

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

**OKIYI, Godswill O. *Ph.D.***

Department of Mass Communication,  
Nasarawa State University, Keffi, Nigeria

&

**OKEYA, Adenike Omotayo, *Ph.D.***

Department of Communication and Media Studies,  
Ajayi Crowther University, Oyo State, Nigeria

&

**AWOBAMISE, Ayodeji O. *Ph.D.***

Department of Journalism and Media Studies,  
Victoria University, Kampala, Uganda

## **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

## **Introduction**

The concept of the New World Information and Communication Order (NWICO) arose as a result of inconsistencies and skewed nature of information flow between media of developed countries against those of developing ones. As a result of enabling economic and political environments, western economies, with stronger technological determinism, possess capabilities to transmit and disseminate information effectively across the globe with far reaching consequences in other parts of the World. Some of the effects of these internationally transmitted news and information across boundaries lead to exposure of citizens of unprepared nations with foreign and alien cultures which sometimes clash with their value systems, and in other cases strengthen bonds of affiliations with these less developed nations.

However, there is a tendency towards imbalance of news coverage between what citizens of developed nations receive from and about less developed nations to what the former are fed from these developed economies. According to Hasan (2013), “there is an imbalance in the flow of information between the developed West and the developing Third World countries, which cannot have any say on the mechanism of gathering information as they do not own and control the technology of the giant information agencies of the West (p. 708).” This assertion confirms observations made earlier on the skewed nature of the flow of international communication between developed countries and less developed ones.

More so, the development of the concept of free flow of information was designed to the advantage of developed western economies whereby they rationalised operation of their media and news agencies, in their countries and overseas. In this wise, it is suited for the good of western countries, as they can own, source, gather and disseminate news to any target audience of their choice as at the time they want. However, this was not suited to the needs of developing countries, which at the period were emerging from throes of colonialism, the 2<sup>nd</sup> World War and undeveloped infrastructure and underprivileged citizenry.

Furthermore, this concept came under strict scrutiny as a result of the polarisation of the world into the Capitalist versus the Soviet-socialist nations. The reason stems from the fact that as a result of their superior technologies, western nations had hegemony over international information and communication flow which breaks boundaries set by political powers to reach and influence weak allies and destabilise perceived hostile nations. They were able to achieve this through the

overwhelming influence of monopolistic information dissemination that was to the disadvantage of both Soviet-socialist nations and Third World countries.

Related to the above was the monopolistic grip western nations had over international communication structures. Ownership of news agencies were dominated by western monopolies who decided news of interest, and these naturally were disseminated from a western perspective, and news coverage were made with western audiences in mind. As Watson (2003) observed, “the dominant voices of the time assert their definitions over others; and if the dominant voices are the media themselves then those who control the media have something of a monopoly over who says what to whom and why (p. 95)”.

On the impact of this to Soviet socialist and Third World nations, Hasan (2013) observed that, “significant happenings in their countries were paid scant attention, and whenever done, those were only half truths coloured by the Western perceptions (p. 708)”. Such domination and portrayal all strengthened the crusade led by UNESCO in the 60s and 70s for a paradigm shift in International news flow to provide balance and adequate coverage, and appraisal of news contents from different nations to further build and strengthen multilateral relationships in most spheres including political, economic, cultural, and information objectives within the comity of nations.

In recognition of the role of culture and communication, UNESCO in Resolution (4/0.1) in Ekeanyanwu (2015), stated that, “the role that can and should be assigned to communication in awakening the conscience of, and sensitising public opinion to, the major problems confronting the world and to their indivisible and global character, and in helping towards their solutions (p. 126).” To achieve these goals, the burden to liberalise free flow and balanced information became imperative and laid foundations that had led to rapid and continuing developments in communications of Third World or less developed nations.

This background provides the reason for this study. New World Information and Communication popularly referred to as NWICO is a concept which captures the essence of the imbalance in the free flow of information and communication between developed and less developed countries. An examination of roles of mass media reveals that they are diverse and critical to development of societies. According to McQuail (2013), “these include the effects of disseminating information, expressing different voices and views, helping public opinion to form on issues and facilitating debates” (p. 162). Some others are entertainment and cultural issues which serve as purposes for the mass media. The implication is that in societies, the media are used to achieve different objectives, and play different normative functions at the same time.

Relating these to international broadcasting, it is worrisome for any

independent nation, especially less developed ones, to embrace in totality contents and messages transmitted through international broadcast media organisations, such as CNN, BBC, Aljazeera and others, taking into cognizance the overwhelming influences and effects these wield in other countries. The implication of these for less developed nations is dire within the context of influences of western dominated media over those of less developed nations like Nigeria.

According to Alao, Uwom and Alao (2013), “cultures are made up of learned behaviours. It is learned through the process of enculturation. It also involves the use of language and symbols (p.29)”. The fact is that through international communication and within our context, international broadcasting, cultures are transmitted, whether negative or positive, and these become learned by those who are targeted in the less developed nations which are susceptible to such transmission, without adequate restrictions or controls. As Alao *et al.* (2013) continued, “on the negative side, globalisation has brought about the eroding of our cultures and has imposed some other cultures on us like dressing and a way of talking. It has increased crime across borders and has increased terrorism (p. 33)”.

This informs Ekeanyanwu (2015)'s definition of culture as people and that a strong link exists between culture and communication. To him, communication is a part of culture and the tools of communication are cultural instruments. This makes it difficult to separate communication from culture (Ekeanyanwu, 2015).

To counter and control influences of international broadcast media, it becomes important for other countries to put in place strictures which determine what is aired in the country, and also provide adequate alternatives for their national audience, and other nations. Such activities will also satisfy the dictates of the New World Information and Communication Order.

The main thrust of this work therefore is to examine how Nigerian international TV broadcasting stations can mitigate influence of western TV stations, while at the same time achieve to a great extent, goals set out by the New World Information and Communication Order.

### **Statement of the Problem**

The dominance of western media among nations came as a result of various factors which include technological superiority or technological determinism, technical expertise and manpower. The result was that more attention was given to western news while scant or negative news from other countries attracted the attention of western media. To counter this, UNESCO came up with NWICO as a model to guide communication and information in the World. This paper examines how far broadcasting in Nigeria has attained those ideals guiding NWICO within and beyond the boundaries of the nation.

## **Conceptual Clarifications**

There are concepts which are fundamental to this paper, and which the authors will attempt to clarify. These include: NWICO, Sustainability and International broadcasting.

**New World Information and Communication Order (NWICO):** This concept arose as a result of imbalance and one sided flow of news and communication between developed western nations and the underdeveloped or better developing countries. The developed western nations are recognised as core nations that are equipped technologically to dominate less developed ones who are considered peripheral ones with packaged news that are transmitted to achieve political, economic and cultural advantage over the latter. According to Ekeanyanwu (2015), “the New World Information and Communication Order popularly referred to as NWICO is a conceptual framework which tries to address the imbalances and inequalities existing in international communication (p. 69).” This concept further aims to ensure there is the equitable spread and balance in information flow within the comity of nations. The New Order is aimed at replacing the Old Order which is exemplified by inequalities, imbalances, distortions and other forms of manifest unfair actions. Dahir (2009) in Alao *et al.* (2013) observed that, “the NWICO also means an agitation by the developing countries for a two way, and a free and balanced flow of communication processes and information dissemination, by the developing countries of Africa, Asia and Latin America (p. 43)”. We can then say that concerns about unfair internationally transmitted information and communication led to NWICO to correct the existing communication paradigm.

**Sustainability:** The Longman Dictionary of Contemporary English (2005) defines sustainable as; “being able to continue without damage to the environment (p. 1675)”. Sustainability is the noun form of the adjective, sustainable. The concept of sustainability, however, stems from the 1992 United Nations Earth Conference in Rio de Janeiro on the environment. It deals with ways and means through which lives can be sustained on a regular, continuous and on-going basis, without harm to the environment. It deals with an ability to create, maintain, and sustain a system which will continue to recreate itself in an enduring manner for a long time. Within our context, sustainability deals with the ability to apply principles and tenets guiding NWICO by Nigeria in international broadcasting to realise and achieve her goals of balanced information flow for cultural, economic and political aims, while countering offensive foreign cultures as a result.

**International Broadcasting:** This concept deals mainly with the transmission and dissemination of news and information through satellite and cable

equipment hoisted in space by one country to other parts of the globe. According to Hasan (2013), “international broadcasting by different countries is aimed at serving their people settled in other countries, and also to propagate the policies of the respective countries (p. 687)”.

According to Alao *et al.* (2013), “International communication is defined as communication that occurs across international borders. It is simply communication across boundaries (p. 17)”. Ekeanyanwu (2008) on his part observes that “international communication arose because of the need to maintain international friendship and relations as well as to understand and keep abreast of happenings around the world” (p. 227). In this regard, it is concerned mainly with television broadcasting which has become more popular and dominant as a result of its unique properties such as colour, motion, sound, and video effects which draws the international audience to itself.

According to Akpoveta and Okiyi (2016), broadcasting is a “genre in mass communication which caters to the transmission of messages using some devices including studios, audio-visual consoles, transmitters and monitors through which messages are transmitted and disseminated to a wide and heterogeneous audience (p. 10)”. On the other hand, Oduh, Okiyi and Dim (2013) defined broadcasting as, “the distribution of audio and or video signals which transmit programmes to an audience (p. 30)”. We can then assume that by deliberately putting in place structures, equipment and technical know-how that will ensure effective coverage of internal and external news which can be transmitted beyond Nigeria's boundaries in a consistent and professional manner that will enhance international broadcasting, the country will be able to achieve tenets of NWICO. Some equipment needed for international broadcasting include: cameras (television), transmitters, satellite dishes, amplifiers, mixers (audio and vision) microphones and masts (depending on the technologies used).

## **Theoretical Framework**

This study is propped on two theories whose propositions and assumptions agree with the position of the authors of this paper. These theories are: **World Systems Theory** and **Postcolonial Theory**.

**World Systems Theory:** According to Alao *et al.* (2013), the theory was developed by Immanuel Wallerstein in the 1970s. Citing Pludowski (2005), Alao *et al.* (2013) observed that, “World Systems Theory 'proposes that global economic expansion takes place from a relatively small group of core zones nation-states out to two other zones of nations-states, these being in the semi-peripheral and peripheral

zones.” This is a situation whereby the core nations are capital-intensive, high wage, high-technology production involving low labour exploitation and coercion. These core nations are in geographically advantaged areas of the World – Europe and North America, which promote capital accumulation in the world economy itself. The core-nations exert control and define the nature and extent of interactions with the other two zones and provide technology, software, capital, knowledge, finished goods, and services to the other zones which function as consumers and markets. Citing Elwell (2005), they defined “the semi-peripheral areas are intermediate; being both exploited by the core and takes some role in the exploitation of the peripheral areas (p.25)”. The peripheral areas are seen as the least developed, and they are exploited by the core for their cheap labour, raw materials, and agricultural production. These three zones exert unequal and uneven economic relations whereby the core nations dominate and control the economic entity.

**Postcolonial Theory** derives from scholars who are involved with post-colonial movements in countries which had regained freedom from their colonisers. The scholars endeavour to try to undo historical structures which created, maintained, and continued to reproduce the oppression of the colonial experience (Littlejohn and Ross, 2008, p. 343). Postcolonial scholars focus on neo-colonialism and the massive transference and invasion of U.S. culture into all parts of the world, and the treatment of non-white races as the “other” in U.S. media. Citing Said, Littlejohn and Ross (2008), there are systems of discourse by which “the world is divided, administered, plundered, by which humanity is thrust into pigeonholes, by which 'we' are 'human' and 'they' are not (p. 344)”.

Post-colonialism is mainly political which deals with emancipation from oppressive structures as they continue to play out in Western discourses and in the material world. For postcolonial scholars they seek to find an answer to the world from the place of two cultures rather than retreat to a pre-western past. Also, postcolonial work deals with hybridity in cultures, whereby one lives between two cultures without being part of either. This is termed living in the borderlands. And according to Littlejohn and Ross (2008), “postcolonial theorists ask the discipline of communication to examine ways of communicating that takes into account how all of us live to some degree, in the borderlands (p. 344)”.

These theories provide the underpinning from which this study is carried out as a result of those assumptions they uphold. The World Systems Theory's postulations of different economic zones, their features and influences relate to what is obtainable through international broadcasting. As a consequence of superior technologies, personnel and other capabilities, most western media dominate international broadcasting, and wield undue influence on poorer countries, which

abetted the New World Information and Communication Order. On the other hand, principles guiding Postcolonial theory are relevant. Though this theory is domiciled mainly in the US, practitioners seek to uproot colonial structures which relive the colonial experiences, and which also encourage neo-colonial tendencies. It further recognises that without recourse to the pre-colonial days, individuals and nations will live hybrid lives as a result of colonial structures they inherited and the need to live within those two cultures. It relates to this work in that it recognises the impact of colonialism on nation-states, and also, the debilitating effects of neo-colonialism through cultural imperialism that is aided mainly by international media (broadcasting). Importantly is the advice that communication has a veritable role to play to reverse perceptions, and provide individuals and nation states with alternatives to what colonialism and neo-colonialism provides.

### **Methodology**

This is mainly a qualitative study which drew data through observations, relevant books, journals and related materials from conference articles, to arrive at answers gotten through enquiries made. Secondary data were used for the purposes of this work and conclusions and recommendations are based on such analysed data.

### **Standards of New World Information and Communication Order**

In line with the vision with which UNESCO, an agency of the United Nations was set up in 1945, it worked towards achieving peace and security amongst member nations of the world but essentially it strived for the development of Third World Countries. And one of the ways to achieve its set objectives was its recognition of the veritable roles of the media in development, and the fact that media can be used by stronger and dominant nations against the weaker ones. As a result of pressures from less developed nations against the dominance of developed nations, UNESCO established a New International Economic Order (NIEO). But due to its inability to deal only with socio-cultural factors without extending to political and economic considerations, it created an avenue for an information and communication specific agenda. As a result, at the fifth conference of Heads of States or Governments of non-aligned countries and the General Conference of UNESCO in 1977, a six-man committee headed by Sean MacBride, a Nobel Prize winner, was formed to study Global communication and make recommendations. According to Ekeanyanwu (2015), “The commission completed her assignment in 1980 when she submitted the final report to the General Conference of UNESCO. This document is known ... as the MacBride Report or simply The Report (p. 77).” To Hasan (2013), “The Report of

the international commission for the study of communication problems, '**many voices, one world**' better known as the **Macbride Report**, is a landmark document in this direction (p. 699)."

One unequivocal fact the Report observed was that there is imbalance in the world information system and that cultural domination is a reality of this imbalance (Ekeanyanwu, 2015). Anikwe (2015) citing Masmoudi (1979) observed that, six proposed plans of action can be articulated to suggest the aims of NWICO. They are:

1. A new definition of the right to communicate, which would ensure free and balanced flow of information.
2. Equity and equality, based on democratization of informational means and structures on horizontal as well as vertical means.
3. The establishment of a right of access to information sources.
4. The encouragement of principles such as 'self-control' of the media in favour of a standard code of ethics.
5. The protection of journalists in their relations with their employers as well as while on dangerous missions.
6. A right to rectification for the victims of selective or imbalance of information.

From these, it is noted that to achieve the standards set by NWICO, there is a need for an upgrade of technological capabilities by any country. Whereas these are ideals which were set out in the MacBride Report, to achieve them, various plans of actions need to be implemented. This is so because since broadcasting is dependent on technology, where these are of the low grade type, or non-existent, the imbalance and unfair transmission of news and information will still be there. As Kolade (2012) observed, "we have seen the development of communication satellites leading to the global transmission of broadcast programmes. It is imperative that Nigeria should keep abreast of these technological innovations and participate in their development (p. 70)". Also, when the people who are expected to make use of these technologies are not capable, such ideals may not be realised. As Kolade (2012) observed, "at the same time, we know that we have no hope of making active use of our tools unless we plan such use well ahead of time (p. 75)."

### **International Broadcasting from Nigeria's Perspective**

Alao *et al.* (2013) defined international broadcasting, "as a type of broadcasting that creates programmes to suit an international or foreign audience. Its mission is to disseminate information or ideas to a large but foreign audience (p. 96)". Several reasons have been given for international broadcasting and these include keeping Nigerians overseas abreast of happenings in the home countries. Other reasons

include deepening the country's ideologies, propaganda, information dissemination, advancement of foreign policies, cultural, educational and religious and contact building between foreign and local players within different sectors, including political, academics, entertainment and government, and so on.

The recognised international broadcasters of Nigeria are: Voice of Nigeria (VON) and Nigeria Television Authority International (NTA). The programmes of these stations are aimed at enhancing Nigeria's foreign image. There is also the News Agency of Nigeria (NAN), which was set up by the Federal Military Government of Nigeria in 1975. The objective of which is the unity of the country through factual and objective reporting. According to Ekeanyanwu (2015), “the agency is there to propagate the Nigerian viewpoints on issues, news, information and so on to the Nigerian public in particular and the world in general (p. 66).” It was also reported that NAN maintains the highest number of subscribers in Africa. There are diverse opinions about Nigeria's readiness to engage actively in international broadcasting, and through such meet up with the aspirations and goals of the New World Information and Communication Order, NWICO.

While some authors hold that Nigeria is still lagging behind in technological developments, others hold that the Country is focused in being a major player in a New World Order of communication and information. According to Kurfi, (2008), “There is the need to look at the agencies through which the NWICO agenda could be sustained in Nigeria. These agencies are News Agency of Nigeria (NAN) and its various counterparts like Pan-African News Agency (PANA), Non-Aligned News Agency (NANA), etc.” NAN has news exchange agreements with AP, Reuters, AFP, UPI, TASS, International Press Services, OPEC News Agency, Third World News Pool, Pan-Africa News Agency, amongst others. And the editorial policy at NAN is that all materials from the transnational news agencies have to be processed by the editors to eliminate pejorative words, foreign imageries and style so as to reflect the Nigerian perspective.

On the other hand, Nigeria's broadcasting has made progress with the introduction of satellite broadcast services from various television and radio stations. Notably are stations like AIT, Channels TV, Silverbird International, Lagos TV, Galaxy TV, and a host of others which have become competitive at the international realm. Again, the exponential growth and popularity of Nollywood films which now have devoted channels on satellite service providers like DSTV, CCTV and Multi-TV have also helped in reducing the overwhelming influences of foreign dominance in the country. As Ekeanyanwu (2015) observed, “Specifically, the Nigerian media industry has acquired more and better sophisticated communication tools and technologies... These new technologies have definitely aided the better performance

of the Nigerian media industry (p. 166).” Besides these, there are still stiff competition, devaluation of Nigeria's cultures, domination of western media and programmes in the country. Again, the social media, aided by the Internet has further helped to enhance alien cultures and relationships, while estranging the Nigerian ones.

### **Challenges to Realising Goals of NWICO through Broadcasting in Nigeria**

Though there is the dominance of the airwaves by foreign broadcast stations as a result of the popularity of satellite broadcasting, this does not deter the fact that Nigeria has the potentials to achieve the goals of NWICO and move beyond that. However, there are still inherent structural and infrastructural impediments which have reduced the potentials significantly. Among these are the following:

**Technical and financial challenges:** Developed nations have an edge over less developed nations like Nigeria. The cost of purchase and installation of satellite broadcast equipment and other communication gadgets are enormous, and few owners can afford to procure these, especially where the hope of recouping such investments in a short while is not feasible. According to Ogbushi and Efetobor (2014), “the broadcasters need to acquire new digital production and transmission equipment. Accordingly, most government and private broadcast organisations will be worse hit (p. 128).” While Alao *et al.* (2013) noted that, “it is quite expensive to carry out international broadcasting due to the various broadcast licenses that have to be obtained before transmission and much more comprise the standard of equipment that will be needed to carry out the task (p. 101).” This is a factor which has blunted the potentials for growth in broadcasting in Nigeria to effectively counter the invasion of foreign media within the boundaries of the Country.

**Manpower challenges:** Related to acquisition of technical equipment is the issue of personnel who will ultimately man these resources when they are procured. This as such necessitates the need for training and re-training personnel who are not trained in digital communication gadgets which are required for international broadcasting. Again, issues arise with the need to employ personnel who will cover different parts of the globe to source, gather, process, and send them across to the mother station for transmission to different parts of the world. As Ihechu and Uche (2012) noted, “thus, the existing broadcast personnel who may likely fit in may not be enough to fill the spaces and as such, pose an initial challenge (p. 42).” While to Alao *et al.* (2013), “in international broadcasting, the best hands must be recruited in other

to have a professional job done. Those recruited are the public's eyes and ears across the globe; and it will therefore cost more to recruit such personnel (p. 101)”.

**Energy Challenges:** This is a perennial structural problem which has posed a challenge to homes, industries and manufacturing concerns in the country. It affects every sector including the media. For international broadcasting, it becomes acute taking into cognisance that there are competing stations to which viewers can tune to, and also, lack of continuity in transmission takes away the core values of broadcasting as a mass communication *genre*. Epileptic power supply poses a major challenge for international broadcasting, and also reliance on power generating sets will increase cost of production and transmission.

**Challenge of Invasion of foreign programmes on Nigeria's TV stations:** Paradoxically, Nigeria's international broadcast stations as a result of inadequate contents and producers resort to the use of foreign programmes in their programming. This creates a reverse of the ideals which NWICO upholds. The implication of this is the uncontrolled erosion of the country's cultures, mores, norms and values further. Whereas, digitisation is good, and frees up opportunities for new stations on the spectrum, yet, the dearth of quality programmes and production companies created a vacuum which media houses tend to fill with foreign programmes which is another subtle form of cultural imperialism.

Citing UNESCO, Ekeanyanwu (2015) stated that, “Another worldwide UNESCO survey shows that in Nigeria, for every 100 per cent of television hours in each year, only 27 per cent of such transmitted hours aired locally produced programmes (p. 29).” The implication is that with increase of cheaper Indian, Mexican and Western programmes on Nigerian TV stations, it will reduce competitiveness for Nigerian produced programmes, and further down the chain create unemployment, while it will culminate in the reduction of the zeal to achieve the NWICO agenda in Nigeria through international TV broadcasts.

## **Discussions**

From what has been done so far, attempts will be made to answer the questions which were raised. And these include the following:

Imperatives of meeting with challenges raised by intrusion and pervasion of foreign television programmes, which are aired without adherence to regulations and control by relevant Nigerian agencies such as Nigerian Communications Commission (NCC) or Federal Ministry of Information, is immediate and should be of concern to all Nigerians especially governments at all levels. Obviously foreign stations do not comply with regulations set by UNESCO, International Telecommunications Union (ITU) or local regulatory bodies, as a result of better

technologies, programmes contents, coverage and commercial intentions, it is therefore dependent on national and private stations who engage in satellite broadcasting to counter and reduce the undue advantage these foreign stations have. To achieve this, it is important for Nigerian TV stations to provide balanced information, news, and other contents which shall not only promote the country's values and cultures; but also provide quality entertainment and other programmes which are world class.

An examination of specific goals of NWICO reveal that the critical ones are issues of imbalance in the flow of information between developed and less developed countries; and also possession of capabilities through which information can be transmitted internationally to achieve the balance required. These are in tandem with the theories on which this study is underpinned, the World Systems and Postcolonial Theories which posit developed nations which are better endowed with technological and economic capabilities will always seek to dominate less developed nations.

Furthermore, there are still intentions by these developed nations to reproduce and maintain their neo-colonial attributes over former colonies through media imperialism. While potentials for growth of Nigeria's broadcast industry to attain the ideals of NWICO exists. However, these are hindered by various factors which are structural and infrastructural in nature. It is important to note that while developments like digitisation has influenced growth of broadcasting in Nigeria, it has also created a niche which is being filled up with foreign programmes through satellite TV broadcasts.

A lot of TV stations have access to foreign programmes which further erode Nigerian values and cultures which negates goals of NWICO. There is no proper democratization of information and communication which should have been put in place to meet with those standards. As posited by the Postcolonial theory there is influx of competing foreign programmes which are aimed at using the media to change values and systems of the people. These go to show that standards of NWICO are not being realized wholly. It can also be inferred that regulatory bodies are not doing enough to reduce the influx of these foreign programmes on Nigeria's national and international channels.

It can be suggested that despite existing infrastructural problems, Nigerian satellite TV stations possess capabilities through which standards of NWICO may be actualised through strong financial and technical backing, and an enabling environment. With the availability of rich indigenous contents, in addition to Nollywood films and Nigerian pop music which are appreciated worldwide, influx of foreign programmes will be checked. Other implications are that these will enhance Nigeria's place in the comity of nations, and provide other positive effects which can

be leveraged upon especially financial and economic ones.

However, beside improved infrastructure, enhanced technological outputs and production qualities other factors need to improve to realise the objective of competing favourably with developed nations, and have a properly balanced flow of information and communication which can be considered favourable to Nigeria.

## **Conclusion**

Nigeria possesses structures and potentials which will enable TV broadcasting compete favourably with their foreign counterparts, so as to achieve standards of NWICO. Yet it is important that a deliberate and consistent approach be used, to achieve the goals. Evaluation of the theories which provided insight into the study reveals that developed nations still have advantages over developing ones, and as a result of their economic and technological advantages dominate developing nations through satellite TV broadcasting, and the reach and coverage their stations have over those of nations like Nigeria. There is no democratisation of the media, and lack of growth at all levels have impeded development which would have enabled TV broadcasting by less developed nations compete fairly with those of other developed nations. The NWICO Agenda can still be overcome but governments at all levels but they need to deliberately overcome different challenges which include infrastructural, technological and financial ones.

## **Recommendations**

Based on the findings and arguments presented in this paper, the following recommendations can be drawn:

1. The Nigerian Government has to provide an enabling environment and finances through which investors and media owners can build and maintain strong, virile, and competitive TV houses which can compete favourably against their foreign counterparts.
2. There is the need for encouragement of professionals and other graduates with flair to embrace different aspects of producing contents for TV houses to further discourage influx of foreign contents in local and international TV stations. Furthermore, there is need for adequate funding of the sector to professionalise it and introduce codes which define how the sector shall run.
3. Content producers such as scriptwriters and production outfits should also be encouraged by governments, corporations and NGOs through financing to provide materials which will boost local content production in Nigerian TV stations.
4. Even though the country is operating within the realm of globalisation, strict

measures should be put in place by regulators such as NBC and NCC for local and international TV stations to adhere to the percentage of foreign contents which they air on their stations.

5. Finally, owners of TV stations should also encourage professionalism by reducing their inputs in TV broadcasts to mainly strategic and policy matters, and to allow professionalism to hold sway, to ensure objectivity and impartiality by professionals.

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