultures.

But it is society that created and still creates the mass media. The newspaper, magazine, radio and television, each has a history of birth and development. Society, while benefiting from mass media functions ensures that mass media institutions and professionals perform their acts effectively according to law and public opinion.

News Structure and Organisation

Several issues dictate the structure of news. Relevant are definitions of news, news interpretation and ownership of media institutions and organisations. There are several definitions of news, but three are highlighted for relevance. News ordinarily is what one hears, reads, sees or watches from a news medium that the one had not heard, read, seen or watched before. News is also what one hears reads, sees or watches that is additional to what the one had heard, read, seen or watched before. In an interview with Mike Awoyinfa, former Editor-in-Chief of the **Sun** newspapers, published on June 18, 2006, Chris Cramer, President of CNN International, offered that news is best defined by giving meaning to the letters of the word (NEWS) drawing thereby that news is: Information that is **new**, that is **enlightening** and is **worth saying** (Emphasis mine).

The implication is that news can be good or bad. That a child is born is good news, that a child is dead is bad news. One gives joy the other produces sorrow. But news should be enlightening. Thus after news break comes news interpretation. Interpretation could be in the form of featurised news, feature, column, talks programme or documentary. It gives wider perspective to the news, providing background, analysis, comparisons, and predictions. Organising and writing the news require judgment about what should be published and how it should be presented. The first is about the news values, the second is about the news angle. News values give consideration to what should be published, such as conflict, impact, prominence, proximity, timeliness, unusualness and others. News angle or news peg considers what is the most important fact in a story that should be played up.

However, in those two issues: news values and news angle, one should not dismiss the possibility of bias. But bias should not be perceived as weakness on the side of the reporter or editor. Political, religious, economic and social forces impress upon the reporter and the editor when they are considering news values and news angle. It is inconceivable that either of them would present an image, of reality outside of his own perception and appreciation of the event or incident being reported.

As Ndolo (2011: 5) points out:

Journalists are somehow products of and sometimes victims of the political, economic, social and cultural system they operate in or that has shaped them. To imagine that journalists are a breed apart, somehow able to be "objective" about the world around them in ways that others cannot is to believe in a logical absurdity.

Implications for Global News

How do the above pointers impact on global news structure and organisation? Nigerian academics have for several years focused on how the Western media create false images of events in the developing countries, especially Africa, through bias, distortion, stereotyping and others.

For instance, Uche (1996:3) cites this story broadcast on May 25, 1992 by the Voice of America (VOA):

The people of Burkina Faso, the poorest nation in Africa, are going to the polls today to elect a president and members of a new national assembly in the first-ever democratic elections in fourteen years.

He queries why the description "poorest country in Africa" should be part of the story? He wonders whether the reader would not have understood the story without the description. He perceives the description as an indication to negative reports of Africa by the Western media.

But as already pointed out, according to Ndolo (2011), nowhere in a democratic society is the journalist lacking in the use of negative reports such as stereotyping, bias, pejoratives, invective and others.

In his study: "Global News Flow Controversy", Ekeanyanwu (2007) found that African media were also guilty of negative reports against the Western world. His findings support Okigbo's earlier study (1996:286) on international information flow from which he concludes that: "No world region has an absolute monopoly of biased reporting as every region can be so accused."

Media Imperialism

Earlier in this paper, the term imperialism was explained as a condition of hierarchy versus subordination. Media imperialism is assumed, therefore, as a relationship that involves hierarchy and subordination, that is in the relationship between the information rich and the information poor nations of the world.

Burton (2005:343) presents Mcquails features of media imperialism as follows:

- Promoting relations of dependency rather than economic growth
- The imbalance in the flow of mass media content undermines cultural autonomy or holds back development
- The unequal relationship in the flow of news increases the relative global power of large and wealthy news producing countries and hinders the growth of an appropriate national identity and self image.
- Global media flows give rise to a state of "cultural homogenisation or synchronisation, leading to a dominant form of culture that has no specific connection with real experience for most people.

The above views, of course, display perspectives of reality but dependency or imbalance is not a permanent condition. The fact is that mass media ownership is a mandate for participation in production and distribution of media content. Style of presentation of messages depends on training, expertise and attitude. The quality of expertise and style is the bedrock of competence. Competence produces consequence by affecting the audience of media content one way or the other.

It follows that at the international level, the flow of media texts is dependent on certain conditions namely, participation, technology, funding and competence. These conditions, according to Burton (2005:30), are determinable by:

Global reach in terms of range of distribution, range of outlets, scope of the financial base, various audiences/consumers, range of products/texts, range of media owned and the spread of the ownership/management base.... It does mean similar operations are spread out on a larger stage, and that each flow works on a large scale. Bigger sharks swim in larger oceans.

The Challenge

Thus any mass medium whose ownership shows concern for participation in international news flow must recognise that participation involves world-wide competition. Owner should, therefore, appreciate the issues at stake for effective competition. They are the challenges of funding for technology acquisition, manpower training and spread of distribution of content. Attainment is not a possibility open to media owners in developed countries alone. It is a free market game play in which any committed participant can excel.

Cultural Imperialism

From the foregoing discussion of media imperialism, we infer that media product consumption has consequences. One of the consequences at the international level is deemed to be cultural imperialism. Cultural imperialism occurs when there is a predominance of a particular foreign media products in a consumer nation or consumer nations, against its or their own sparse products. Burton (2005:31) elaborates such predominance with the statement that:

These foreign products necessarily carry certain ideologies and certain cultural perspectives. Obvious examples are the Hollywood feature films across the world, the Brazilian telenovella soap across South America, BBC and CNN 24-hour news across the satellite receptive world.

However, the question is posed: Would a foreign medium invade, dominate and capture a people without the people's welcome or inertia? The answer is that where there is resistance, capture is not possible because there is appreciative exchanges of media products across the countries. This is what Burton (2005:31) means in his observation that cultural imperialism is possible "where the consuming cultures create less of their own (media) product,"

In addition, the UNESCO (1981:164) projects this remarkable view:

It must be noted that developing countries are not obliged to import these cultural products; they voluntarily do so because they are popular and relatively cheap. In television, for example, broadcasters fill their air time with imported programmes because they provide easily and inexpensively a finished product often impossible to match with local production.

METHODOLOGY

The survey research method was adopted. Survey is significant when a representative number has to be selected from the whole to constitute the sample population of the study.

In this case all journalists in Enugu, the capital city of Enugu State, employed by print and broadcast media organizations, including the federal and the state ministries of information, constituted the population universe. However, 100 respondents were selected as the sample population.

Instrument of Data Collection

The researcher used structured questionnaire based on the Likert type scale of five-point regime: strongly agree (S.A), agree (A), undecided (UD), disagree (D) and strongly disagree (SD). The questionnaire contained two sections: one demographics, the other psychographics. The demographic section sought to know the sex, age, educational level, place of work and work experience of the respondents. The psychographic section sought to draw out the attitude of the respondents to the effects of media and cultural imperialism on Nigeria as well as Nigeria's competence in international news flow. Copies of the questionnaire were distributed to media people in their offices. The exercise took nine days.

This was because most of them were involved in field work and sometimes the researcher's arrival coincided with deadline periods when almost all were so busy none could volunteer to accept the questionnaire. The organisations visited were Federal Ministry of Information, Enugu State Ministry of Information, Nigerian Television Authority (NTA), Federal Radio Corporation of Nigeria (FRCN), Enugu State Broadcasting Service (ESBS), Africa Independent Television (AIT), Star Printing and Publishing Corporation (SPPC), and national print media offices in the city, namely, Daily Sun, Punch, The Guardian and others

Data collected were subjected to descriptive statistical analysis.

DATA ANALYSIS AND RESULTS

Out of 100 copies of the questionnaire administered, 76 were returned and used. This amounted to 76%.

Male respondents constituted 41 out of the 76 that is 53.95%. Female respondents constituted 35, that is 46.05%. Males constituted the majority of the respondents.

The age distribution was as follows:

24 - 28 years: 17 or 22.4%; 29 - 33 years: 13 or 17.1%; 34 - 38 years: 10 or 13.2%; 39 - 43 years: 11 or 14.5%; 44 - 53 years: 11 or 14.5%; above 53 years: 3 or 3.9%. This shows that those within the 24 - 28 years age bracket constituted the majority group of the respondents.

The distribution of the questionnaire was as follows: Federal Ministry of Information: 11 or 14.5%, Enugu State Ministry of Information: 10 or 13.2%; Nigerian Television Authority (NTA): 8 or 10.5%; Federal Radio Corporation of Nigeria (FRCN): 7 or 9%; Star Printing and Publishing Corporation (SPPC): 4 or 5.3% the Federated Chapel of Journalists 20 or 26.3%. The Federated Chapel of Journalists consists of the journalists working for national newspapers: The Guardian, Thisday, Daily Sun, The Nation, Punch, The Champion and the Newswatch magazine. Others included African Independent Television (AIT): 10 or 13.2% and Enugu State Broadcasting Service: 10 or 13.2%. Thus journalists working on national newspapers mentioned above including the Newswatch magazine constituted the majority.

The respondents are graduates of various academic disciplines such as: Accountancy: 1 or 1.4%); English Language: 5 or 6.6%; History and International Relations 1 or 1.4%, Marketing: 4 or 5.3%; Mass Communication: 56 or 73%; Public Administration: 1 or 1.4%; Sociology/ Anthropology/Psychology: 5 or 6.6%. From the foregoing, mass communication graduates constituted the majority of the respondents.

The respondents have varied degrees of experience on the job, varying from 5 to 34 years.

The second section of the questionnaire sought to draw out the perceptions of the respondents about international news flow, media and cultural imperialism, the role of the new media technologies in powering international news flow and the issues and challenges for Nigeria. This is displayed in three tables thus:

Table 1
Audience attitude toward the effects of globalisation

S/N	Issue	Attitude				
		SA	A	UD	D	S D
1	Globalisation has created the awareness that what happens in any one country will just as soon affect several other countries?	34 ⁵	33 ⁴	2 ³	2 ²	3 ¹
		170	132	6	4	3
2	No country, no matter how big or small can avoid involvement in globalisation?	41 ⁵	28 ⁴	1 ³	2 ²	4 ¹
		225	112	3	4	8

3	International news flow is the result of globalisation?	34 ⁵ 170	32 ⁴ 128	2 ³ 6	2 ² 4	6 ¹ 6
4	Participation by nations in international news flow is inevitable in the present world order of globalisation.	32 ⁵ 160	32 ⁴ 128	5 ³ 15	3 ² 6	4 ¹ 4

Table 1 makes it clear of the significance of globalisation. The scores indicate that countries are easily affected by what happens in other countries (170). Therefore, no country, no matter how big or small can avoid involvement in globalisation (225). There is a relationship between international news flow and globalisation as international news flow fosters globalisation, and globalisation to some extent depends on international news flow (170). It follows, therefore, that participation in international news flow has become inevitable for any country's welfare as a member of the international community (160).

Table 2

Audience perception of the relationship between international news flow and the new technologies

S/N	Issue	Audience Perception				
		SA	A	UD	D	SD
1	International news flow is powered by Information and Communication Technologies (ICTs)	49 ⁵ 255	22 ⁴ 88	1 ³ 3	1 ² 2	2 ¹ 3
2	Technology is an instrument of change, its possession and manipulation by a nation confers power upon it to direct the course of change	30 ⁵ 140	30 ⁴ 120	30 ³ 39	1 ² 2	4 ¹ 4
3	Technological power has created media imperialism whereby the western world dominates international news flow with the consequence of cultural imperialism	28 ⁵ 140	30 ⁴ 120	13 ³ 39	1 ² 2	6 ¹ 6

Table 2 points up the significance of technology in international news flow: international news flow depends on possession and ability to manipulate requisite technology. The possession and ability confers power and technological power enables the country or countries which possess it to direct the course of change in the world. This is why the western world which possesses the technologies and have high abilities in their manipulation is accused of media imperialism especially because media imperialism fosters cultural imperialism in the less privileged countries.

Table 3

Respondents' perception of issues and challenges of media imperialism

S/N	Issue	Responses				
		SA	A	UD	D	SD
1	Nigeria's participation and competence in international news flow	36 ⁵ 180	34 ⁴ 136	1 ³ 3	2 ² 4	3 ¹ 3
2	Nigeria lacks technological capability for competence in international news flow	36 ⁵ 180	24 ⁴ 46	1 ³ 3	2 ² 4	1 ¹ 13
3	Nigeria media are not well funded for competitive participation in international news flow	39 ⁵ 195	28 ⁴ 112	1 ³ 3	6 ² 12	1 ¹ 1

4	Poor staff background in manipulation of new communication technologies hinders Nigeria's competitiveness in international news flow	28 ⁵	33 ⁴	3 ³	2 ²	10 ¹
		140	132	9	4	10
5.	Participation of Nigerian news media in international news flow is affected by poor presentation quality, poor range of outlets for news distribution.	22 ⁵	36 ⁴	3 ³	6 ²	1 ¹
		110	144	9	12	1
6.	Ethnic and religious conflicts affect news selection export by Nigeria media	21 ⁵	31 ⁴	5 ³	12 ²	7 ¹
		105	124	15	24	7
7.	Meanwhile, the performance of NTA International, Nigerian News Agency and AIT as compared with, CNN, BBC World, Al Jazeera or Press TV is unsatisfactory	19 ⁵	20 ⁴	9 ³	20 ²	8 ¹
		95	80	27	40	8

Table above shows that Nigeria's participation in international news flow is poor. Its media are not well funded for improvement so that there is not much outlet for news distribution. There is poor staff background in the manipulation of the media technologies as well as poor presentation quality. Even where there may be opportunity for good performance, ethnic and religious differences make news selection difficult for export. Comparatively, therefore, Nigeria media are poor competitors in international news flow with such outfits as CNN, BBC world, Aljazeera.

DISCUSSION

The paper analysed the concepts of media and cultural imperialism, clarified contextual issues such as globalisation and international news flow, and showed the significance of information and communication technologies (ICTs). Its theoretical underpinning: technological determinism, was very relevant to the study. The notions of media and cultural imperialism are traceable to the development of technology whose manipulation has the power to effect change, creating the two worlds of dominator and the victim. It is no wonder that the part of the world that is low in technology is the victim. Because of entrenched interest in their cultures which they fear are diminishing through the pressure of international news flow, the political leaders have continued to campaign against "media and cultural imperialism".

Through review of literature and the survey method based on the Likerttype 5 - point scale, the study made the following findings.

- (i) that participation in international news flow is inevitable in this era of globalisation.
 - (ii) that participation in international news flow depends on the possession of, and the ability to manipulate, technology.
 - (iii) that it was technological power that created the notions of cultural and media imperialism.
 - (iv) that Nigeria lacks the technological power for full participation in international news flow.
- The country's media are, therefore, comparatively poor competitors with such media outfits as CNN, BBC World, AL Jazeera, the *Washington Post* and others.

There are two outstanding implications of the study:

- 1) that media imperialism exists because of imbalance in possession and manipulation of the technologies that power international news flow such as the computer, Internet and satellite as well as the new communication technologies ENG, VCR, VCD, DVD and others.
- 2) that cultural imperialism exists because the consuming cultures (of international) media products create less of their own product (Burton 2005).

Cultural imperialism, therefore, is a result of distribution of media products. When media products are deliberately manipulated with ulterior motive, the intention has always been to dominate the media of periphery nations. The allusion to ulterior motives tends to Baran (2009: 19).

If we are at the mercy of technology, the culture that surrounds us will not be of our making and the best we can hope to do is make our way

reasonable well in a world outside our control. But if these technologies are indeed neutral and their power resides in how we choose to use them we can utilize them responsibly and thoughtfully to construct and maintain whatever kind of culture we want.

CONCLUSIONS AND RECOMMENDATIONS

It is not contestable that there is imbalance in international news flow. But rather than coming from the outside as imperialism did, it is a result of lack and limitations imposed by periphery nations against themselves. For Nigeria, the issues and challenges include poor funding of media houses, resulting in poor equipment and staff training to improve quality of production and presentation, limitation in opening of outlets for news distribution and weak technological base. The country should be prepared to meet the January 15, 2015 deadline of the International Telecommunication Union (ITU) for global "Switch-over policy" from "traditional manual and analogue equipment to digital" announced in 2006. (Orji, 2014). The Nigerian governments, federal and states, Nigerian media owners and media content producers should aspire to achieve and excel.

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