

THE ROLES OF INTERNATIONAL BROADCASTING IN REVAMPING NIGERIA'S PUBLIC IMAGE: IMPLICATIONS FOR NATIONALISM AMONG NIGERIAN YOUTHS

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Abstract

This paper on the role of International Broadcasting in revamping Nigeria's public image investigates the influence of international broadcasting organisations on nationalism, with its attendance implications on Nigerian youths, using Voice of Nigeria's - the country's external broadcast service - as a case study. The study utilized Cultural Imperialism theory propounded by Herb Schiller, Dos Santos' Dependency theory and Free-flow of Information theory. Descriptive survey research method was employed while questionnaire was used as research instrument. The population of study were students (postgraduates and undergraduates) of Olabisi Onabanjo University, Ago-Iwoye, with a sample size of 200 respondents. Findings revealed that international broadcasting has negative implications on the culture of nationalism among Nigerian youths as a result of influx of foreign culture into Nigeria through international media. It was also revealed that Voice of Nigeria is really doing much in the area of revamping Nigeria's public image and that Nigerian youths have positive attitude towards Voice of Nigeria because the broadcast outfit engendered cultural values among the youths. However, it is recommended that since international broadcasting has negative implications on the youths, the regulatory agencies should checkmate the contents of the international broadcast services such as it is done in China and Saudi Arabia. In addition, Voice of Nigeria should develop programmes that would cater for the youths so as to engender the spirit of nationalism among Nigeria youths.

Keywords: International Broadcasting, Public Image, Implications, Revamping, Nigerian Youths

1.0 Introduction

The history of international broadcasting and cultural interchange is as old as human civilization. A civilized society that has never been influenced by another culture does not exist. Based on this fact, communication across borders filtered all around the world (Barnett and Lee, 2002).

Moreover, the spectacular progress in new information technology, particularly in satellite broadcasting systems, as well as the explosion in the use of internet increasingly encourage the boom of international broadcasting networks. International broadcasting is the new concept, a term indicating manners in which information are disseminated by countries across boarder in a bid to enhance their public diplomacy and foreign policy. Pathetically, the McBride Commission's Principle of Objective Information Dissemination is defeated by some developed countries - American and European – who takes the advantage of technology to foster their culture and embarked on denunciation of government policies of most developing nations including Nigeria. Nigeria, a leader nation not only in Africa but also in the third world is demeaned and castigated for her political, socio-economic and cultural transformation efforts to be one of the most viable systems in the world, by these nations (especially the so-called developed nations) that are deficient in their knowledge of the realities of the countries situations. The implications of these ugly scenario are that the Nigerian youths may loss their sense of nationalism, cultural pride and hope for greater tomorrow due to overwhelming in-flows of bias assertions from the foreign broadcasting media. The imbalanced flow of cultural news has negatively compromised their minds, integrity, nationalism and perceptions.

Since Nigerians themselves are the one that understand their situations and there is need for a news directorate for external service to revamp the country dented image, Voice of Nigeria was established through Decree 15 of 1991 under the military President of General Ibrahim Babangida (Rtd). The corporation is to redeem the public image of the country and ensure that news is presented with objectivity, accuracy and impartiality. This study seek to do a review of the activities of the Nigeria's external broadcasting organization -Voice of Nigeria- in restoring the public image and reaffirm the nationalistic tendencies among Nigerian youths.

1.1 Statement of the Problem

The alarming disintegration of Nigeria's public image, skewed nationalism spirit and cultural values among Nigerian youths informs this study. The study is to investigate foreign broadcasting influence on Nigeria's public image and nationalism among Nigerian youths. The study is to examine Nigeria's external broadcasting - Voice of Nigeria's activities towards revamping Nigeria's public image.

1.2 Objectives of the Study

1. To investigate the influence of international broadcasting organizations on the nationalism of Nigerian youths.
2. To analyze the activities of the country's external broadcasting service -Voice of Nigeria, in its efforts to revamp the country's battered image.
3. To examine the attitude of Nigerian youths towards international broadcasting programmes

1.3 Research Questions

1. What influence does international broadcasting organizations have on the nationalism of Nigerian youths?
2. To what extent has the activities of Voice of Nigeria revamped the nation's dented public image?
3. What is the attitude of Nigerian youths towards the Voice of Nigeria programmes?

2.0 Theoretical Framework

The study utilized Cultural Imperialism theory, Dependency theory and Free-flow of Information theory in its theoretical framework.

2.1 The Cultural Imperialism Theory

The Cultural Imperialism theory was propounded by Herb Schiller in 1973. Schiller (1973), states that the Western nations dominate the media around the world, which in turn has a powerful effects on third world cultures by imposing on them Western values and thereby destroying their native cultures. The theorist says humans react to what they see on television because there is nothing else to compare it to in the influence of ones reactions to issues. It is also of the opinion that it does not matter what beliefs the people of the third world may already hold, the television programmes from the Western world will always affect them negatively because the developing countries that are not technologically developed depends on the developed nations programmes.

The cultural Imperialism argument seems to assume that people in other cultures are weak and simply absorb and accept cultural messages of industrialized nations.

2.2 Dependency Theory

Dependency Theory was propounded by Dos Santos in 1970. The theory was predicated on the assumption that the main interest of Western monopoly capitalism is to prevent, slow down or control the economic development of developing countries. According to Santos (1970), quoted in servaes (2004), dependence is a conditioning situation in which the economies of one group of countries are conditioned by the development and expansion of others. The theory contended that the broadcasting and other mass media systems that were put in place in the developing world to support modernization were actually undermining the possibilities of establishing equitable development. These broadcasting systems, they argued, were anti-development as they tend to promote the agenda of political elites and relied on external sources for programming.

Furthermore, the foreign broadcasting systems tended to marginalize indigenous modes of expression, thus, undermining the development of national culture and identity. In addition, they encouraged demands for lifestyles that could not be provided by the economy (Howards, 1990).

2.3 Free-flow of Information Theory

The concept of Free-flow of Information theory reflected Western influence on developing countries and the United States antipathy to state regulation and censorship of the media (Pludowski, 2005). Pludowski opines that the free flow of information doctrine supported the west in advertising and marketing their goods in foreign markets in ensuring continuing influence of Western media on global markets and in advancing the west in its ideological battle with the soviet Union.

The theory doctrine also contributed to providing channels of communication for external broadcasting world of view to international audience through rather subtle means (Dayo Alao *et al*, 2014).

2.4. The Relevance of the Theory to the Study

The theories established the free-flow of information as one of the guiding principles of international broadcasting. It indicates the domineering tendencies of some developed countries who use the advantage of technology to influence their cultural values on the developing nations by harping on a new world information order. They tend to present their cultures as superior to those of the underdeveloped countries. The theories also showed tremendous negative impacts of foreign cultures on the value systems of the developing world including

Nigeria. In Nigeria, of course, the consequence of these imbalanced and endemic news flow have great implications for nationalism especially among the Nigerian youths. The theories point out that the existing flow of information of news is one way from the industrialized west to the developing nations. The theorist contend that each developing country should shun external influences through foreign media and opt for self-reliance internal strategy.

3. Literature Review

3.1 International Broadcasting: Searching for Definition.

The late Marshal McLuhan's vision and metaphor of a global village in which media foster a common consciousness has come to a reality with computers and satellites, corporate communication conglomerates mostly based in Western democracies now reach around the world dispensing a steady flow of news, talks, music, sports, drama, films and advertising.

By International Broadcasting, some communication scholars refer to the way in which relations of power and communication are stretched across the globe involving compressions of time and space and a re-composition of social relationships. Schiller (1989) and Hills (1986) have drawn our attention to rapid market changes as one of the consequences of international broadcasting deregulation. Furthermore, the new mega media stations also known as new class of merchants of cultural commodities, entertainments, and steady stream of information technology. These groups are what Bagdikian (1989) usefully described as 'Lords of the global village'.

Meanwhile, other notable scholars believed that by globalizing broadcasting through the highways of electronics, it is an avenue 'to govern the world'. By removing distance, satellites communication is a major factor in the globalization of information, similarly, computerization is a pre-condition of the information economy (Schiller, 1996). Schiller, however, suggest that one of the reasons why the United States wanted to capture the control of international broadcasting circuits from the British cable interest was to install satellites to 'bypass the British empire monopoly in international communication'.

International Broadcasting is the elegant term for a complex combination of state sponsored news, information and entertainment directed at a population outside the sponsoring state boundaries. It has largely meant the use of electronic media by one society to shape the opinion of the people and leaders of another. It involves an instrument of pride called propanganda that situate within what is known as 'Public Diplomacy' (Martin, 1958).

The term can also be seen as communication that occurs across international borders. It is simply communication across boundaries and it goes beyond the sovereign borders of any country. (Dayo Alao *et al*, 2014). Omenkwukwu (2010) described international broadcasting as "the process of disseminating information, messages, values and attitudes for the promotion of new behavioural patterns between two or more countries with a view to influencing attitudinal changes that are germane for creating a conducive environment in the areas of politics, culture and socio-economy".

3.2 Brief History of International Broadcasting

As early as 1960s, United Nations debated controlling direct broadcast satellites (DBS) transmission of television signals across borders because many countries feared that DBS or direct-to-home (DTH) broadcast would be used for propaganda and unwanted cultural influence (Omenkwukwu, 2010). The global spread of satellites and cable television channels in the 1990s has seemed to increase the outflow of American and European television programming and films to other countries (Schiller, 1996).

3.3 International Broadcasting and the New Technology

According to Marshal McLuhan (from Benedetti, 1996);

Transmitted at the speed of light, all events of this planet are simultaneous. In the electronic environment of information, all events are simultaneous. There is no time or space separating events... The absence of space brings to mind the idea of the village. But actually at the speed of light, the planet is not much bigger than the room we are in. In terms of time and the speed of the events that are programmed, they hit each other so fast that even a village is too big a thing to use for comparison. The acoustic or simultaneous space in which we now live is like a sphere whose centre is everywhere and whose margin is nowhere.

Human civilization undergoing massive societal changes over the last several hundred years, especially creating systems of communicative interaction. The internet has become the major technology to deliver radio, television, music downloads, video downloads, films, news stories, newspapers and new forms of content like weblogs and blogs across national and cultural borders.

The growth of the internet in the late 1990s and 2000s has also threatened the ability of national governments to control cross borders flow of information and entertainment. For instance, China has put a deal of policy force into controlling satellites television but is currently much more focused on trying to control what internet users bring into their websites via internet. This control is necessary since internet continues to bring a great deal of contents from the United States and their dominant countries into other parts of the world. Moreover, it is cheaper to produce and distribute either information or entertainment for many governments, cultures, religions, and ideologies over the internet.

Furthermore, studies by scholars have proved that technology, especially internet, is the vehicle that blown up the fastest growing international broadcasting activities. Halavais (2000) examined the roles of political borders in cyberspace with a sample of 4,000 websites. He analyzed their external hyperlinks, determining the total percentage of links from the sites to various countries and found that websites were mostly linked to other sites in the same countries when they did link across national borders.

Bharat, Chang, Hezinger and Ruhl (2001) examined the structure of the world wide web using Google and found a much higher number of international links than ties to other countries. It is, however, found that 1 percent of all links were to websites in another countries.

Barnet and Park(2005) also examined the structure of the international internet for 47 countries representing 98 percent of internet traffic with over 350 million hyperlinks and the internet infrastructure of the bandwidth capacity for 63 countries. This analysis of the hyperlink expose a dense, completely interconnected system with a single centre about the United States.

The above analysis fully indicate the efficacies of internet on the growing of international broadcasting and again, United States was the most central country in the game followed by the United Kingdom, Germany, Hong Kong, Singapore, Japan, France, Italy and others .

Townsend (2001), examination of the internet bandwidth resulted in a similar conclusion:

Every region and nearly every country has a direct internet connection to the United States, direct connection between other countries are less common... this structure dictates that the US internet infrastructure functions as a massive switching station for traffic that originates and terminates in foreign countries.

Thus, the potential for the convergence among the cultures of individual nation-states enhance actual patterns of information flows and also shows that the United States encodes significantly more messages on the internet than any other nation, putting her at the centre of these flows.

3.4. The International Broadcasting Major Players

There is no gainsaying that in international news broadcasting, CNN is a global, 24hrs news network, offering comprehensive news coverage from the CNN News Group 37 worldwide bureaus. It transmits five (5) separate fields that broadcast to Europe, Middle East, Africa, South Asia, Latin America and North America. It has subscribers in more than 250 countries.

British Broadcasting Corporation (BBC) is the CNN biggest competitor today, broadcasting 24hrs around the world from its headquarters in London. BBC can be seen in over 1 billion homes in more than 200 countries and territories.

Another important player is Deutsche Welle television, the German public broadcaster's international satellite television channels. It broadcast news and public affairs programming in Germany, English and French. The Qatar based Al Jazeera is also a notable player in international news broadcasting. Founded in 1996, Al Jazeera is the fastest growing news network among Arab communities and Arabic speaking people around the world with global audience approaching 300 million. Because of its candid and aggressive reportage of the region, criticism from various government in the middle east enveloped the station. Others are Canada International, Nigeria (VON), India (DD World), China (CCTV), Egypt (Nile News), South Korea (Arirang TV World), and others.

3.5. Nigeria's Public Image from the Eye of International Broadcasting

Nigeria in the last decade has gone through elaborate political, cultural and socio-economic restructuring. The struggle has been so tough and complicated that the external world has often misinterpreted the nation's actions and has either molested or even outrightly condemned her. The country has raised specific concerns for the pattern of the discredited news flow emerging from the dominance of Western news agencies who disseminate inadequate news that has strong negative influence on her internal systems.

Nigeria is described as a corrupt ridden country that has no prospect of becoming a great nation (Ayobami, O. O., 2014). The incessant embezzlement and looting of public treasury by government top functionaries and political office holders is an indication to this fact. The critics asserted that corruption has ate deep into the nation's socio-economic fabrics (Philip, D. D., 2013). They concluded that Nigeria has never being blessed with virile and visionary leaders that can utilized the nation's mineral resources for the comfort of an average Nigerian (Tenibiaje, D. J., 2010).

Unemployment rate of the nation has assumed an alarming condition beyond what a right thinking person can admit as truth. They are of the opinion that unemployed graduates and jobless youth littered every nooks and cranny of the country (Emeh, I. E, 2014). They, however concluded that, it is as a result of lack of social and political foresight of the nation's leadership.

Nigeria is also pictured as war torn and terrorists abode (Peterside, B. Z, 2014). The critics forgot that terrorism is a universal concept and the wind of terrorism is rippling around the world. Of course, Nigeria's experience of terrorism should not be a festival of criticism in the eyes of the foreign external media. Terrorism is a phenomenon that need to be combated collectively. Terrorism in Nigeria is described as highly complex insecurity that is inimical to peaceful co-existence, social progress and industrial development (Oviasogie, F. O., 2013).

In terms of the global media industry, all foreign media organizations from Doordarshan (the India national broadcaster) to the BBC, Al Manar, Aljazeera and CNN are in some measure missionaries of cultural hegemony (Monroe, E. P., Susan, H., 2008). They subtly lorded their culture on Nigerian youths and mirrored Nigeria's cultural values as local, satanic, barbaric and uncivilized. These cultural information moves predominantly from the Western nations to Nigeria with strong influence on the country's cultural fare – films, books, music, television programmes and magazines.

Furthermore, the country is described as devastated with serious environmental degradations. They cited cases of demolition of structures at Makoko and Maroko axis of Lagos State (CNN, BCC News Bulletin, 2013). They eventually mounted pressures on Nigeria to develop her environment to a global standards. They never seems to eulogise government developmental efforts at Aja, Ikoyi, Abuja, Victoria Island and other glamorous areas of the country (Folarin, S. F., 2013).

Other areas of foreign media abuse and criticism are low standard of education (Durosaro, D. O, 2013), Lack of due process (Ibietan, J., 2013) and poverty (Wikipedia, 2014).

3.6 Implications of International Broadcasting Stations on Nationalism Among Nigerian Youths.

The dominant one way flow of information from the developed to the developing nations such as Nigeria, which has resulted to bias news coverage of events and issues have sordid implications for nationalism among Nigerian youths. This issue of the endemic problems of jaundiced news and deliberate misconceptions emanating from the foreign media have critical social and mental effects on Nigerian youths.[Temibiade , D.J. 2010].

The foreign media stories have changed the mentality of Nigerian youths that nothing works in Nigeria and that the country is God forsaken nation.[Youth Forum,2015]. They sees the last fifteen years of democratic structures as the years of the locust. They have lost hope, trust and belief in the country's leadership, this is the more reason why many Nigerian youths engage in cybercrime. According to the article entitled ' Perception of Cybercrime Among Nigerian Youths', the paper adduced the Nigerian youth involvement in the crime to the country's leadership negligence and inept attitude towards the future of the youths

The youths sees nothing enticing or encouraging in their cultural values and described them as barbaric, obsolete, uncivilized and not in vogue as compared to the Western world. This notion of Nigerian youths are palpable in the areas of language, dressing, music, films, sports and others. Emetunah [2015], in his article 'Implication of Cultural Diffusion In Nigeria' states that Nigerian youths are fully under the shackle of cultural imperialism and there is urgent need for restoration of Nigerian's culture from the iron grip of the western world.

According to the paper entitled ' The Internet Communication And The Moral Degradation Of Nigerian Youths', the paper clearly states that the level of degradation caused by external influence of the advanced nations on the Nigerian youths cannot be estimated. The paper blamed the leadership and the regulatory agencies for flaunting their responsibilities.

3.7 Voice of Nigeria : Revamping Nigeria's Public Image.

No doubt the one-way flow of information from the Western nations to the less industrialized countries such as Nigeria, which has resulted in a defamatory and sentimental news coverage of vital issues. As part of it overall steps at correcting this imbalance , the Federal government promulgated the Voice of Nigeria Decree No. 15 of 1991 which spelt out the functions of the corporation. The Voice of Nigeria since then shows leadership in the propagation of values that not only advance the course of the country's national interests, but that of the African continent by fighting the gross untruths and deliberate misconceptions emanating from the foreign broadcasters. No wonder the former Minister of Information, Professor Jerry Gana opines:

This is what Voice of Nigeria has been doing adequately in the last four years. The government of Nigeria has, therefore, had no regret in establishing VON, instead, commend VON highly for a difficult job well done.

In packaging, articulating and disseminating news about Nigeria, Voice of Nigeria placed strong emphasis on the following programmes that engenders peace, national cohesion, and instability through incisive and informed analysis of issues and events. The programme '*Who Are The Nigeria*' is packaged to portray Nigerians as people of potentials with high sense of political, social and economic direction. Also, Nigeria is portrayed as a leader nation not only in Africa but also in the third world at large. '*Youths Forum*' programme is to assure Nigerians especially youths that things are working and that their future is bright irrespective of external world castigations. As for the programme '*In Perspective*', the idea is to keep the external world informed about their deficient about the true picture of events in Nigeria and that Nigerians are the only valid people that can present the true realities of their situations.

Similarly, other programmes such as *Listeners Letters*, *Builders of Africa*, *Nigerian Scenes*, *Wheel of Progress*, *African Safari*, *Flashbacks*, *Nigerian Popular Music* and *World of the Arts* where Nigerian cultures, customs, and tradition are entrenched, polished and showcased. Therefore, Voice of Nigeria at all times reflect Nigeria as one indivisible and dynamic nation with vigorous and vibrant people and productively diversified market (Oyovbaire, S., 1994).

Finally, the corporation present issues and views that reflects hopes and aspirations within the basic values of pluralism democracy and integration.

4. Methodology

4.1 Research Design

This study employed the descriptive survey research design in order to know the perceptions of the university students that are sampled on the implications for nationalism of external broadcasting media among Nigerian youths. The researchers adopts probability Sampling technique, the purposive sampling technique method was adopted since the sampling was restricted to the students of Mass Communication, Olabisi Onabanjo University, Ago-Iwoye, Ogun State. Questionnaires were administered on a total of 200 respondents drawn from the University to generate data. The data collected were subjected to statistical analysis, using simple percentage method and were represented in frequencies, tables and charts.

4.2 Data presentation and Analysis

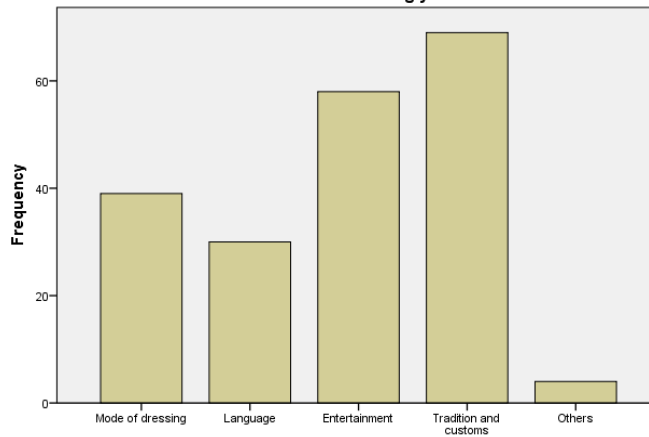
Research Question 1: What influence does International Broadcasting organizations have on the nationalism of Nigerian youths?

Table 4.1: Distribution of respondents on the influence of International Broadcasting on nationalism among Nigerian youths.

In your opinion, in which area do you think the International Broadcasting impaired culture of Nationalism among youths?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mode of dressing	39	19.5	19.5	19.5
	Language	30	15.0	15.0	34.5
	Entertainment	58	29.0	29.0	63.5
	Tradition and customs	69	34.5	34.5	98.0
	Indifference	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

In your opinion, in which area dothink the International Broadcasting impaired culture of Nationalism among youths?



In your opinion, in which area dothink the International Broadcasting impaired culture of Nationalism among youths?

From table 4.1 above, 69 respondents representing 34.5% were of the opinion that international broadcasting erodes the sense of nationalism among Nigerian youths by impacting negatively on their tradition and customs. 58 respondents, representing 29% agreed that international broadcasting impaired nationalism among Nigerian youths through entertainment while 39 respondent representing 19.5% and 30 respondents, representing 15% respectively agreed that international broadcasting affect nationalism in the areas of dressing and language among Nigerian youths. Only 4 respondents representing 2% were indifferent. In all, almost all the respondents except 4 (2%) agreed that international broadcasting has a strong but negative influence on Nigerian youths.

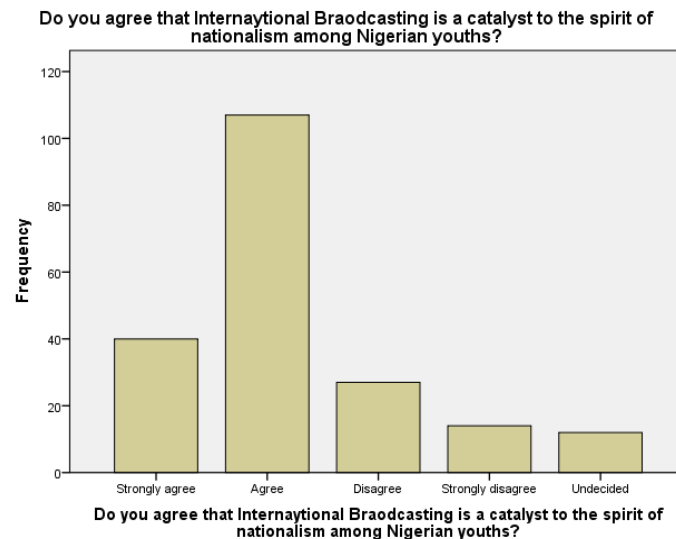
Research Question 2: To what extent has the activities of Voice of Nigeria revamped the nation's dented image?

Table 4.2: To answer this research question, two items of the questionnaire were considered. They are presented in the table below:

Table 4.2 (i) Do you agree that International Broadcasting is a catalyst to the spirit of nationalism among Nigerian youths?

Respondents view on Voice of Nigeria as a catalyst to the spirit of nationalism among Nigerian youths.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	40	20.0	20.0	20.0
	Agree	107	53.5	53.5	73.5
	Disagree	27	13.5	13.5	87.0
	Strongly disagree	14	7.0	7.0	94.0
	Undecided	12	6.0	6.0	100.0
	Total	200	100.0	100.0	



The above table 4.2 (i) shows that a total of 147 respondents, representing 87% agreed that the Voice of Nigeria promotes the spirit of nationalism among Nigerian youths. 14 respondents, representing 3% and 12 respondents, representing 6% were either strongly disagreed or undecided on this view.

Table 4.2 (ii) Respondents opinion on whether Voice of Nigeria revamp the public image.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	102	51.0	51.0	51.0
	No	36	18.0	18.0	69.0
	Neutral	56	28.0	28.0	97.0
	Others	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

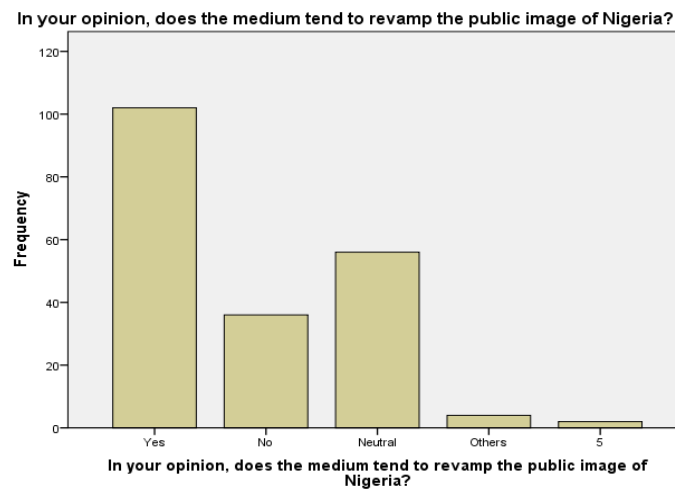


Table 4.2 (ii) shows that 102 respondents, representing 51% percent were of the view that Voice of Nigeria activities revamp the public image of Nigeria while 42 respondents representing 21% disagreed with this view. 56 respondents representing 28% were neutral. Summarily, 102 respondents representing 57% of the 200 respondents agreed that Voice of Nigeria as a medium revamps Nigeria's image.

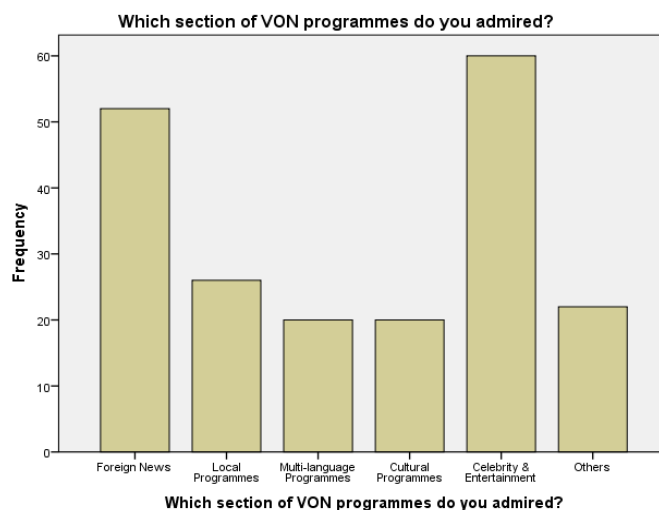
Research Question 3: What is the attitude of Nigerian youths towards the Voice of Nigeria programmes?

To answer the research question, two questionnaire items were considered.

Table 4.3 (i) Respondents opinion on their favourite programmes
Which section of VON programmes do you admired?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Foreign News	52	26.0	26.0	26.0
	Local Programmes	26	13.0	13.0	39.0
	Multi-language Programmes	20	10.0	10.0	49.0
	Cultural Programmes	20	10.0	10.0	59.0

	Celebrity & Entertainment	60	30.0	30.0	89.0
	All of the above	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

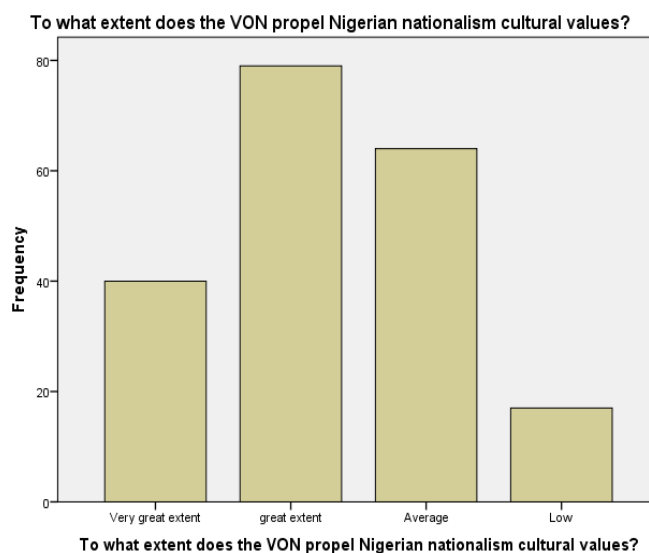


From the table, celebrity and entertainment programme has 60 respondents, representing 30% of the total respondents. Foreign news and local programmes have 52 respondents, representing 26% and 26 respondents, representing 13% respectively. Multi-language and cultural programmes shared 20 respondents, representing 10% each while 22 respondents, representing 11% see all the programmes as their favourite.

4.3 (ii) Respondents opinions on the extent of the Voice of Nigeria programmes in propelling nationalism cultural values.

To what extent does the VON propel Nigerian nationalism cultural values?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very great extent	40	20.0	20.0	20.0
	great extent	79	39.5	39.5	59.5
	Average	64	32.0	32.0	91.5
	Low	17	8.5	8.5	100.0
	Total	200	100.0	100.0	



From the table above, 119 respondents representing 59.5% believed that the Voice of Nigeria programmes, to a greater extent, engendered cultural values among the Nigerian youths. 64 respondents, representing 32% say the effect of the Voice of Nigeria programmes on cultural values is on the average, while 17 respondents, representing 8.5% say it is low.

Discussion of Findings

Reviewing research question one, on what influence do the international broadcasting organization have on the nationalism among Nigerian youths, respondents answer as shown in table 1 summarily revealed that respondents claimed that international broadcasting impaired nationalism among Nigerian youths otherwise having negative influence on the mentality of Nigerian youths. Therefore, this study submit that to a considerable extent (34.5%) international broadcasting erodes the sense of nationalism among Nigerian youths. These findings (Table 1) corroborates the submission of Schiller (1974) that Western nations dominate the media around the world, which in turn has a powerful effects on third world countries, by imposing on them Western values and thereby destroying their native cultures.

Findings on research question two in table 4.2, on to what extent does the activities of Voice of Nigeria at revamping the nation's battered public image. From the table 4.2, 147 respondents (87%) agreed that Voice of Nigeria promotes the spirit of nationalism among Nigerian youths. This findings corroborates the submission of Oyovbaire (1994) which states that Voice of Nigeria must at all times reflect Nigeria as one indivisible entity with strong ties of socio-economic and cultural pluralism as a fundamental source of strength. In summary, 102 respondents (51%) of the 200 respondents argued that Voice of Nigeria as a medium revamps Nigeria's public Image.

Reviewing research question three on the attitude of Nigerian youths towards the Voice of Nigeria programmes, 119 respondents (59.5%) agreed that the Voice of Nigeria (VON) programmes engendered cultural values among the Nigerian youths. This submission corroborates Labinjo's (1994) view on how Voice of Nigeria (VON) has becomes an external broadcasting service that remains an instrument of psychological warfare.

5. Conclusion

The incursion of Western culture into Nigeria through international broadcasting has negative implications on culture of nationalism among Nigerian youths. This was deduced from the respondents as 196 respondents (92%) agreed that international broadcasting impact negatively on their mode of dressing, language, and entertainment; by copying and imitating what they watch on international television, thus eroding Nigeria's tradition and customs. Majority of the respondents (87%) were of the view that the Voice of Nigeria (VON) promotes the spirit of nationalism. Voice of Nigeria as an external broadcast service of Nigeria is doing an utmost best in revamping Nigeria's public image. This fact was adduced to by a simple majority of 102 respondents, representing 51 percent. The attitude of Nigerian youths towards the Voice of Nigeria (VON) programmes are positive as majority of the respondents agreed that Voice of Nigeria programmes engendered cultural values among the Nigerian youths.

6. Recommendations

- Since it was discovered that foreign programmes have negative implications on the youths, the regulatory agencies should checkmate the contents of the international broadcast service such as it is done in China and Saudi Arabia.
- Though majority of the respondents agreed that Voice of Nigeria promotes the spirit of nationalism, however, the broadcast service should step-up its activities in order to regulate the influence of the foreign media on the image of the country.
- Finally, Voice of Nigeria should develop programmes that would cater for youths both at home and in the diaspora. This will go a long way in engendering the spirit of nationalism among Nigerian youths both at home and abroad.

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Annexure I

Dear Respondent,

We are Ph.D students of Babcock University, Department of Mass Communication, Ilishan-Remo, Ogun State conducting a study on **the Roles of International Broadcasting**.

This questionnaire is designed to elicit information from you on this subject matter. Kindly give your objective responses as they will be treated with utmost confidentiality and use for research purposes only.

Thank you.

Yours faithfully,

Ojo, Titiloye Oyeyinka (PG/12/0449)

Atewolara-Odule, Odukunle Adebayo (PG/14/0494)

SECTION A: DEMOGRAPHIC DATA

1. Education:

(a) University

(b) Polytechnic

2. Status (Level)

(a) Post-graduate

(b) 400 Level

(c) 300 Level

SECTION B: PSYCHOGRAPHIC DATA

3. What do you know about International Broadcasting?

4. How do you react to the concept of International Broadcasting?

(a) Positive

(b) Negative

(c) Neutral

5. Has the impacts of International Broadcasting positively felt by the populace?

(a) Yes

(b) No

6. Are you aware of any international broadcasting organisation?

(a) Yes

(b) No

7. If yes, which one (Specify) _____

8. Are you conversant with Voice of Nigeria (VON)?

(a) Yes

(b) No

9. In your opinion, does the medium tend to revamp the public image of Nigeria?

(a) Yes

(b) No

(c) I don't Know

10. Which section of VON programmes do you admired?

(a) Foreign News

(b) Local Programmes

(c) Multi-language programmes

(d) Cultural Programmes

(e) Celebrity & Entertainment

(f) Others (Specify) _____

11. Does this programme have implication for nationalism among Nigerian youths?

(a) Yes

(b) No

(c) Neutral

12. If yes, what are the implications.

13. To what extent does the VON propel Nigerian nationalism cultural values?

(a) Very great extent

(b) Great extent

(c) Average

(d) Low

14. In your opinion, in which area do you think the International Broadcasting impaired culture of Nationalism among youths?

(a) Mode of dressing

(b) Language

(c) Entertainment

(d) Tradition and customs

(e) Others (specify) _____

15. Do you agree that International Broadcasting is a catalyst to the spirit of nationalism among Nigerian youths?

(a) Strongly Agree

(b) Agree

(c) Disagree

(d) Strongly disagree

(f) Undecided

15. What do you suggest could be done to engender nationalism among Nigerian youths through the process of International Broadcasting?
