



**NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
INTERNATIONAL BUSINESS**

**THE POSITIVE AND NEGATIVE EFFECTS OF GLOBALIZATION
ON INTERNATIONAL COMMUNICATIONS IN THE NIGERIAN
ECONOMY**

M.A. THESIS

Janada Dorcas SAMUEL

**Nicosia
June, 2023**

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MASTER THESIS

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**Supervisor
Dr. Laith TASHTOUSH**


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Approval

We certify that we have read the thesis submitted by **Janada Dorcas SAMUEL** titled **THE POSITIVE AND NEGATIVE EFFECTS OF GLOBALIZATION ON INTERNATIONAL COMMUNICATIONS IN THE NIGERIAN ECONOMY** and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of International Business.

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Declaration

I confirm that all information, resources, research, and conclusions provided in this thesis adhered to the ethical standards and scholarly guidelines of the Institute of Graduate Studies at Near East University. I affirm that all information and data that are not particular to this study have been appropriately cited and referenced in compliance with these codes of conduct.

Janada Dorcas SAMUEL

15/June/2023

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Janada Dorcas SAMUEL

Abstract

The Positive and Negative Effects of Globalization on International Communications in the Nigerian Economy

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Supervisor, Dr. Laith Tashtoush

MA, Department of International Business

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International communication has undergone a substantial transformation in many economies, including Nigeria. This abstract tries to give a broad picture of how globalization has impacted the Nigerian economy's international communication. It draws attention to the fundamental facets of globalization that have impacted the routes, patterns, and consequences of communication in the context of Nigeria's economic development.

As a result of the globalization of economies and society, there is now more interconnection and interdependence across countries. Nigeria, a significant participant in the global economy, has seen significant changes in its communication environment as a result of globalization.

In the modern world, exchange cannot occur without effective communication and the exchange of anything of value, which often entails cash, goods, services, and technology. It had a direct or indirect (positive or negative) impact on the economy. commerce first gained popularity in Nigeria during colonial rule, and Nigerians have recognized the value of commerce ever since. Trade has a lengthy history that dates back to the barter system.

Domestic production and consumption, as well as global trade in goods and services, all contribute to an economy's growth (output and per capita income). Economic growth is known to be mostly driven by international trade.

This study looks into the impact of globalization and international communication on the growth of the Nigerian economy. The study uses a quantitative technique to

identify the desired results. Using a researcher-administered questionnaire and secondary data from the World Development Indicator and Focus Economics, researchers will estimate characteristics of the entire population by choosing a subset of people from a statistical population. This method is known as random sampling. The goal of statisticians is to gather samples that are typical of the target population, in this case Nigerians.

According to this study, getting more involved in world politics might be helpful. Nigeria gains from globalization and international trade in both a static and dynamic way, despite the coefficient "trade openness" not conforming. We advise the government to develop appropriate strategies by diversifying the economy, encouraging people to learn new languages and experience new cultures so they can understand and communicate with other countries better, maintaining exchange rate stability, and adopting liberal trade policies in order to increase productivity and growth of the Nigerian economy.

Globalization has both positive and negative effects on international communication. It has aided in communication and produced new economic prospects, but it has also increased technological dependence, expanded cultural gaps, and produced unstable work. In order to modify their communication strategy and compete in a global market, businesses need to be aware of these effects.

Keywords: globalization, international communication, technology, international trade, culture

ÖZ

The Positive and Negative Effects of Globalization on International Communications in the Nigerian Economy

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Modern dünyada, etkili iletişim ve genellikle nakit, mal, hizmet ve teknoloji içeren değerli herhangi bir şeyin değış tokuşu olmadan mübadele gerçekleşemez. Ekonomi üzerinde doğrudan veya dolaylı (olumlu veya olumsuz) bir etkisi oldu. ticaret ilk olarak sömürge yönetimi sırasında Nijerya'da popülerlik kazandı ve Nijeryalılar o zamandan beri ticaretin değerini anladılar. Ticaret, takas sistemine kadar uzanan uzun bir geçmişe sahiptir.

Yerli üretim ve tüketimin yanı sıra küresel mal ve hizmet ticareti, bir ekonominin büyümesine (çıkıtı ve kişi başına düşen gelir) katkıda bulunur. Ekonomik büyümenin büyük ölçüde uluslararası ticaret tarafından yönlendirildiğı bilinmektedir.

Bu çalışma, küreselleşmenin ve uluslararası iletişimin Nijerya ekonomisinin büyümesi üzerindeki etkisini incelemektedir. Çalışma, istenen sonuçları belirlemek için nicel bir teknik kullanır. Araştırmacılar, araştırmacı tarafından yönetilen bir anketi ve Dünya Kalkınma Göstergesi ve Odak Ekonomiden ikincil verileri kullanarak, istatistiksel bir popülasyondan bir insan alt kümesi seçerek tüm popülasyonun özelliklerini tahmin edecekler. Bu yöntem rastgele örnekleme olarak bilinir. İstatistikçilerin amacı, hedef popülasyona, bu durumda Nijeryalılara özgü örnekler toplamaktır.

Bu araştırmaya göre, dünya siyasetine daha fazla dahil olmak faydalı olabilir. Nijerya, "ticarete açıklık" katsayısına uymamasına rağmen, küreselleşme ve uluslararası ticaretten hem statik hem de dinamik bir şekilde kazanç sağlıyor. Hükümete ekonomiyi çeşitlendirerek uygun stratejiler geliştirmesini, insanları diğer ülkeleri daha

iyi anlamaları ve onlarla daha iyi iletişim kurabilmeleri için yeni diller öğrenmeye ve yeni kültürler deneyimlemeye teşvik ederek, döviz kuru istikrarını koruyarak ve verimliliği artırmak için liberal ticaret politikalarını benimseyerek uygun stratejiler geliştirmesini tavsiye ediyoruz. Nijerya ekonomisinin büyümesi.

Küreselleşmenin uluslararası iletişim üzerinde hem olumlu hem de olumsuz etkileri vardır. İletişime yardımcı oldu ve yeni ekonomik beklentiler üretti, ancak aynı zamanda teknolojik bağımlılığı artırdı, kültürel uçurumları genişletti ve istikrarsız işler üretti. İşletmelerin iletişim stratejilerini değiştirmek ve küresel pazarda rekabet edebilmek için bu etkilerin farkında olmaları gerekir.

Anahtar kelimeler: küreselleşme, uluslararası iletişim, teknoloji, uluslararası ticaret, kültür

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List of Abbreviations

GDP	Gross Domestic Product
EXCH	Exchange Rate
NX	Net Export
OPEN	Openness
FDI	Foreign Direct Investment
IC	International Communication
IR	International Relations
MNC's	Multinational Corporations
INGO's	International judicial Bodies
IGO's	International Nongovernmental Organizations

CHAPTER I

INTRODUCTION

Background of the Study

worldwide trade gains from improved worldwide management, communication, and trade. We can increase our trade relations with all continents. Worldwide businesses and consumers are connected by globalization. Companies open satellite offices to access new client markets, cut manufacturing costs, and build international relationships. The main driver of economic growth in any country is trade. The particular reason a significant portion of the essential building blocks for development, such as capital goods, raw materials, and specialized expertise, are primarily imported due to a lack of domestic supply, developing countries that are still developing make significant commitments to trade to overall economic growth. But it's important to remember that internal outbound trade occurs after locally produced goods are collected for export and imported goods are distributed around the country and occasionally to nearby countries.

The importance of communication in the globalized world cannot be overstated because it is necessary for people from other nations, ethnic groups, linguistic groups, cultural attitudes, and other distinctions to comprehend one another and effectively communicate with one another in order to cooperate. The ability to communicate with people inside and outside of your corporation is one of the most vital qualities of successful business builders in the global market. Nowadays, communicating with people on the other side of the world is much simpler than it was a few years ago. Satellites, fiber-optic cables, and the internet make it possible to communicate with people who live in different time zones and geographical locations. Globalization increases economic opportunity and has a direct impact on international communication.

Globalization has numerous benefits for collaboration between cultures and international trade, but it also has drawbacks. The insecurity of employment, price and currency fluctuations, capital flows, and other factors are some of these. There are many benefits of globalization for international trade and communication, but there are also drawbacks. These include elements like job insecurity, price and currency swings, capital flows, and so on.

As an outcome of recent developments and occurrences, etiquette and intercultural communication have been raised to basic topics that require careful thought. Participating

in joint ventures with foreign businesses, various strategic alliances, and international business transactions. As organizations from industrialized and developing nations struggle to define their ethical identity, business etiquette, and engage in cross-cultural communication as a result of differing norms, expectations, and linguistic patterns, the business climate becomes demanding and complex. The manners and conduct judged proper in social and professional contexts overseas are referred to as international business etiquette, according to Chaney and Martin (2007). In social settings, appropriate conduct includes Making introductions, exchanging business cards, respecting rank and position, bridging cultural gaps, dining habits, tipping etiquette, and giving gifts are all influenced by culture.

In social circumstances, appropriate conduct includes Cultures differ in how individuals greet one another, exchange business cards, recognise rank and position, communicate with people from other cultures, eat, tip, offer gifts, and travel. A company's success in an international business environment will depend on how competent and competitive it is on both the domestic and international markets, as well as how well it interacts with its stakeholders. Building international business relationships also necessitates having a natural propensity for learning about different cultures and receiving the proper training to facilitate cultural acculturation, as the authors stress. Additionally, it's a reflection of the conventions and rules pertaining to relationships from one nations to another that it is essential to understand cultural norms when working with co-workers or counterparts from different cultures . Chaney and his colleague say that while working with colleagues or counterparts from various cultures in a commercial marketing situation, it is critical to understand their conventions in order to prevent unintentionally offending them. The practice of communicating across international borders is referred to as international communication, often known as the study of global communication.

No state or country exists in isolation on the surface of the world. In other words, it's possible that no country might be free. It indicates that no country could possibly have access to all resources (both natural and human). Smith (1776) advocated for economic interdependence (i.e., globalization or trade development) in his studies. According to Smith, the major way economic progress and development might easily be maintained is for each country to Specialize in the products that it has a competitive advantage in creating and import the products that it cannot create smoothly. Globalization's going

effects and penalties forced the need for global communication. International communication explores the extent of "government to government, business to business, and people to people" contacts on a global scale. International communication is being taught in colleges around the world. As the industry becomes more worldwide, staff who are capable of communicating across cultures are in high demand. "International communication concerns include political, economic, social, cultural, and military concerns."

Statement of Problem

Globalization has had an impact on both positive and bad aspects of international communication. It has improved communication and created new economic opportunities, but it has also exacerbated cultural inequities, heightened reliance on technology, and resulted in uncertain work. Businesses must be aware of these ramifications and change their communication strategies accordingly in order to compete in a global marketplace.

Furthermore, the topic of globalization and its impact on international communication in the Nigerian economy is complex and requires serious consideration. As globalization continues to have an impact on the global economy, it is necessary to study the consequences for international communication, which is essential for stimulating trade, investment, and cultural exchange. However, there has been little empirical research focusing on Nigeria's particular setting. To better understand the benefits and challenges that globalization presents, it is critical to examine the impact of globalization on international communication in Nigeria.

Purpose of the Study

The goal of this study is to examine both the positive and negative effects of globalization on international communication in Nigeria. This project aims to generate empirical data and analysis that will provide policymakers and stakeholders with insights by taking into consideration a variety of factors such as socioeconomic conditions, political climate, and technological improvements. Furthermore, the study's findings may serve in defining the most effective methods for harnessing globalization to increase international communication while cutting costs, its potential negative consequences. Overall, the goal of this study is to contribute to better-informed decision-making and more effective

techniques for leveraging the benefits of globalization in Nigerian international communication.

Research Questions/Hypothesis

Does globalization have any effect on international communication in the Nigerian economy?

Does globalization have effect on culture in economy of Nigeria?

Does globalization have any effect on Technology in the Nigerian Economy?

Does culture and technology have effect on international communication?

H1: Globalization has a positive effect on international communication.

H2: Technology has a positive effect on international communication

H3: Culture has a positive effect on international communication

H4: Language has a positive effect on international communication.

Significance of the Study

Prior efforts to analyse the economic effects of globalization and international commerce in Nigeria have focused on the implementation of trade policies, trade openness, and trade liberalization. Although this study is significant, its primary goal is to investigate how international relations and globalization impact the economic growth in Nigeria. This study intends to investigate how Nigeria's over-dependence on oil, which has stopped the country's economy from profiting much from trade, and its consistent commitment to economic growth, can be leveraged to shift focus toward primary commodity trading. Numerous empirical and theoretical attempts have been made to investigate how trade and globalization effect economic growth, but the government has not been deterred from recognizing that trade diversification is important. One crucial step for Nigeria in recognizing the different economic benefits of trade. This research will provide a thorough comprehension of the subject.

Limitations of the Study

The study's limitations were a small sample size and a limited number of people. Future study can improve the generalizability of the findings and provide a deeper understanding of the issues being addressed by increasing the sample size. A bigger sample size allows for a greater diversity of opinions and experiences, which improves the results' reliability and validity. Including a diverse range of people can assist draw attention to specific issues and barriers that are unique to other fields, providing a more nuanced view of the overall economic climate. Future studies can provide a stronger and more thorough understanding of the positive and negative effects by taking these recommendations into account and building on existing research. This research is not limited to globalization, international communication, culture, and technology, but also to sub factors such as export, import, and global economic growth. The times required to complete this study, as well as challenges with reliable and precise data, are key deterrents to this research.

Definition of Terms

Globalization. The definition of the term "globalization" is seen differently by many authors, organizations, and dictionaries. In this way, there isn't just one accurate interpretation of the term that everyone would agree upon. According to one viewpoint, it is an event that is "unavoidable in our history." Trade in goods, culture, information, and knowledge unites the world. The advancement in communication, technology, transportation, and manufacturing has a side effect. According to the World Bank (WB), the most common definition of globalization is an expansion of the global economy. This activity also includes capital flow, international trade, and foreign direct investment.

International Communication: International communication is the Understanding or interaction that occurs across the world. The need for international communication increased along with the implications and repercussions of globalization. A branch of communication studies known as "international communication" focuses on the variety of global "government-to-government," "business-to-business," and "people-to-people" interactions. Universities all across the world give courses in international communication. Due to the market's expanding globalization, workers who are able to interact across cultural divides are in high demand. "Political, social, cultural, monetary, and tactical concerns" are all included in international communication.

International Relations. International relations (IR) is the study of the interactions between states, non-state territories, and other international players. Diplomacy, conflict, trade, and foreign policy are all examples of facets of state-to-state relations. Furthermore, international relations (IR) studies the relationships of various international players, such as intergovernmental organizations (IGOs), international nongovernmental organizations (INGOs), international judicial authorities, and multinational corporations (MNCs).

Culture. Culture is a way of life. Human societies' customs, structures, and behaviours are what make them up, along with Everyone who make up these groupings and their talents, expertise, and beliefs. It is usual to assert that a particular region or location is where culture initially evolved or had the greatest impact. The diversity of cultures found in various communities demonstrates that people learn about various traditions through the processes of enculturation and integration.

Technology. Technology is the application of knowledge to achieve real-world goals in a repeatable way. The term "technology" can also be used to describe the results of such efforts, such as software or hardware that is both material and immaterial. Technology is crucial to research, engineering, and daily life.

CHAPTER II

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Globalization

The knack to understand all economies is made possible by globalization, in part because businesses are no longer limited by national borders and can now conduct a variety of commercial activities around the world. Foreign marketplaces are where many businesses operate, where they also buy their raw materials and carry out their research and development (R&D). The worldwide commerce in products and services is expanding more quickly than local production as trade barriers are being removed. Businesses cannot afford to expect that the local market's success would last eternally, as this clearly indicates (Cullen & Parboteeah, 2010). Funds can now flow more freely across nations, and investors all around the world are looking for higher returns on their investments as well as better company financing arrangements.

Globalization has had a huge impact on communication, both favourably and unfavourably. Using relevant sources to support each claim, this review of the literature looks at how globalization has affected international communication. A logical outcome of the escalating and rapid generalization of the nature and process of production is globalization.

The progress of science, engineering, and technology, as well as the globalization of the products markets, has influenced economic and financial advancements to become more international and global. Its two main pillars are globalization of the market and globalization of production. The process of turning a number of once distinct and separate national markets into a single, huge global market is known as market globalization. Recently, there has been a lot of discussion on how customer preferences and tastes are beginning to resemble one another on a global scale and how this is influencing the creation of new products for a global market. Businesses that offer universally standardized items support a global market.

The most popular global markets are those for industrial goods and commodities, which are needed on a global scale, rather than those for mass consumer items. This is due to the fact that there are still significant cultural and gastronomic disparities across countries, which serve as a kind of globalization brake. The term "globalization of production" describes how

businesses are increasingly sourcing products and services from around the globe to take advantage of regional variations in the price and calibre of raw materials for manufacturing. Businesses use these steps to increase the functionality or quality of their product line while also reducing overall costs, which enables them to compete more successfully (Hill, 2008).

International trade, often known as internationalization, is one of the most obvious effects of globalization and has a substantial impact on the global economy. When one country produces a specific good or service more effectively than another, international trade occurs. It entails the transfer of competitive advantages internationally. This commerce has an impact on the economies of the world as a whole and, most significantly, the engaged country since it will push firms in those nations to produce more of the goods or services in which they have a comparative advantage. Due to globalization, every established business must choose whether to enter the global market or not. The two most popular FDI (foreign direct investment) strategies are exporting and foreign direct investment.

The term "export" in international trade simply refers to moving products and services from a nation's port. An "exporter" is someone who sells such goods and services from a country, as opposed to a "importer," who is a buyer located abroad (Gupta, 2021). The bulk of the time, when conducting everyday operations, export is regarded as a very important factor to evaluate the productivity of businesses. Exporters have been found to be larger, more productive, and more lucrative than their domestically focused rivals. How well a country or company combines labor and capital to produce more with the same quantity of input variables is measured as productivity.

Because different writers and industries define productivity differently based on their ideals or points of view, there is no universally accepted definition of productivity. Economists define productivity as the ratio of output to input during a specified time period. This definition of productivity states that it is the amount of output that can be produced from each unit of input. However, from their own perspective, business managers view productivity as a gauge of both effectiveness and the viability of particular enterprises. Production quality, workmanship, conformity to standards, lack of complaints, customer satisfaction, etc. are all examples of productivity according to firm management.

Any business involved in global trade that has an improvement in productivity is able to produce more for the same amount of input, generate more income, and ultimately generate a

greater Gross Domestic Product (GDP). A high or low GDP also indicates a shift in the rate of economic growth. There is no compromise on the relationship between export (international trade) and productivity (economic growth). Export has an effect on productivity (Chen, 2009), and export and productivity have a positive relationship in which a rise in exports tends to increase firm productivity. Productivity has an impact on export, much like how businesses that export less are likely to be less productive (Bbaale, 2011).

They noted that the higher the productivity, the higher the export volume of such nation and vice versa. They opined that export of some nation remain low (if it is even sufficient to meet domestic consumption) as a result of low productivity of the firm. It is unclear if the firms that are more productive are able to do produce more because they export more, or if firms that export more are able to do that because of their productivity level (Akerle,2004). This work will therefore take some firms as a case study to know the relationship between international trade and economic growth.

We'll use virtual and augmented reality more frequently as technology develops. This area will be the future of business global communication. The resulting corporate climate will be entirely different. With an increase in global difficulties, social impact will also become a bigger problem.

The following are some tendencies to be on the lookout for social effect younger generations are more socially conscious than ever before, and social effect will soon rank among the most crucial issues in worldwide communication. Businesses should emphasize how they contribute to society as well as how they market their goods and services.

Dynamic storytelling. Businesses now communicate in a much more dynamic way. Companies now rely more on unique material that can be accessed by audiences in a variety of ways than just press releases and video clips to communicate their stories.

More Virtual Reality (VR) and Augmented Reality (AR). As a result of the current technology developments, VR and AR are being utilized more frequently in international communication initiatives. With the help of these technologies, audiences can interact with brands in more interesting ways and gain fresh insights into internal and external communication.

Globalization's Impact on International Communication In recent times, speaking with people on the other side of the world is much easier than it was a few years ago. Satellites, fiber-optic cables, and the internet make it possible to communicate with people who live in different time zones and geographical locations. Globalization directly affects communication on a global scale, which helps to expand commercial opportunities, bridge cultural gaps, and forge a sense of community on a global scale. Because to globalization and global communication, the world's environmental, cultural, political, and economic aspects have changed.

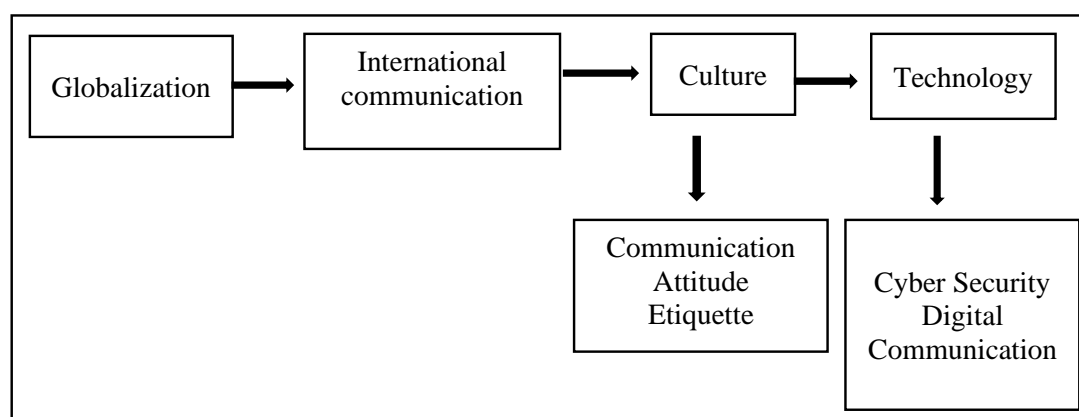


Figure 1 : Graphical Representation of the effect of Globalization

Globalization and Local Culture

The beginning of the modern age coincided with the turn of the millennium, which was characterized by the advent of advancements in the telecommunications industry that had an impact on the quick pace of the times. In order to improve the socioeconomic conditions of people around the world, technological and telecommunications advancements are listed. It may be claimed that as connectivity advances, there is a diminishing loss of distance between people, allowing for technology transfer and knowledge transmission to happen more swiftly.

Our understanding of the traditional market has changed as a result of the growth of online retailers (ollshop) and motorbike taxis. Due to the introduction of smartphones and their abundance of features and applications, which have fully electronicized the previous

purchasing and selling system, many people have started to switch from a conventional to an online system.

Modernization is thought to be characterized by the expansion of the globalization system, in which people or nations start working together, and by the removal of borders or barriers between them. Although a sizable minority of Nigeria had issues with the development of advanced technology today, the majority of Nigeria embraced the growth of technology in this period of globalization. The actions of those who truly care about the growth of this globalized era show that people have responded well to it. Truth be told, globalization affects the development of communication in both good and bad ways. The former is when a foreign nation enters a society and causes societal changes, whilst the latter is when a native culture is eradicated. Whether those changes are swift or gradual, minor or major, every human group will experience change over the course of its life. Social customs, organizational behaviour patterns, social institution structures, dynamics of strength and dominance, interpersonal relationships, and other factors can all be impacted by societal changes. This transition takes place as a result of society in the neighbourhood undergoing a considerable change process (Soekanto 2001, 259).

One of the forces that propel social evolution is new discoveries that can be distinguished from both discovery and innovation. Finding new cultural elements, whether they take the form of tools or original notions, is referred to as the act of discovery.

Only when a new discovery is accepted, used, and acknowledged by the general public does it qualify as an invention, like the numerous social media applications that the public has used. When society goes through a social transformation, modernization and globalization interact with one another in this way. (Harara2016) Many of our young people in Nigeria continuously imitate cultures from elsewhere, such as the "harajuku" culture, which is the westernized version of Japan, or the drinking-drinking culture, which is a western culture. In light of the aforementioned setting, it would be extremely fascinating to investigate how modernization influences the generational moral deterioration of the country and how a new generation is developed. Local culture is often born in the community and is influenced by local ceremonies that have both spiritual and material significance for the social life of a village. Local culture and the community interact extremely closely in an environment where everything is natural. He makes an appearance in a number of village rites, such as the

cleansing of the community to honour the ancestors' spirits, who act as the neighbourhood's watchmen.

The purpose of the event is for the watchman to bless the village with wealth. Despite this, rites such as village cleanup have a good impact on the environment. If the hamlet is clean, the flow that keeps the rice fields flowing will work well. The village's environment would be sanitary and clean, resulting in a good produce. These traditional ceremonies serve a very important purpose by promoting community cohesiveness and bringing their intentions, desires, and emotions to the ceremony. Local culture and various forms of art have always had a context, and members of each civilization cannot simply see art without understanding its purpose. For the reason of globalization, markets all over the world are now more integrated, which has also increased connectivity and enhanced knowledge of business opportunities in distant corners of the world. More investors than ever before have remote access to new markets and investment opportunities. Potential threats and business opportunities are becoming more accessible as communication technology advances.

For the reason of globalization, goods and services that were previously only available within one country are now available around the globe. Furthermore, countries with good connections can further integrate their economies through increasing trade and investment.

Cultural environment and how it affects business

The norms of conduct that are respected and accepted in one place vs another are referred to as culture in a professional setting. What is acceptable business behavior in one nation may be quite different from the strategy employed by companies overseas. Thus, it is essential to understand how cultural differences may impact international business in order to prevent miscommunications with clients and co-workers and to ensure that companies are successfully marketing to their new market.

There are three important things in culture that can affect international business. These are;

- Communication
- Attitude
- Etiquette

Communication. Organizations requires smooth interaction, which can occasionally mean the difference between success and failure in a new market. Global organizations need effective communication more than ever since messages could get "lost in translation." When analyzing how well your company communicates on a global scale, there are many factors to take into account. Any linguistic obstacles that can prevent contact with your new market should be taken into consideration when doing a communication analysis. Thought must also be given to how communications are conveyed; this extends beyond the language that is used to communicate. Language barriers are caused by people speaking different languages, but they can also arise from the tonality of those languages.

It is usual in nations like the United States or Germany, for instance, for people to speak loudly and forcefully while discussing ideas with co-workers.

On the other hand, people in nations like Japan usually speak more subtly and with a more passive tone when giving advice to co-workers. It's also important to take into account the fundamental customs, actions, and standards of that culture. The norm for a client or co-worker in one culture could be strange or perhaps objectionable behaviour in another. Professor Jean Vanhoegaerden uses the example of how different Middle Eastern societies see handshakes from European and American cultures.

In some cultures, While the left hand is thought to be less hygienic, only the right hand may be used in handshakes in some cultures, for instance.

Businesses that want to be globally competitive must be aware of language barriers, tone, and body language. Although overcoming cultural barriers with empathy, openness, and inquiry can be challenging, it can help firms succeed abroad.

Attitude. Another issue that businesses need to be aware of is how different cultures approach business. Organizational hierarchies are usually flat in Scandinavian countries like Sweden because social equality is prized there. They have a laid-back approach to collaboration and communication, which is frequently at the core of their enterprises, and this is what leads to this. Japan's organizational structure is well-defined and reflects the nation's ingrained ideals of deference to authority and position. This translates to higher management always expecting and demanding formality from younger team members.

Due to these varied cultural viewpoints on management, it may be challenging to define roles in global teams. As an outcome, organizations must be aware of their target market's cultural attitudes concerning organizational structure.

Etiquette. Businesses must also be attentive of workplace protocol if they conduct business globally. The formality of address is another crucial consideration in an international business when dealing with co-workers and clients from diverse cultural backgrounds. Do they prefer titles and surnames over first names and are they comfortable receiving them? Although Americans traditionally use first names, Asian nations like China seem to prefer the latter. The formality of your address may not seem important, but making a poor first impression on a potential international client can harm your chances of ever working with them again. Organizations must therefore be conscious of the fact that their level of formality will change based on the person with whom they are interacting. For this particular reason in differences in workplace etiquette, several cultures have distinct attitudes on conflicts, norms, and working hours. Working long hours may be viewed as a sign of achievement and dedication by some, while inefficiency or a disregard for family or personal time may be seen as a result.

International Communication

International communications have changed dramatically in the age of globalization, with the role of digital technology becoming crucial. News, ideas, as well as the exchange of goods and services can all be exchanged thanks to the internet's increased ubiquity, expansion, and accessibility, satellite technology, and fiber-optic connections (Abdul-Shaheed & Hardaker, 2020). However, these technical developments have also given rise to fresh problems, like online fraud, cyber-attacks, and the disseminating of misleading information by dishonest individuals. For this particular reason, cultural differences have an equal influence in determining whether communication will be successful or unsuccessful, recognizing cultural diversity is critical for international communication efforts (Deng, Han, Chen, & Zhang, 2019). Furthermore, the vast bulk of money spent on digital infrastructure is spent in wealthy countries, leaving many developing countries behind and deepening socioeconomic disparities (Castells, 2020).

Furthermore, political and social movements have been mobilized using internet communication channels. Social media, for example, was critical in the Arab Spring revolutions and the "MeToo" campaign. Activists have utilized social media to garner public support for social movements, while governments in some countries have used it to monitor

and imprison dissidents (de Sousa e Silva & Frith, 2021). Thus, understanding international communications is critical for understanding the modern world's impact of globalization. It is a large topic of research that involves numerous aspects of international communication, such as:

Communication between cultures. Cross-cultural communication refers to the interaction of people from diverse cultural backgrounds. Gaps in language, values, and communication styles must be bridged (Gudykunst & Kim, 2003). Intercultural communication skills (Hammer, 2012), cultural distance (Hofstede, 2001), and cross-cultural adaptability (Kim, 2001) are key themes. Communication between cultures.

Global media and information flows refer to the creation, dissemination, and consumption of media and information on a global scale (Thussu, 2007). This includes issues such as media imperialism, which asserts that Western media dominate global flows (Schiller, 1976), cultural hybridity, which acknowledges the blending of global and local cultural influences (Kraidy, 2005), and the digital divide, which is the gap in access to communication technologies between developed and developing nations (Norris, 2001).

Public Diplomacy and Soft Power. Governments and organizations use public diplomacy and soft power to influence foreign audiences and create a positive image of their country or group (Nye, 2004). Strategic communication campaigns, cultural exchanges, educational programs, and other activities aimed at building mutual understanding and trust are used to accomplish this (Melissen, 2005). Governments employ public diplomacy and soft power to accomplish non-coercive foreign policy goals and national objectives.

Diaspora and Transnational Communication. relate to the links made possible by communication technologies such as the Internet, mobile phones, and satellite television between migrants and their home countries (Brinkerhoff, 2009; Madianou & Miller, 2012). Digital diasporas keep in touch with friends and relatives back home, remain up to date on developments in their home country, and in some circumstances become politically or economically involved with their hometown (Bernal, 2006).

Development Communication. Is the use of language and media to advance social and economic improvement in nations that are developing (Wilkins, 2000). This includes health communication, which promotes public health campaigns (Noar, 2006), agricultural extension, which provides farmers with information and advice (Leeuwis, 2004), education,

which aims to increase access to learning opportunities (Lievrouw & Livingstone, 2006), and community media, which gives marginalized groups a voice (Rodriguez, 2001). Development communication seeks to empower underprivileged people by communicating relevant information and encouraging involvement and self-expression (Melkote & Steeves, 2001).

As the breadth and complexity of international communication continue to grow, various obstacles and possibilities have developed. Addressing the digital divide to promote greater equity in access to communication technologies (Norris, 2001), ensuring media freedom and independence in an era of increasing globalization and control (Keane, 2013), and fostering intercultural dialogue and understanding in the face of political polarization and conflict (Chen & Starosta, 2006) are some of these initiatives.

Moreover, modern communication technologies enable new types of global connectivity and trade. Social media, for example, has enabled people and organisations to participate in transnational advocacy and mobilization on topics such as human rights (Shirky, 2011). By allowing people to immerse themselves in other cultural situations and communicate with others from all over the world, virtual reality and augmented reality are opening up new chances for cross-cultural encounters (Jensen, 2017). These technologies, however, pose concerns, such as the dissemination of disinformation across borders, threats to privacy and security, and enhanced monitoring potential (Morozov, 2011).

Considerations for International Communication

Culture must be taken into account when talking abroad. Despite the fact that English has taken over as the preferred language for conducting business, many organizations still fail to realize that this is not the case. It is crucial to realize that cross-cultural and international communications are equivalent. Global success depends on effective communication between worldwide business partners, and underlying organizational and national culture differences in international business-related effective communication can be hampered by relationships, which can reduce performance.

When travelling as a tourist, it may be appropriate to uphold cultural customs from one's own country, though making an effort to adapt would be welcomed. But it's crucial to understand cultural variations in business, especially when communicating. **Four Major Benefits of International Communication for Global Business.** while there are many

benefits to international communication depending on the circumstances, there are four main advantages for businesses:

More Markets to Reach. With just a webpage or smartphone, you can expand your market of potential customers to nearly everyone in the world.

More Suppliers to Access. If you can legally import products from a country, every manufacturer there is a potential supplier.

More Talent to Hire. No longer are you limited to the talent pool in your city or town. You can hire remote workers anywhere in the world.

More Ideas to Harness. If someone in Singapore has figured out a better way to make widgets and to sell them to millennials, you can adopt those ideas for your business, provided you know about them.

Communication obstacles on a global scale. There are three communication barriers in the global economy. Governmental constraints come first. Tariffs and embargoes can be imposed by governments on international trade, just as they can for countries with poor internet infrastructure. The second barrier is language. Even if Google Translate is superb, understanding the intricacies of a language and its regional variances is difficult unless you are fluent in that language.

Unless you are fluent in a language, Google Translate will never be able to fully convey the intricacies and subtleties of a language and its regional variants. Differences in culture represent the third barrier and can be a major source of communication issues in the workplace. Underestimating this barrier could have disastrous consequences even if it might not be as visible as the previous two ones. For example, while China has copyright laws, they are not taken as seriously as they are in the US.

International Communication Errors

International communication requires a strong understanding of the local connotations of words and phrases. Errors can make you look foolish and impolite. Quintessential, a provider of communication services, claims that there was an error in contact with the Kellogg supplier. It was marketing a cereal item in Sweden. The cereal Bran Buds has a Swedish connotation of "burned farmer." The advertisement from PepsiCo, "Come Alive with Pepsi,"

is another such. In Taiwan, the translation read, "Pepsi brings your ancestors back from the dead."

The Importance of International Business Etiquette and Intercultural Communication

Etiquette is the combination of communication and behavior. A blunder in etiquette might derail a business transaction. When conversing with a group of Asian-Americans, for example, you must be aware of potential hierarchical issues. Globalization has been one of the most major movements during the last 10 years. Cross-border trade has grown significantly. In the twenty-first century, the capacity to successfully conduct business with trading partners all over the world is dependent on cross-cultural knowledge and cultural intelligence. Smart organizations that regard enhancing their employees' communication and business manners as a strategy will gain a competitive advantage and distinguish themselves from competitors.

Interaction in the workplace requires sensitivity to and awareness of cultural diversity. Companies that disregard the significance of cultural differences risk damaging their commercial relationships with their business partners by having awkward and unprofessional contacts with them. The diversity of cultures can be seen in everyday activities and professional settings, such as greetings, handshakes, table manners at business meals, body language, spoken words, written words (email, SMS), and other face-to-face contacts. One's personal character will be projected through behavior during intercultural conversation, which will reflect personal values, habits, and manners. As the company's face, the employees represent its image and branding. Maintaining a corporate ethics and etiquette policy that combines beliefs and behavioral guidelines is essential if you want all of your employees to project a unified business image. Both inside the group—for employees—and outside the group—for business partners, this will foster a pleasant, ethical environment.

The Importance of Communication in International Business

Businesses all throughout the world sell goods. Along with connections with people from many cultural backgrounds, business relationships are growing. Because of the differences in cultures between and within countries, businesses frequently have communication problems. Effective international corporate communication strategies are needed to maintain these intricate business partnerships. Ineffective communication methods can cause business losses

and even international antagonism between countries. Conversation is a tightly knit web of etiquette and nonverbal cues.

Communication Ability can Result in Better Chance of Promotion

Technical experts who are strong communicators make more money than those who are not. If there is one ability that is necessary for success in this field, it is communication, said William Schaffer, international business development manager at computer behemoth Sun Microsystems. More effective communication skills are required for success in the 21st century, according to more than 90% of the personnel officials at 500 US organizations. The Harvard Business Review's subscribers named "the ability to communicate" as the most crucial quality that makes an executive "promotable," ranking it above ambition, education, and the capacity for a lot of effort. Communication abilities have continuously been identified as being essential for managers in research spanning several decades.

Technology

Technology makes communication easier and allows for long-distance communication. There is a shift away from face-to-face encounters and toward online communication. Technology has fundamentally altered the way we communicate with one another. There are several benefits and drawbacks to how technology has affected interpersonal communication. People can communicate with one other around the world in a manner similar to that of a global village. In many ways, it makes life easier for people. Even at great distances, communication is possible. The internet offers many opportunities (Holtz). Although many people's social networks have grown as a result of internet use, face-to-face communication has become more challenging. Both parties have inaccurate perceptions and unreal expectations of one another since each person can only give the information that he or she wants. People's connections weaken, changing the nature of interpersonal relationships throughout society. Despite having countless virtual connections, people are becoming lonely (Thomas). According to statistics from 2008, while older individuals prefer face-to-face connection, young people are accustomed to communicating via modern technologies. (Vika)

Why are more and more individuals choosing to connect online? The ability to solve any issues while seated in front of a screen is incredibly practical. To visit others, one need not spend time traveling to a certain location. Our time is both saved and stolen by technology. Furthermore, what has become challenging for them in real life is simpler to interact with

them about and meet new people. Controlling your conduct or feelings, which could harm your reputation, is not necessary. The way you want the other people to picture you, you may be whatever you want to be online, but no one really knows who you are in real life. People become more reliant on online communication as a result, losing their ability to communicate in person. They are used to typing all the information they need to convey without having to use their tongues. With the aid of the internet, people are able to sidestep many embarrassing circumstances that would otherwise confound their communication in real life. In order to appear smart and educated when you don't know what you're asking for, you might immediately check it up online, even though in real-world interactions you might be perplexed by the question. People who communicate frequently online have been accustomed to writing with acronyms, emoticons, and abbreviations, which hinders their ability to communicate. Young people find it more challenging to communicate effectively in everyday situations and to use proper language when doing so. On the one hand, modern technologies increase human connectivity with the outside world, while on the other they increase human isolation. Our lives have been made better and more impersonal by the ease of contact made possible by technology. The ease of social networks, emails, and video conferences cannot take the place of real emotions and feelings. "Electric communication will never be a replacement for the face of someone who with their soul inspires another person to be brave and true," writes Charles Dickens. Simply put, technology has the ability to increase cross-border trade's effectiveness, inclusivity, and equity for SMBs around the world. In order to advance supply chain management, small firms are increasingly turning to AI-based solutions. Technology has always influenced commerce, but the recent rapid development of digital technology has the potential to fundamentally alter global trade in the years to come.

In particular, the Internet of Things, artificial intelligence, 3D printing, and block chains are examined in the World Trade Report 2018 to see how they affect changes in trade costs, the kinds of commodities moved, and the composition of trade. It makes predictions on how these technologies might affect global trade over the next 15 years. Research on the connection between international trade and technological development is few. Understanding how technological innovation could encourage trade is crucial. In actuality, patterns of international trade have changed as a result of increased trade and foreign direct investment. The development of technology has also had a significant impact on this worldwide link. International trade theory within this paradigm emphasizes the significance of technical innovation in describing a country's capacity to compete worldwide.

Nigerian Economy

Nigeria, a West African nation, has experienced significant economic growth and expansion in recent years, largely due to its increased integration into the global economy. With globalization and international communication playing vital roles in shaping the country's economic landscape, it is essential to understand how these factors impact Nigeria's economy and the overall well-being of its citizens.

Overview of the Nigerian Economy

The Nigerian economy is classified as a middle-income, mixed economy and emerging market, with expanding manufacturing, financial, service, communications, technology, and entertainment sectors (Popoola, 2020). Ranked as the 31st-largest economy in the world in terms of nominal GDP and the largest in Africa, Nigeria has experienced a rapid rise in its GDP per capita, which doubled from \$1,400 per person in 2000 to an estimated \$2,800 per person in 2012 (Wikipedia). Despite the heavy reliance on oil revenues, which contribute 2/3 of state revenues, the petroleum sector only accounts for about 9% of the GDP (Wikipedia). Although Nigeria has made significant strides in its economic development, the country still faces numerous challenges, including underdeveloped human capital, inadequate non-energy-related infrastructure, and endemic corruption (Wikipedia). Additionally, the Nigerian economy suffers from an ongoing supply crisis in the power sector, hindering the nation's ability to meet its growing energy demands (Wikipedia).

Globalization and Its Impact on the Nigerian Economy

The process of interaction and integration between individuals, businesses, and governments from other countries through commerce and investments abroad has been dubbed "globalization," and it has an impact on the environment, culture, political systems, economic progress, and general well-being in communities around the world. (Onoja, 2020). It is a complex and multifaceted process, characterized by rapid technological advancements, political developments, and transportation improvements that make global communication and travel more accessible and efficient (Onoja, 2020).

Negative Effects of Globalization

Language Disparities. Communication between people who speak different languages has expanded as a result of globalization, which can be difficult for businesses. Due to misunderstandings and miscommunications caused by language problems, business relationships may suffer (Lee & Kwon, 2011).

Economic Inequality. As a result of globalization, economic disparities between nations have increased. Globalization typically benefits developed countries more than developing countries, which can cause conflicts in economic interactions (Lee & Kwon, 2011).

Cultural Differences. While cultural exchange can result in creative business strategies, they can also cause miscommunications because of these differences. Various cultural norms and beliefs can conflict in a professional setting (Hollenbeck & Zinkhan, 2010). Culture influences how multinational and cross-cultural teams interact and collaborate in international business. It establishes the values, etiquettes, thought patterns, decision-making, practices, and processes of the business world.

Job Insecurity. In very Developed nations, people struggle with job instability. People are losing their jobs. White-collar jobs and manufacturing have been outsourced to wealthy nations. For their inhabitants, this implies fewer jobs. This is due to the fact that manufacturing jobs are exported to countries with cheaper production costs and wages than their home countries. They have outsourced to underdeveloped countries like China and India. Due to outsourcing to less expensive countries like India, the majority of accountants, programmers, editors, and scientists have lost their jobs. Labour exploitation is a result of globalization. Safety standards are disregarded when producing cheap goods. However, due to economic and market factors, many of these charitable corporations have recently moved their operations to places like China or South East Asia.

Fluctuation in Prices. As a result of globalization, prices have changed. Developed nations are being forced to drop their product costs as a result of increased competition. This is because other nations, like China, make goods at a lower cost than those produced in developed nations, making their products more affordable overall. Industrialized nations are therefore pressured to cut the price of their goods in order to keep their customers. As a

result, their governments' capacity to maintain social welfare is compromised, which is to their detriment.

Cybercrime. When someone scams, catfish, steals etc on the internet said person is involved in a cybercrime. While most cybercrimes are performed to make money for the offenders, some are committed to harm or disable specific systems or devices. Others use computers or networks to spread viruses, illegal information, photographs, or other goods. In some cybercrimes, a computer virus is used to target computers and then spread to other devices and, in some circumstances, entire networks. Cybercrime has become more common and easier to commit as technology and communication have become more global.

Lack of Physical Communication with People Around. With globalization, we can access anything easily. We can get information, knowledge, entertainment, market place easily. It sometimes makes us forget to communicate with those around us. If in the past we communicated to buy something, now we can carry out transactions without communication. Globalization makes it easier and eliminates healthy communication habits with friends, relatives, family and parents. Another according to the elective quantity embodied in them is one of these requirements. The cost of production is solely determined by labor in the other two cases. There are no trade restrictions, there is full employment, there is perfect competition, there are only two countries and two commodities, and labor is homogeneous within each nation but immobile between them.

Asymmetric Information and Unfavorable International Trade Policies. The World Trade Organization's (WTO) sustainable growth strategy may have national repercussions for developing countries. The norms of growth sustainability are not understood by the current worldview in the governance of investment (agreements on international investment entered up with such states). Such an agreement disregards the frail economy of these countries. Numerous strategy researchers and practitioners have created literature that provides critical judgements about the new implications and roles, as well as the interaction between threats, powers, and the motive for such investment. The professional and ethical obligations of economists, who are at the forefront of these discussions, are called into question by such benefits. It refers to a situation where experts (economic) have access to more data than others, which affects how talks between them turn out, as the name suggests. Some of these theories offer crucial understanding of how the financial system and global trade function.

Cooper (1984) stated that the national frameworks "were far from satisfying the requirements of perfect competition." The committee had just 160 members, and while most of them had some power in the markets they served, only a handful had a considerable impact on all of them. Simply put, monopolistic power is mostly to blame for the withdrawal of the committee of countries. Any attempt to exploit this limited monopolistic power for national goals violates competition rules and increases the likelihood that economic policies will be pushed toward global suboptimality. On the other hand, as stated in the context of economic policy, "coordination and cooperation" to improve the achievement of national economic objectives enhances the possibility of profit. Cooper (1984), page 1221. If Cooper's assessment is correct, the existing asymmetry in global economic interdependence favors the Western nations. As a result, nations must reconsider their tactics in order to gain from this economic structure. Thliza (2007).

Corruption. Despite the notion that corruption is a widespread problem, Nigeria seems to be particularly affected. Everyone appears to agree that there is a "culture of corruption" in the nation. Nigeria has accumulated significant riches (currency) from unrefined oil over the years, but it appears that a significant portion of that wealth has been lost to the scourge of corruption. In an article headed "oil giants that operate on the grease of politicians," Nigeria was described as an oil-rich country, but "2100 none gets to its average citizens" (San Francisco Chronicle, March 11, 2007). Nigerians are unable to benefit from the worth of petrodollars amassed in the country over the years as a result of corruption. Simply put, corruption is to blame for the failure of weak political and ethical norms, as well as educational requirements.

Poorly Designed Liberal Trade Policies. Tariffs or trade barriers are frequently reduced as part of the trade liberalization process. As a result, trade liberalization has been a typical state policy to improve trade flow. However, this has generally failed, as actual data demonstrate that trade liberalization cannot be linked to the economy's import and export balance. When thinking mechanically in relation to the liberalization programming paradigm taught in colleges and seminars, a model in which trade policy variables are updated to balance import and export is a tragedy waiting to happen. Imports are impacted by variables other than exports. In this approach, while a developing country may be able to control how quickly imports are liberalized, it is considerably less likely to be able to influence the short-term growth rate of exports.

The main causes of the negative increase in agricultural and industrial output were a lack of executive capacity at the national level and indifferent policy implementation by various governments. All of these have matured into cultural demands, and Nigerian society possesses the moral character to govern the growth of a self-sustaining economy. Furthermore, Nigeria's reluctance to engage in the export sector demonstrates that the sector has not advanced rapidly. Plans of the Federal Government have fallen short due to deficiencies in this sector at the local level. As a result, the growth of Nigeria's agricultural and industrial sectors for export is generally being restrained due to a lack of compelling interest in locally produced goods, which is being made worse by a steady inflow of cheaper and higher-quality imported goods, a lack of institutional structure to develop and promote such sectors, and poor infrastructure (such as a lack of power and water supply).

Poor Investment Climate. Developing countries like Nigeria has a poor investment climate, making the economy uncompetitive, but dew to the trade competitions and the encouragement of globalization, developing countries don't take necessary actions to come up with strategies that might help them grow their economy and in time boost development. As a result, without enough infrastructure (electricity, roads, and water), the cost of doing business in the country remains high, hindering trade expansion.

Positive Effects of Globalization

Increased Connectivity. Because of developments in communication technology, globalization has expanded interconnectedness. Because of this, it is now simpler for companies to interact with clients and partners around the globe (Hollenbeck & Zinkhan, 2010).

Cultural Exchange. Increased international cultural interchange is another effect of globalization. Companies are increasingly exposed to a variety of cultures and methods, which might result in fresh concepts and creative business strategies (Liu & Shrum, 2002).

Efficiency Gains. The development of global supply chains as a result of globalization has increased the effectiveness of company operations. Due to the ability to source goods and labor from around the world, businesses can now cut costs and boost productivity (Liu & Shrum, 2002).

Stronger Network. Making your home or office network stronger by using a virtual private network and a strong encryption password. Once it leaves your devices and travels to its destination, all traffic is encrypted using a VPN. Only encrypted data will be intercepted if attackers are successful in breaking into your communication line. Every time you connect to a public Wi-Fi network, whether it is at a library, café, hotel, or airport, it is a good idea to utilize a VPN.

Awareness of Reduce Gadget Addiction. People are advised to limit the use of gadgets. Humans are social creatures; therefore, it is important for us to socialize and communicate with people around us. Gadget addiction can hinder it as such are advised to use gadgets when it's needed.

Job Opportunities. Globalization has made it possible through technology for people to sell goods and services online, trade etc. and as such been able to create more job opportunities and side hustles for people.

Trade Policies of the Nigerian Economy in Recent Years

The four-tiered CET with a 20% cap was decided upon by the Economic Community of West African States (ECOWAS), which is in charge of the Common External Tariff. The CET was then modified in June 2009, primarily at Nigeria's request, to add a fifth level of 35%. Of the 5,671 tariff line items, Nigeria has 167 with a 35% tariff rate. In 2008, the new CET covered over 80% of the tariff lines with non-zero import value. In addition to tariff enclosures, Nigeria has a long history of limited imports (and a short history of limited exports), which led to a vibrant illicit market. Through its neighbors (Benin, Cameroon, Chad, and Nigeria), illegal products were transported to. Changes were made to the trade regime in 2008 (September) to lower tariffs on a range of commodities and replace some import bans with tariffs. The nation's MFN Tariff Trade Restrictive Index (TTRI), which ranks countries according to how restrictive their trade policies are, was 11.4 percent in 2006, ranking it 98th out of 125 nations. Nigeria's trade openness was less liberal than the typical middle-income country (TTRI at 8.6%), but it was comparable to the average of the 38 SSA countries. Although the agricultural sector is exempt from high tariff protection (TTRI at 28%) compared to the non-agrarian sector (TTRI at 8.5%), the government nevertheless wants to increase food security.

The average MFN applied tariff for the nation, which includes ad valorem equivalents on particular charges, was once higher than 20% but has since stabilized at 12%, a startling decrease from the late 1990s and early 2000s. The maximum MFN tax, which also applies to alcohol and cigarettes, has decreased over the past ten years and was 50% in 2008. The wedge between bound and applied tariffs (overhang), a measure of the country's trade policy space, was extraordinarily significant at 106.4 percent, compared to a regional average of 48.1 percent and a lower-middle income country average of 29.5 percent. The nation ranks 91st out of 148 on the GATS commitments index, showing that there is still a significant amount of potential for greater global liberalization of the service sector. In order to prevent a food scarcity in 2008, the government was forced to lower the import duty on rice from 100 to 2.7% and set aside special funding for its importation.

Nigeria's Trade Expansion Problems and Challenges Agriculture vs. Petroleum.

During the 1970s, when agriculture was disregarded in favor of crude oil exploration, Nigeria became a haven for corruption and incompetent management. As a result of the unfortunate course of events and high-level corruption, a few people have grown ridiculously wealthy, while the majority continues to live in filth or extreme poverty. As a result, the rich today have a far better standard of living than the poor. Nigerians abandoned agriculture and succumbed to oil exporters and merchants overnight in order to join the wealthy.

With this worrying situation, Nigerians who were once ebullient have become lazy and are constantly looking for an inexpensive and quick way to "make it" while voracity, corruption, and the need for instant gratification have developed and taken center stage, and agricultural need has fallen to the lowest degradation or deterioration. The mainstream economy has been largely overlooked in favor of the extractive industry's oil and gas subsector due to the higher income it provides. The incorrect paradigm model is also seen in the economy, where a tiny number of extremely affluent individuals vie for relevance in the framework of "export advice," while the disadvantaged suffer from illiteracy, disease, and malnutrition. It is impossible to overestimate agriculture's importance in Africa, particularly in Nigeria.

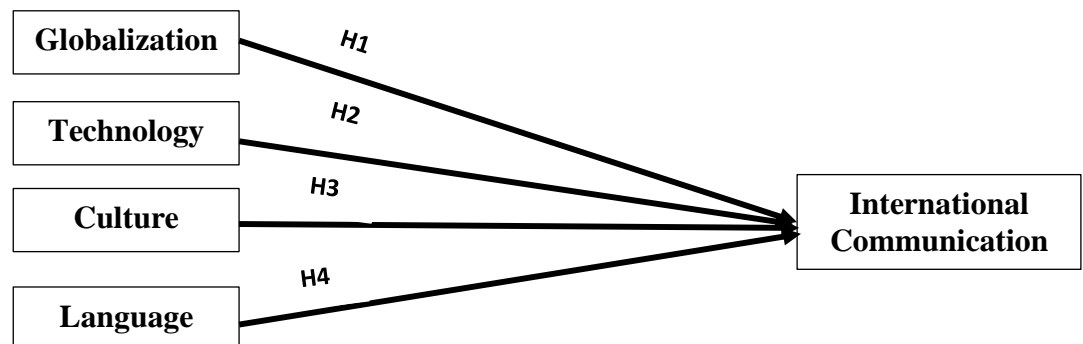


Figure 2 Research Model

Theoretical Framework

Modernization Theory

Modernization theory posits that traditional, "undeveloped" societies will eventually evolve into modern, Westernized societies through industrialization, urbanization, and other changes associated with modernity. The theory originated in the 1950s and 1960s, championed by sociologists such as Walt Rostow and David Apter. The basic premise is that all societies progress through similar stages of development, and that Western European countries represent the most advanced stage of development. Traditional societies are seen as "backward" and in need of modernizing in order to develop economically. The theory emphasizes industrial and technological development as the key drivers of social change.

Critics argue that modernization theory is Eurocentric and fails to recognize the diversity of paths to modernity. It has been criticized for assuming that Western societies represent the ideal model for development and for ignoring the negative social consequences of industrialization. Postcolonial scholars also argue that modernization theory justified Western imperialism by portraying traditional societies as "primitive" and in need of Western intervention.

World-Systems Theory

Immanuel Wallerstein's world-systems theory, established in the 1970s, sees the world as a single historical system, with the world system itself serving as the basic unit of social study. It asserts that the contemporary capitalist world system first appeared in Europe in the 16th century and has since spread throughout the world.

The theory categorizes countries into three groups:

Core countries. These are the developed, industrialized nations that dominate and exploit the periphery countries. They benefit the most from the world system.

Semi-periphery countries. These are countries that have some characteristics of both core and periphery nations. They act as a buffer between the core and periphery.

Periphery countries. These are the underdeveloped, exploited nations that provide natural resources and cheap labor to the core nations. They have the least power within the world system.

Wallerstein argues that the capitalist world-economy exploits the labor and resources of the periphery to enrich the core nations. This unequal exchange is maintained through political and economic mechanisms that allow the core nations to retain power. The world system is seen as inherently unequal and unstable, with conflict and exploitation built into its structure.

Theory of Network Societies

The network society concept was established by Manuel Castells, who claims that the expansion of information and communication technologies (ICTs) is driving globalization and worldwide communication.

These technologies have led to the creation of global networks that connect people, organizations, and countries, transforming social, economic, and political structures. Castells' work on this theory can be found in his book "The Rise of the Network Society" (1996).

Network systems theory studies the structure and behavior of complex networks. Some key concepts include:

Nodes and Edges. Networks are composed of nodes, which represent entities, and edges that represent connections between nodes. The structure of nodes and edges influences network properties.

Centrality. Measures how "central" or important a node is within a network based on factors like degree (number of connections), betweenness (how often a node lies on the shortest path between other nodes), and closeness (how close a node is to all other nodes). Central nodes tend to have more influence.

Modularity. The extent to which a network can be divided into clearly defined groups of nodes that are more densely connected internally than with the rest of the network. High modularity often correlates with robustness and evolvability.

Scale-free networks. Networks whose node degree distribution follows a power law, with many nodes having few connections and few nodes having many connections. Examples include the web, social networks, and some biological networks.

Small-world networks. Networks where any two nodes can be connected by a small number of steps. They tend to have high clustering and short path lengths.

Network systems theory has applications in understanding phenomena as diverse as the spread of disease, neural networks, power grids, and social networks. It provides useful insights and models for analyzing and designing complex systems.

Globalization and Convergence Theory

This theory suggests that globalization and international communication lead to the convergence of cultures, economies, and political systems. As countries become more interconnected, they adopt similar practices, values, and institutions. Key proponents of this theory include Thomas L. Friedman, who discusses the concept in his book "The World is Flat: A Brief History of the Twenty-first Century" (2005).

Globalization and convergence theory are two concepts that have been widely studied in economics and other social sciences. Globalization refers to the increasing interconnectivity of the world's economies, cultures, and inhabitants, whereas convergence theory proposes that different countries' economies will become more similar in terms of economic structures and degrees of development over time. There has been much debate over the extent to which

globalization has led to convergence, with some scholars arguing that it has led to greater inequality between countries, while others suggest that it has led to greater convergence. One study by Tang and Shang (2018) analyzed the phases of globalization and convergence and found that while there has been some convergence in terms of economic growth and development, there are still significant differences between countries.

Another study by Radice (2000) explored issues of theory and method in the literatures on globalization and institutional convergence. The author argues that while there is evidence of convergence in some areas, such as the adoption of neoliberal economic policies, there are also significant differences in institutional structures and political systems that make complete convergence unlikely.

Cultural Globalization Theory

Cultural globalization theory is a concept that describes the spread of cultural ideas, values, and practices across national borders. It suggests that globalization has led to the homogenization of cultures, as people around the world adopt similar cultural practices and values. This theory has been widely debated, with some scholars arguing that globalization has led to cultural diversity rather than homogenization. One of the key proponents of cultural globalization theory is Roland Robertson, who argues that globalization has led to the emergence of a global culture. He suggests that this culture is characterized by a set of shared values and practices, such as consumerism, individualism, and the use of technology. As people absorb new cultural practices and ideas from all around the world, other academics have suggested that globalization has caused cultures to become more fragmented. One such scholar is Arjun Appadurai.

Cultural Diffusion Theory

This theory suggests that cultural exchange is a natural and positive aspect of human experience, and that the global spread of culture can lead to increased diversity and creativity. Cultural diffusion theorists argue that globalization and international communication can promote the exchange of ideas and values between different cultures, leading to the creation of new forms of expression and innovation (Stevens, 2018). It is a concept that has been studied by anthropologists, sociologists, and historians. The theory suggests that cultural diffusion occurs through various means, such as migration, trade, and communication.

The hypothesis holds that cultural dissemination can affect communities in both favorable and unfavorable ways. On the one hand, it may result in the diffusion of novel concepts and technological advancements that enhance people's quality of life. The loss of traditional cultural practices and values, on the other hand, can be harmful to a society's sense of identity and community.

The spread of Buddhism from India to other parts of Asia is an illustration of cultural diffusion. Another illustration is how colonization and globalization helped the English language and Western civilization spread.

Related Research

Adeoti and Olubusoye (2008) examines the impact of globalization and IT on economic performance in Sub-Saharan Africa, including Nigeria. It finds that while globalization and IT have brought opportunities, many countries have not benefited due to poor infrastructure, lack of skilled workers, income inequality, and overdependence on primary exports. The paper calls for improving IT education, infrastructure, and economic diversification to promote development.

Adeoti and Olubusoye (2009) examine how globalization and IT have affected Nigeria's economic expansion. The results demonstrate that globalization and IT have favorably impacted growth using time series data from 1985 to 2008. But because to inadequate infrastructure, inadequate education, and an excessive reliance on oil, the impacts have been muted. To maximize the benefits of globalization, the study recommends diversifying the economy, enhancing human capital, and enacting supportive legislation. Adeoti and Adeyinka (2012) looked into how information technology and globalization affected the Nigerian economy.

It finds that globalization has increased access to foreign markets, technology, and information, contributing to economic growth. However, the benefits have been limited by poor infrastructure, income inequality, and overdependence on oil exports. The study recommends diversifying the economy and investing in human capital to mitigate these challenges.

Adeoti (2012), examines the challenges and opportunities of IT and globalization for economic development in Nigeria. It finds that while IT and globalization have increased

access to resources and markets, poor infrastructure, brain drain, and overdependence on foreign technology have limited the benefits. The study calls for improving IT education, infrastructure, and policies to promote indigenous innovation.

Adeyeye (2013) impact of globalization and ICTs on open distance learning in Nigeria. It finds that globalization and increased access to ICTs have facilitated the growth of ODL, enabling Nigerians to access education from around the world. However, challenges such as poor ICT infrastructure and lack of skilled personnel have limited the potential benefits.

Akinola (2014) analyzes the effects of globalization on culture and development in Nigeria. It argues that while globalization has brought economic opportunities, it also poses threats to Nigeria's cultural identity. To balance globalization and cultural preservation, the study recommends implementing policies to promote indigenous languages, cultural heritage sites, and local content in the media. It also calls for diversifying the economy beyond oil to boost development.

Adeoti (2014) analyzes the effects of globalization on development in Sub-Saharan Africa. It argues that globalization has increased access to resources and markets but also led to threats such as poverty, income inequality, and overdependence on foreign aid. For countries like Nigeria to benefit from globalization, the study recommends:

- Investing in human capital through education and skills training
- Improving infrastructure such as roads, ports, and telecommunications
- Diversifying economies beyond primary exports
- Promoting private sector growth and foreign investment
- Implementing policies to support new industries and protect domestic firms
- Fostering regional integration to increase trade and cooperation.

Adeyeye (2017) examines the impact of globalization on the growth of ICTs in Africa, including Nigeria. It finds that while globalization has increased access to technology, lack of infrastructure, local content, and skilled workers have limited ICT adoption. The study recommends improving ICT education, infrastructure, and policies to promote indigenous innovation and benefit from globalization.

Adeyeye and Mpofu (2017) examines the impact of globalization on the growth of ICTs in Nigeria, identifying key challenges and benefits. It finds that while globalization has increased access to technology and connected Nigeria to the global economy, poor infrastructure, lack of skilled workers, and high costs have limited ICT adoption. The paper recommends improving ICT education, infrastructure, and policies to maximize the benefits of globalization.

Akinola (2018) analyzes the effects of globalization on cultural imperialism in Nigeria. It argues that globalization has exposed Nigeria to foreign cultural influences that threaten indigenous cultures and values. The paper recommends implementing policies to promote local languages, cultural heritage sites, and media content to balance globalization and cultural preservation.

Akinola and Adeyeye (2018) analyzes the impact of globalization on the growth of ICTs in Nigeria. It finds that globalization has spurred the adoption of ICTs in Nigeria through increased trade, FDI, and access to technology and information. However, more investment is needed to improve ICT infrastructure and promote digital literacy to maximize the benefits of globalization.

CHAPTER III

METHODOLOGY

The approach utilized in this study to accomplish the research objectives is the main topic of this chapter. The research design, study area, intended audience, sample size and sampling strategies, data gathering strategies, and data analysis are all explained. This portion also covers the authenticity and dependability of the data, and it concludes with ethical issues.

A questionnaire was created in order to gather feedback from clients and business owners on their perceptions of the advantages and disadvantages of globalization on international communications in the Nigerian economy. Section A, section B, and section C of the questionnaires were constructed as section formats. The questions in Section A are used to collect respondents' personal information.

The questions in sections B and C were aligned with the research study's goals. The full amount of data gathered was classified as primary data, which served as the framework for analysing and interpreting the fieldwork. The use of a descriptive research strategy is justified by its capacity to produce the necessary data for analysis from the sampled respondents. To further explore the relationships between the variables in the research problem, this study will also include both qualitative and quantitative research methodologies.

Gathering and analyzing statistical data on the impact of globalization and international communications on the Nigerian economy was the quantitative component of this study. This included data on trade, foreign direct investment, and how technology was used in the Nigerian economy. The World Bank, the International Monetary Fund, and the Nigerian government were used as intermediaries to access the information from internet sources. The study's qualitative component entailed using a questionnaire to gather and analyze data. The experiences and viewpoints of the people (consumers and business owners) involved in international communications and globalization in the Nigerian economy were revealed by this.

Research Design

Survey research design would be adopted for this study, as it would help in gaining understanding of the positive and negative effects of globalization on international

communications in the Nigerian Economy. This will involve the use of structured questionnaire to collect data and other relevant information from the respondents.

Participants/Population and Sample

The study used ex-post facto research design and this is because the study tried to find out the cause-and-effect relationship between the variables. The reason is because research design is a systematic empirical inquiry in which the researcher does not have direct control of variables because their manifestations have already occurred and they are inherently not manipulated. The population of this study comprises of all the registered SMEs in Nigeria. According to Smedan and national bureau of statistics collaborative survey (2013), the population is 72838 SMEs in Nigeria. The employees were used as analysis unit for this research. Therefore the ideal sample size was 400 employees. The author distributed 400 questionnaires the return was 350 questionnaires with 87.5% as response rate.

Simple random sample method is a suitable approach for this study since it allows the researcher to randomly select a subset of participants from a population for the research. Choosing different Nigerians from age 18-70 with different backgrounds and experiences and different opinions, to answer the questions based on their personal experience as citizens of Nigeria and how they have seen the effects of globalization on international communication in the Nigerian economy. How globalization has affected their communication skills, culture, the opportunities it might have created or not created, if there has been more of a positive or negative impact on the economy since gaining our independence in 1960.

Data Collection Tools/Materials

The study will use primary data, which will be collected through the administration of questionnaires to stakeholders who deeply understand the concept of globalization and international communications. The questionnaire will consist of a combination of both closed-ended and open-ended questions. Questionnaire will be the main instrument for data collection measured on 5-point Likert scale from Strongly Agree to Strongly Disagree.

Data Analysis Procedures

The study used the following data analysis methodologies. They comprise both inferential statistical analysis (ANOVA and Regression) as well as descriptive statistical analysis (Mean, Standard Deviation, and Frequency Tables). In order to detect missing values, sample characteristics, and ensure that the data acquired from the primary survey met the

assumptions of normalcy, the data underwent data cleansing and cleaning. The participant profiles were summarized using descriptive analysis. To condense the data and select the items that best assess the constructs under investigation, factor analysis was also used. In this instance, all the variables were subjected to component factor analysis using varimax rotation in order to identify components from the scales of each construct. Based on the earlier works of Hair, Black, Anderson, and Tatham (2006), all components with loading factors below 0.50 were not kept, while those with loading factors over 0.50 and values more than 1 were generally considered to be factors (Daud, 2004). The variables were also put through a validity test.

Reliability & Validity / Trustworthiness

Using Cronbach's Alpha, the validity of the instrument used in this study was evaluated (Muhammad, 2009). The author made sure that the KMOs for each construct in this study were above .6 as specified and advised by Chakraborty (2010). The strength and kind of the association between the variables were both tested using regression analysis.

Table 1 Validity and Reliability test

Variables	Cronbach's Alpha	N of Items
Globalization	0.795	9
Technology	0.852	3
Culture	0.823	3
Language	0.755	3
International communication	0.889	4
Total	.778	13

CHAPTER IV

RESULTS

This chapter contains the analysis of survey data and it is presented in accordance with the chronological sequence of the research question, research objectives and hypothesis of this study. The analysis and display of data used the Statistical Package for Social Sciences (SPSS) version 26 and Microsoft Excel computer programs. The data analyses are of two types in the study; descriptive analysis and inferential analysis. In the descriptive analysis, frequency distribution tables, pie chart, standard deviation were adopted while in the inferential analysis, Pearson correlation coefficient and regression analysis in data presentation.

Data Cleaning

Table 2 presented the data of the questionnaire administration; 60 questionnaires were distributed and 57 were retrieved with adequate information provided by the respondents indicating 95% response rate.

TABLE 2 Table showing the Distribution of questionnaires

	F	%
Questionnaires Distributed	400	100
Questionnaires Retrieved	350	87.5
Questionnaires not Retrieved	50	12.5

Analysis of Demographic Characteristics of Respondents

Gender Distribution of Respondent

Table 3 discussed the respondents' genders. Male respondents made up 72% of the sample, while female respondents made up 28%.

TABLE 3 Table showing the Gender Distribution of Respondent

		F	%
Gender	Male	254	72
	Female	96	28

Age Distribution of Respondents

Table 4 presented the age distribution of the respondents. 73.7% of the respondent's falls between the age of 18 - 29 years, 21% of the respondents' falls within the age range of 30 – 49 years, 5.3% of the respondents are between the 50 – 69 years of age. This implies that the respondents are agile and capable consumers and business owners, who understands the globalization trends and its effects on international communications. Therefore, the respondents are fit to give responses which will be accurate for the purpose of this research.

TABLE 4 Table showing the Gender Distribution of Respondent

		F	%
Age	18 – 29	168	73.7
	30 – 49	110	21

Occupation Distribution of Respondents

A total of 350 respondents participated in the research of which 50 respondents are unemployed/ self-employed, 180 respondents are Business inclined and 120 respondents are professionals.

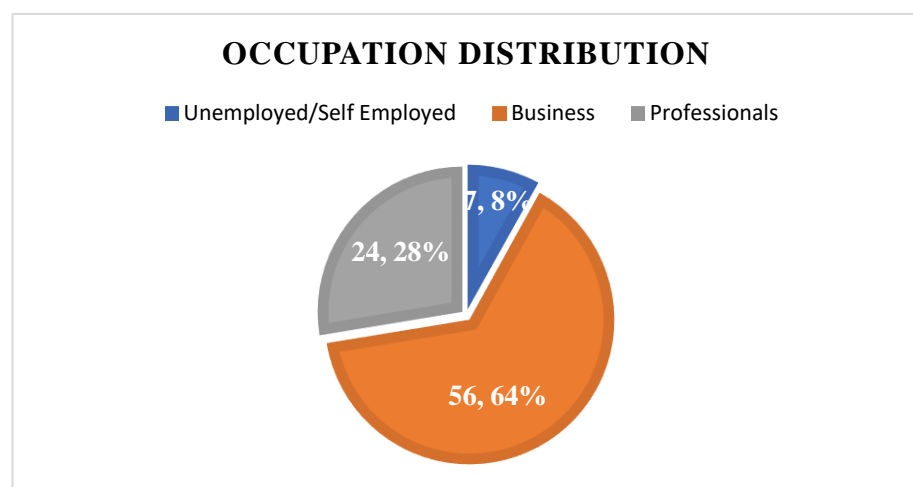


Figure 3 Percentages for the occupation distribution of Respondents

Demographics of Education of Respondent

A total of 350 respondents participated in the research of which 65 respondents holds a diploma certificate, 250 respondents hold an undergraduate certificate and 35 respondents a postgraduate certificate.

Descriptive Analysis

Research Question1. Does globalization have any effect on international communication in the Nigerian economy?

The first research question of this study discovers the effects of globalization on international communication in the Nigerian economy. The data collected from

respondents were analysed by descriptive analysis and the use of regression analyses in determining the hypothesis and they are represented in tables below.

The results revealed that the statement of hypothesis on the relationship between culture, technology and international communications revealed evidence of significant positive effect. The result showed the effect of culture and technology on international communication with ($\beta = 0.777$; $R^2 = 0.604$; Adjusted $R^2 = 0.589$; t -value = -1.566 ; $p < 0.05$; $F = 41.160$). The p -value signifies that the model using the predictor did a good job of predicting the outcome of the variables and that there is a significant relationship between culture, technology and international communications. Although, culture and technology had R^2 (coefficient of determination) value of 0.604 which revealed that 60.4% of the variation in international communication is explained by the variation in culture and technology which is a good number of effects. Invariably, 39.6% of the variation in international communication can't be accounted for by the factors in this model. The result also had a positive standardised beta coefficient of 0.777 which revealed that the beta coefficient is statistically significant as well as the t -value. This indicated that for every increase in culture and technology, international communication would also increase by the beta coefficient of 0.777. However, the t -value was less than 1.96 at 5% significant level as the decision rule for this study with their p -values ($P < 0.000$), thus, we accept hypothesis H_04 . The result indicated that 1. culture and technology have positive and negative effects on international communication.

Correlation Analysis

The results of the correlation analysis which indicates that all the six constructs were positively correlated with each other with 0.01 significance value are shown in Table 12. The relationship between GOLB and IC ($R = 0.533$, $p = 0.01$) is considered as a significant and moderate correlation. The relationship between TECH and IC ($R = 0.822$, $p = 0.01$) is considered as high positive correlation.

The relationship between CUL and IC ($R = 0.765$, $p = 0.01$) is considered as a significant and high positive correlation. The relationship between LANG and IC ($R = 0.743$, $p = 0.01$) is considered as a significant and high positive correlation.

Table 5 Correlation between Research Variables

	ICT	HR	SF	NT	ISC
Glob	1				
Tech	.668**	1			
Cul	.572**	.779**	1		
Lang	.539**	.742**	.964**	1	
IC	.533**	.822**	.765**	.743**	1

N=350

**Correlation is significant at the 0.01 level (2-tailed).

Exploratory Factor Analysis

Exploratory factor analysis (EFA) enables the author to reduce the observed variables to smaller numbers and identify the relationship between them (Hinkin, 1998). Principal components analysis (PCA) technique following by the Promax with Kaiser Normalization rotation method was used to extract the factors. As proposed by (Hair et al., 2014) the author kept only those items which loaded 0.4 or above on single item. Table 6 showed KMO and Bartlett's Test and the resulting value for Lebanese corporations in Beirut was 0.786 which effectively comply with (Kaiser & Rice, 1974) of the required sample value.

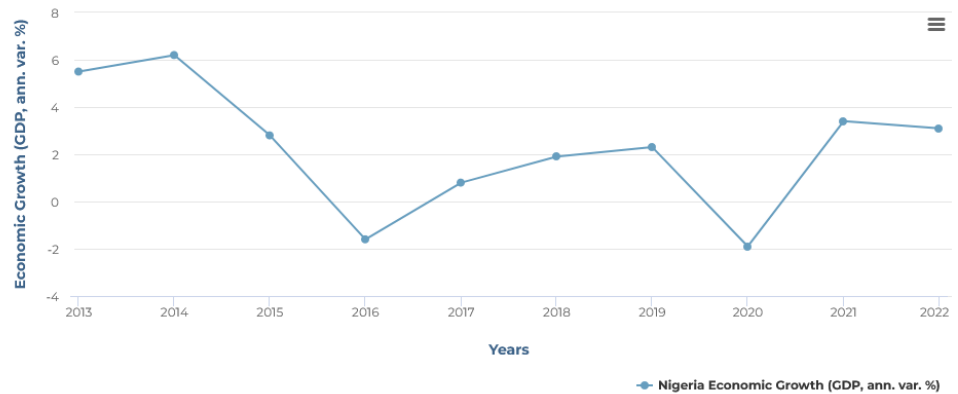
Table 6 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.786
Bartlett's Test of Sphericity	Approx. Chi-Square	13110.049
	Df	630
	Sig.	0.000

The author examined the correlation between the variables and the visual examination showed a significant correlation at $p = 0.01$. The EFA analysis extracted four distinct factors explaining 62.67% of the total variance. The construct Tech possessed three items loaded between 0.510 to 0.870, and the construct explained 31.3% of the total variance. The construct Cul possessed three items loaded between 0.656 to 0.958 and explained 11.95% of the total variance. The original construct of the IC had four items loaded between 0.620 to 0.817 and explained 10.65% of the

total variance. The Lang had three items loaded from 0.785 to 0.868 and explained 8.77% of the total variance.

Quantitative Analysis



This chart displays Economic Growth (GDP, annual variation in %) for Nigeria from 2013 to 2022.

The economy should have expanded once more in the first quarter of 2020 after barely expanding in Q4 2020, however the overall environment probably remained difficult. Although the private sector PMI indicated that business conditions improved more slowly overall in Q1 than in the previous quarter, March's reading represented the fastest improvement since October of last year. In the meantime, loan growth accelerated considerably in January and February, signalling strengthening private sector activity. Recent decisions by the Central Bank to emphasize loan expansion over declining inflation, coupled with persistent currency weakness, could maintain pricing pressures high in Q2. As a result, this will have an impact on household consumption. As restrictive restrictions are gradually relaxed, increasing local and international demand as well as the oil sector, the economy should recover this year. Pushing infrastructure investment by the government should increase domestic demand. The future is however clouded by high inflation, limited FX liquidity, security worries, and external imbalances. GDP growth is projected by the Focus Economics panellists to be 2.1% in 2021, up 0.2 percentage points from the previous forecast, before accelerating to 2.6% in 2022. At the end of the first quarter, price pressures were still increasing, with inflation reaching a more than four-year high of 18.2% in March (February: 17.3%). Along with ongoing currency

depreciation and accelerated credit expansion, inflation has been trending up, and pressure in the parallel market is increasing.

Import limitations and disruptions in the food supply will keep prices high this year. According to Focus Economics' expert group, inflation will be 12.4% in 2022 and average 15.7% in 2021. At its most recent meeting, which ended on March 23, the Central Bank decided to keep the monetary policy rate at 11.50% rather than try to control inflation, which it saw as a supply-side problem. However, three members of the committee voted to raise the rate, therefore the outcome was not unanimous. The policy rate is expected to end 2021 at 11.73% and 12.22% in 2022, according to our panel. The naira was weakened by about 20% last year as a result of two CBN devaluations. The NAFEX rate, which is utilized by investors and exporters, traded at NGN 410 per USD on April 23, declining 0.2% month over month. On the same day, the official exchange rate was NGN 381 to USD. The official interbank naira is predicted to conclude 2021 at 413 per USD, however our panellists predict that the NAFEX exchange rate will end 2021 at 428 per USD.

Hypotheses Testing

The researchers used linear regression for SPSS v25 to test the research hypotheses. This research consists of four main hypotheses.

Hypothesis H₁ posits that GLOB positively influence IC. As shown in Table 7 the linear regression demonstrated that the path estimates between GLOB and IC was significant ($F_{(1,398)} = 158.212, p < 0.05, R^2 = 0.284$). Also, the model coefficient shows that GLOB was positive and statistically significant to IC ($T_{(398)} = 12.578, \beta = 0.211, p < 0.05$). Therefore, hypothesis H₁ was accepted.

Table 7 Regression analysis of GLOB on IC

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.283	8.350
a. Predictors: (Constant), GLOB				
ANOVA ^a				

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11032.191	1	11032.191	158.212	.000 ^b
	Residual	27752.746	398	69.731		
	Total	38784.938	399			
a. Dependent Variable: IC						
b. Predictors: (Constant), GLOB						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	60.118	1.136		52.902	.000
	GLOB	.211	.017	.533	12.578	.000
a. Dependent Variable: IC						

Hypothesis H2 posits that TECH positively influence IC. As shown in Table 8 the linear regression demonstrated that the path estimates between TECH and IC was significant ($F_{(1,398)} = 827.994$, $p < 0.05$, $R^2 = 0.675$). Also, the model coefficient shows that TECH were positive and statistically significant to IC ($T_{(398)} = 28.775$, $\beta = 0.974$, $p < 0.05$). Therefore, hypothesis H2 was accepted.

Table 8 Regression analysis of TECH on IC

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.822 ^a	.675	.675	5.625		
a. Predictors: (Constant), TECH						
ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26194.004	1	26194.004	827.994	.000 ^b
	Residual	12590.934	398	31.636		
	Total	38784.938	399			

a. Dependent Variable: IC						
b. Predictors: (Constant), TECH						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	34.925	1.367		25.553	.000
	TECH	.974	.034	.822	28.775	.000
a. Dependent Variable: IC						

Hypothesis H3 posits that CUL positively influence CI. As shown in Table 9 the linear regression demonstrated that the path estimates between CUL and IC was significant ($F_{(1,398)} = 561.737$, $p < 0.05$, $R^2 = 0.585$). Also, the model coefficient shows that CUL were positive and statistically significant to IC ($T_{(398)} = 23.701$, $\beta = 1.235$, $p < 0.05$). Therefore, hypothesis H3 was accepted.

Table 9 Regression analysis of CUL on IC

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.765 ^a	.585	.584	6.357		
a. Predictors: (Constant), CUL						
ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22700.941	1	22700.941	561.737	.000 ^b
	Residual	16083.996	398	40.412		
	Total	38784.938	399			
a. Dependent Variable: IC						
b. Predictors: (Constant), CUL						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	29.912	1.863		16.059	.000
	CUL	1.235	.052	.765	23.701	.000

a. Dependent Variable: IC

Hypothesis H4 posits that LANG positively influence IC. As shown in Table 10 the linear regression demonstrated that the path estimates between LANG and IC was significant ($F_{(1,398)} = 489.203$, $p < 0.05$, $R^2 = 0.551$). Also, the model coefficient shows that LANG were positive and statistically significant to IC ($T_{(398)} = 22.118$, $\beta = 1.193$, $p < 0.05$). Therefore, hypothesis H4 was accepted.

Table 10 Regression analysis of LANG on IC

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.743 ^a	.551	.550	6.612		

a. Predictors: (Constant), LANG

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21385.977	1	21385.977	489.203	.000 ^b
	Residual	17398.961	398	43.716		
	Total	38784.938	399			

a. Dependent Variable: IC

b. Predictors: (Constant), LANG

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31.226	1.936		16.131	.000
	LANG	1.193	.054	.743	22.118	.000

a. Dependent Variable: IC

CHAPTER V

DISCUSSION

Discussion

There is empirical literature that suggests that globalization has a positive effect on international communication. A study by Sun et al. (2019) found that the internet and social media, which are key components of globalization, have facilitated and enhanced international communication and cultural exchange. Additionally, Chua and Banerjee (2018) found that globalization has encouraged the development of English as a global language, which has in turn facilitated international communication and business transactions.

However, it is also essential to note that there is conflicting evidence regarding the impact of globalization on international communication. For instance, Castells (2010) argues that globalization may lead to cultural homogenization and the loss of cultural diversity, which could limit the diversity of ideas and perspectives available in international communication. Moreover, Holtzhausen (2018) suggests that globalization can also lead to the marginalization of traditional forms of communication, such as local languages and dialects, in favor of more dominant languages and media channels. Therefore, it is important to evaluate the specific contexts and factors affecting international communication when considering the impact of globalization. While some studies support the claim that globalization has a positive effect on international communication, others suggest that it may have negative effects as well. There are limited empirical studies conducted explicitly in Nigeria that support the statement that globalization has a positive effect on international communication. However, some general studies in the context of West African countries suggest that globalization has had some positive effects on international communication. For instance, a study by Owusu and Acheampong (2019) found that the growth of the internet and social media has facilitated communication between people from different countries and cultural backgrounds.

Moreover, the growth of cross-border trade and investments resulting from globalization has encouraged the development of new communication channels in Nigeria and other West African countries (Ibietan, 2017). This, in turn, has

facilitated communication between Nigerian businesses and their international partners, contributing to the development of more effective and efficient communication channels. However, it is also essential to point out that some studies have suggested that globalization may have negative effects on international communication in Nigeria. For example, Olaniyan and Ogbogu (2017) argue that the dissemination of western media and cultural products through globalization has led to the marginalization of local cultures and languages in Nigeria, thereby limiting the diversity of ideas and perspectives available in international communication. Therefore, while there are some general studies in the West African context that suggest that globalization has a positive effect on international communication, it is important to further investigate the specific context of Nigeria to obtain more conclusive empirical evidence.

The statement that globalization has a positive effect on culture is a subject of debate among scholars. While some argue that globalization has helped to promote the exchange and diffusion of cultural values, ideas, and practices between different countries and societies, others argue that it may contribute to cultural homogenization and the loss of cultural diversity. In the context of Nigeria, there are few empirical studies that have investigated the impact of globalization on culture. However, some studies suggest that regional and international cultural exchanges associated with globalization have had both positive and negative effects on Nigeria's cultural landscape. On the positive side, studies such as that of Lawal (2018) suggest that globalization has encouraged the development of innovative cultural expressions in Nigeria, contributing to the diversification of cultural products and values. Also, Kujenga and Usman (2017) found that globalization has facilitated the exchange of ideas and knowledge between Nigerian and international musicians, leading to the development of new music genres and styles.

On the negative side, some studies argue that globalization may contribute to the marginalization of local cultures and languages in Nigeria and lead to the dominance of western cultural values and practices (Odejebi, 2017). Similar studies have also highlighted the possible loss of cultural diversity resulting from the globalization of media and popular culture (Olaniyan and Ogbogu, 2017). Therefore, while there are some empirical studies suggesting that globalization has a positive effect on culture

in Nigeria, it is important to recognize the potential negative effects as well. Further research is needed to comprehensively evaluate the impact of globalization on Nigeria's culture and the extent to which the positive effects can be maximized while mitigating the negative effects.

The statement that globalization has a positive effect on technology is generally accepted, and there is empirical evidence to support this claim in the context of Nigeria. Globalization has facilitated access to technological innovations, allowing countries like Nigeria to leverage resources and knowledge from other regions and to learn from technological advancements taking place in other parts of the world. Studies by Omogbadegun et al. (2019) and Edewor and Aluko (2012) have documented the positive effects of globalization on technology in Nigeria. Omogbadegun et al. (2019) found that globalization has facilitated the transfer of technology to Nigeria and has improved the country's technological capacity, thereby increasing the competitiveness of Nigerian industries. Edewor and Aluko (2012) also found that globalization has contributed to the development of the Nigerian ICT industry, enabling Nigeria to leverage technological innovations in other parts of the world to develop the country's information technology infrastructure.

However, it is essential to recognize that the access to technology as a result of globalization has not necessarily translated into equitable distribution of technological resources and benefits across different regions and social classes in Nigeria (Oladunni et al., 2020). Furthermore, the integration of Nigeria into the global market has also resulted in challenges such as Nigeria becoming a dumping ground for technological waste and under-investments in local technological advancement (Aborisade and Okuneye, 2018). Therefore, while there are empirical studies highlighting the positive effects of globalization on technology in Nigeria, it is essential to consider the equity and sustainability implications of globalization-related technological advancements and to develop strategies that maximize the positive effects while minimizing potential negative consequences.

The Familiarity between culture, technology, and international communication is complex and has both positive and negative effects. While technology and cultural exchange can facilitate communication across borders and enhance the quality of communication, they can also have negative effects such as cultural homogenization,

uneven distribution of technological resources, and a decline in local languages and cultures. A study by Huang and Davison (2018) found that technology can foster cross-cultural communication and understanding by enabling people to communicate across different languages and cultural backgrounds. Additionally, cultural exchange through technology can help individuals gain new perspectives and ideas, and promote cultural diversity. On the other hand, studies have also highlighted the negative effects of cultural homogenization, where cultural diversity is lost, and the consequences of the unequal distribution of technology (Gelfgren, 2018; Thongpoon & Chansuwan, 2018).

Furthermore, some studies have also suggested that cultures can respond differently to technology due to their inherent values and structures. For instance, Hofstede and Hofstede-Ten (2013) suggest that the individualist cultures of the West may be more willing to adopt technology than the collectivist cultures of developing countries like Nigeria due to their different values. Cultural differences may also impact the way individuals interact with technologies and the content they choose to communicate through. On one hand, technology and cultural exchange can facilitate cross-cultural communication and understanding by enabling people to communicate across different languages and cultural backgrounds. For example, advancements in Information and Communication Technology (ICT) have given Nigerians access to communication channels, such as social media, that enable communication across borders. Additionally, culture exchange through technology could provide opportunities for individuals to gain new perspectives and ideas, promoting cultural diversity.

However, studies have also highlighted the negative effects of cultural homogenization as a result of globalization, where cultural diversity is lost, and the implications of unequal distribution of technology across the country. Furthermore, cultures with different values and structures may respond differently to technology, which could impede the adoption and effective utilization of such technology across Nigeria. For example, those from communities with communalistic values may be less responsive to individualistic-oriented technological advancements compared to those from the opposite end of the spectrum. Therefore, while technology and cultural exchange may enhance communication and promote cultural exchange, it is

important to consider the potential negative impacts as well, such as cultural homogenization, the uneven distribution of technological resources, and cultural erosion amid technological advancements in Nigeria, which influences international communication. Hence, a comprehensive approach that considers the specific Nigerian context is necessary to evaluate the effect both culture and technology have on international communication.

Overall, the literature highlights the complexity of the relationship between culture, technology, and international communication. While advances in technology can enhance communication and promote cultural exchange, it is important to consider the potential negative impacts as well, such as cultural homogenization, uneven distribution of technological resources, and cultural erosion. Therefore, assessing the impact of culture and technology on international communication requires considering multiple perspectives and factors.

CHAPTER VI

CONCLUSION AND RECOMMENDATIONS

Summary, Recommendation and Conclusion

This study was started to investigate the positive and Negative effects of globalization on international relations in the Nigerian economy, focusing on four questions;

- a) How does globalization encourage international communication leading to development of the Nigerian economy?
- b) How does culture and social norms play a role in international Trade?
- c) What are the results of globalization on international communication, culture, technology and so on?
- d) How does both globalization and international communication have a huge effect on the Nigerian economy?

Agriculture was our main export after we gained independence (1960), but this was short-lived due to the oil boom, which by the middle of the 1970s greatly increased our foreign earnings. Earnings are predicted to have increased at a pace of 67.4 percent (per year) between 1970 and 1974. There were reports that the nation's export patterns and tendencies were changing from a more developed economy to a sole source of foreign income (agriculture). In any case, the falsehood of the belief that petroleum and hydrocarbons alone could account for the expansion of exports to this day was swiftly shown. Additional economic inefficiencies resulted from oil reliance and the lure of enormous money from government contracts. It was thought that roughly 80% of government spending was converted into foreign currency because the country was heavily dependent on imports. Reduced industry utilization capacity (less than 30%) is the result of cheap consumer products imported as a result of the overvalued naira and excessively high domestic production expenses partly as a result of unreliable fuel and electricity supplies. Many Nigerian industries would have had to shut down due to the relatively low cost of labor, and these

companies would not have been able to compete in regional markets. The advantages and disadvantages of economic openness offered by globalization have long been endorsed by Nigeria. To counter the idea that development cannot happen without completely free markets, the governance of the Nigerian economy must be enhanced. Such intellectual arrogance, if not addressed, may obstruct national efforts to exploit globalization to strengthen their economies. Despite the nation's economic progress, the government's unwavering efforts and excitement will eventually result in a more diverse and resilient economy given the favorable impact that international commerce has had on Nigeria's foreign revenues over the previous ten years.

The results of this analysis support the earlier assertion made by Abefe (1995). "Nigeria's over-reliance on crude oil is unsafe because crude oil is a wasteful resource with a proven reserve that would, in the end, get depleted and the whims of the oil market have caused a critical decrease in the profit in light of the exogenously determined cost of crude oil," this demonstrates Nigeria needs to diversify into other economic sectors to support the economies financial growth. The agriculture industry used to be the main source of income (export) until the discovery of oil. The biggest crude oil producer in Africa has seen its fortunes fall along with the price of oil.

Conclusion

Globalization has greatly impacted international relations in the Nigerian economy, and the world at large. It has resulted in numerous positive improvements, but it has also had negative consequences. Some of the advantages and disadvantages of globalization in worldwide communication on global business are listed below:

Positive Results

Efficiency Gains. International corporate communication is now more effective thanks to globalization. Businesses can now communicate with one another swiftly and easily, which has sped up decision-making.

Access to New Markets. Businesses now have more opportunities to offer their goods and services, which has increased their revenue streams.

Increased Competition. As a result of globalization, there is now more competition among businesses, which has led them to become more creative and effective in their operations.

Increased Information Access. Businesses now have easier access to information about their rivals and new market prospects as a result of globalization.

Negative results.

Linguistic and Cultural Barriers. The variety of languages and cultures used in the global business environment can make it difficult to communicate effectively, leading to misconceptions that may have an impact on the relationships and results of commercial transactions.

Cybersecurity Risks. The risk of cyberattacks and data breaches, which may have a considerable impact on enterprises, has also increased as a result of globalization.

Employment Loss. Outsourcing of jobs from developed to developing nations as a result of globalization has increased unemployment and income inequality.

Exploitation. Because developing-nation workers lack legal rights, globalization has made it possible for some enterprises to take advantage of them, resulting in subpar working conditions and low wages.

No state or nation exists in isolation on the surface of the world. It is possible to assert that all nations in the globe have become more globalized; this suggests that all countries are interconnected, promoting economic interdependence among them regardless of the rate of economic growth. The purpose of this study was to investigate if globalization in communication, had a beneficial or detrimental impact on the growth of the Nigerian economy. It would be challenging for inhabitants of an economy to gain from economic growth and development if they are unable to buy numerous products and services from other countries and, more crucially, if they are unable to export their own goods and services to generate money to pay for commodities that are imported. As shown by the hypotheses examined in this paper, experts and proponents of economic growth have long argued that globalization and trade can speed up progress in underdeveloped nations. The achievement of national

macroeconomic goals, such as full employment, income redistribution, price stability, the advancement of homegrown technology, a favorable balance of payments, and so forth, is therefore accelerated. It may be inferred from the proxies employed, including net export, exchange rate, foreign direct investment, and trade openness, that globalization and international commerce both contribute to the expansion of the Nigerian economy. The effects of globalization and international trade on economic changes are substantial. The results indicated that net export, foreign direct investment, and exchange rate all met A'Priori predictions and had a positive relationship with gross domestic product (GDP), which is covered in more detail in chapter four. Table 4.9's data makes it very evident that between 2000 and 2021, net export was positive, meaning that exports outweighed imports. However, one area of the Nigerian economy accounted for the majority of this growth. Nigeria has not been able to fully profit from trade possibilities due to the negative consequences of export instability, which is caused by changing export earnings in the domestic economy and price (main products) on the international market. Trade is essential to modern society since no society can function alone. Despite recently achieving a big trade surplus, Nigeria still relies on international trade to solve a sizable amount of its issues. Exports reached \$99 billion, imports \$52.3 billion, and a positive trade balance of \$47 billion were recorded in 2014. But when it comes to the particular items exported, it was found that almost 90% of its exports (\$74 billion in crude oil, \$13.2 billion in gas, and \$4.23 billion in refined petroleum) were made up of oil. Because of the unpredictability of the world oil market, adjustments to import and budgetary policies, among other things, the trade balance varies greatly from year to year.

Even while globalization has benefited the Nigerian economy, there are also drawbacks, including a lack of access to visas, linguistic obstacles in trade, and the devaluation of the naira due to its low rate of acceptance outside.

Recommendations

The government must enhance its financial resources and implement laws that support the provision and protection of infrastructural facilities (such as: electricity generation, pipe-borne water, and accessible road networks) in the economy in order to encourage the migration of foreign investors into Nigeria. This recommendation

can be taken into consideration in light of our findings in chapter four. Due to the destruction of some infrastructure facilities, the severe security situation posed by the Niger-delta Avengers, Boko-Haram, and other groups need to be addressed.

The Nigerian government should do everything in its power to enhance the financial and capital markets so that potential investors have faith in the source of start-up finance. The outcome is globalization, which may also encourage economic growth.

In order to fully fulfill our economic potential and retain our competitiveness on the global arena, Nigeria must consistently increase its investments in both domestic and international markets (i.e., taking into consideration the constantly changing global economic system). Such an investment will support the economic growth of our human and material resources by boosting production and trade, raising citizen income, and lowering technology access hurdles.

Effective exchange rate measures should be implemented by the Central Bank on government instruction, preventing the overvaluation or excessive depreciation of the Naira. These regulations guarantee the competitiveness of marketable commodities as well as relative price stability or low inflation.

Technological innovation is a key driver of progress that results from both R&D (Research and progress) and creative endeavours. To differentiate itself, endure, and thrive, an economy must understand the market better than its competitors (nations). The government should support public policies that manage innovation using available technology options.

To improve the industrial sector, strategies like tax incentives and the construction of infrastructure facilities with the help of the public sector should be employed. Non-tariff barriers serve as a kind of support for domestic producers and can be maintained and evaluated.

Trade rules and how they are applied should be liberalized to encourage investment and lower the cost of government spending. This will help to establish an economy that is receptive to foreign investment. The goal is to reduce micro and macro conflicts as well as corruption. Accordingly, each sector's stakeholder should

establish responsibility, corporate governance, and obligations as core values. Macroeconomic techniques and reducing (or removing) the prevalence and freedom.

The Nigerian economy must be prepared for severe rivalry with the best as long as its productive capability is at its height if it is to expand and experience a greater quality of living for everybody. A nation's output must keep up with global competitiveness in the quickly changing world of today if it is to thrive. Nigeria must turn its raw materials into finished goods (value-added products), i.e., "Made in Nigeria" items, in order to have a substantial impact on the global market

Strengthening non-oil producing sectors like agriculture, mining, manufacturing, solid materials, accommodation, and tourism is required, as is putting regulations in place to assure continuity. By making an attempt to capitalize on the current incentive that is built into the exportation of goods to other countries (ongoing multilateral agreements), our export base, the income base for all levels of government, and the creation of job opportunities will all increase.

Personally, I believe that the UN (United Nations) should set up a body to supervise trade between the developing countries and the more developed countries, so there can be room for all countries to grow economically. The restrictions Other countries set on Nigerian citizens specifically should be looked into as well as it has caused a lot of Nigerians lose money when they are denied Visa for study or vacation and no one does anything about such unfair treatment. Once the new body has been set up by the UN (United Nations) with the help of the WTO (World Trade Organization) monitoring trade policies and possibly granting developing countries the opportunity to trade in their local currency, corruption will be at an all-time low and economic growth will wax stronger. The new refinery owned by Dangote will defiantly lead to a significant boost in the Nigerian economy as subsidy will be removed from a lot of products and services that Nigeria has been importing for a really long time. More job opportunities will arise as a refinery of that capacity will need a lot of skilled workers. There is no doubt that Nigeria has developed since its Independence on 1st October, 1960 however, Nigeria still has a long way to go as far as development and economic growth is concerned because of factors like corruption, bad governance, excessive Importation and little to no exportation etc. I believe that under the right leadership and the unity of its citizens, Nigeria has the capacity to become one of the

most developed countries and can be in a position to assist other struggling African countries in the near future.

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QUESTIONNAIRE

For each statement provide a response rating marking **X** in the box.

1. Gender

- Male
- Female

2. Age

- From 1829 From 31..... 40
- From 29.....30 From 41..... 50

3. Educational level

- Diploma and below Undergraduate
- Postgraduate or above

4. Occupation

- Unemployed /Self-employed Business
- Professional/ Employed

The purpose of this study is to evaluate the Positive and Negative effects of globalization on international communication in Nigeria.

Participation is voluntary. If you choose to participate in this study, it will take you approximately 5 – 10 minutes of your time. The minimum age to participate is 18/19 years of age.

By clicking NEXT below, I affirm that I am 18/19 years of age and voluntarily consent to participate in this survey.

For each question provide a response rating marking an **X** in the box associated with your opinion.

SA - strongly agree

A - Agree

N - Neutral

D - Disagree

SD – Strongly disagree

S/N	ITEMS	SA	A	N	D	SD
(Steven Kull 2017)						
1	I have heard the term Globalization before					
2	Language is a very important aspect of International Trade.					
3	In recent times, Technology has changed the process of international relations and has improved International Trade.					
4	Culture and social norms play a huge role in the development of international Trade.					
5	I believe that it is possible for the government to stop or reverse further					

	globalization in Nigeria.					
6	Globalization has had a huge effect on international communication in Nigeria positively.					
7	Globalization encourages international communication leading to the development of the economy.					
8	Globalization has had a huge effect on international communication in Nigeria negatively.					

Thank you for taking the time to assist me with this research.

PLAGIARISM REPORT

THE POSITIVE AND NEGATIVE EFFECTS OF GLOBALIZATION ON INTERNATIONAL COMMUNICATIONS IN THE NIGERIAN ECONOMY

by Janada Dorcas Samuel

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ETHICAL COMMITTEE APPROVAL

NEAR EAST UNIVERSITY

SCIENTIFIC RESEARCH ETHICS COMMITTEE

08.05.2023

Dear Janada Dorcas Samueli

Your application titled **“The Positive and Negative Effects of Globalization on International Communication in Nigeria”** with the application number NEU/SS/2023/1574 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Prof. Dr. Aşkın KİRAZ

The Coordinator of the Scientific Research Ethics Committee