

Achieving Standards of New World Information and Communication Order for Sustainable International Broadcasting in Nigeria

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Abstract

The study is a qualitative work and was carried out using books, journals and other works of communication scholars to examine ways through which standards set up by New World Information and Communication Order (NWICO) can be met by broadcasts through Nigeria's television stations. The World Systems and Postcolonial theories provided the framework from which this study was done. Our position is that information divide witnessed in TV broadcasting between Nigeria and western nations can be bridged through digitalisation of TV stations in the Country. Other challenges exist which reduce chances of having immediate solutions to the technological gap between our stations and western ones; and the attendant cultural imperialism western TV stations endue on Nigerian viewers. The need for governments to provide an enabling environment, and professionalization of content providers were recommended as part of measures to reduce influence of foreign media, and work towards achieving the NWICO Agenda.

Keywords: NWICO, International, Broadcasting, Television, Foreign Media, Cultural Imperialism, Media Imperialism