

**Globalization And Its Effects On Nigerian Culture**

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**Abstract**

This study critically examined the impact of globalization on Nigerian culture, considering the multifaceted dimensions of Globalization and the intricate interplay between global forces and local traditions. Globalization, characterized by increased interconnectedness and interdependence among nations, has both facilitated the dissemination of Nigerian culture to a global audience and posed challenges to its preservation and authenticity. Through advancements in technology, communication, and trade, Nigerian culture has become more visible on the global stage, leading to economic opportunities for Nigerian artists and entrepreneurs. However, the dominance of Western cultural values and the commodification of culture for commercial gain have contributed to the erosion of traditional Nigerian norms and identities, particularly among the younger generation. Additionally, globalization-driven economic policies have exposed local cultural industries to competition from multinational corporations, threatening the sustainability of indigenous practices. Despite these challenges, efforts to promote cultural preservation and revitalization are underway, emphasizing the importance of cultural education, empowerment of local industries, leveraging technology for cultural promotion, and fostering intercultural dialogue and collaboration. By adopting a balanced approach that embraces cultural diversity and promotes inclusivity, Nigeria can navigate the complexities of globalization while preserving the richness and diversity of its cultural identity for future generations.

**Keywords: Globalization, Culture, Technology and Western culture**

**Introduction**

Nigeria is a heterogeneous in nature with over 400 ethnic groups and each group with different people, culture, religion and historical background. The concept of a global culture facilitated by technology is indeed a topic of discussion in contemporary society. The interconnectedness

brought about by technologies like the internet, satellite television, and social media has significantly diminished traditional barriers to the exchange of ideas, values, and cultural practices. As a result, there's a growing recognition that certain aspects of local cultures are being influenced, and in some cases, overshadowed by a globalized consumer culture. In Duru-Ford (2019), multinational entertainment corporations influence the perceptions and aspirations of common people anywhere they reside. Local cultures are gradually being supplanted by global "consumer" cultures. For example, Tukul-Dubrow (2019) notes that the English language is gradually but steadily eliminating the local dialect, while Duru-Ford (2019) notes that consumer values are displacing people's feeling of social solidarity and community.

Globalisation has progressively brought the world's immense diversity together to form unity. According to Jeans (2019), Sony, Coca-Cola, Disney, and McDonald's all represent the process. IBM and Shell Oil will shape the tastes of consumers worldwide are well-known and widely consumed worldwide. Furthermore, these are strong corporations that propel Globalisation by inventing new laws, corporate procedures, food and drink options, as well as aspirations. The term "Globalisation" was not coined until the second half of the 20th century, although its roots can be found in the years between 1450 and 1500 AD. Known as the mercantilist era, it was marked by the growth of commerce as commercial empires sought to expand their markets (Oni, 2017). Since then, the globe has essentially become a one global community because to the amazing developments in information technology, music, fashion, food intake and transportation. At first, Globalisation was viewed as an economic phenomenon, and some economists continue to characterize it exclusively in terms of economics. But even if economic factors set it off, it is now clear that it has a significant impact on many facets of society, particularly politics, culture, technology, and the environment.

Nigerians have never been convinced of the benefits of globalisation in general, and the majority of observers on the globalisation of African extract contend that rather than helping the continent, Globalisation has made poverty on the continent worse. Actually, according to some of them, Globalisation is to blame for almost everything that is wrong with Africa (Adei, 2016, Amiwu, 2016, Aluko et al, 2016). Lately, there has been a focus on how globalisation affects African culture. Nicolaides (2015) warns that African culture is being diluted to the point where it is atrophying. It has been noted that the implications of globalisation is that the world is becoming one market economy, one liberal democracy, and ultimately one westernized cultural heritage

(Afisi, 2008). Concerns regarding the cultural effects of globalisation are warranted as, in addition to its significant economic ramifications, culture serves as a unifying factor that keeps people together. As Oni (2018) put it, "a society cut off from its roots may thrive for a while on its own momentum but eventually it will wither like cut flowers in a vase." Thus, to lose one's culture is to lose one's identity. This context led to the conception of this book, which primarily aims to critically examine how globalisation has affected Nigerian culture.

### **Concept of Globalisation**

Globalisation has been variously defined by many scholars. globalisation is the multifaceted process that involves the emergence of global financial markets exchanging vast sums ever with the increasing speed of movement of global actors like multinational corporations, massive media empires whose powers may exceed that of some governments ( Onyeonoru, 2018). Stilgizt (2019) defined globalisation as an increased speed of development in which modern technologies, production techniques, organizations, consumption patterns, and worldviews are spreading across the globe. He emphasized that globalisation is a far-reaching socio-cultural process than a mere economic trend. Giddens (2021) once stated that there are few terms that we use so frequently but which are in fact as poorly conceptualized as globalisation. Probably in support of this observation, Oni (2017) opines that every study of globalisation should include a careful and critical definition of the word itself. He believes that a "muddled or misguided core concept compromises overall comprehension of a problem while a sharp and revealing definition promotes insightful, interesting and empowering knowledge, and also an understanding that helps us to shape our destiny in positive direction". He studied most of the existing definitions of globalisation and came to the conclusion that they are parochial and deficient because they define globalisation as being the same as internationalization, liberalization, universalization, or westernization. Globalisation contains elements of the four concepts mentioned above but cannot rightly be defined exclusively in terms of any of them. Definitions abound in the literature of globalisation and they vary depending on who is defining and the perspective from which the person is defining. According to Amiuwu (2016), definitions of globalisation could be institutional/organizational; process, system or value driven, ideological or a combination of some or all of the above.

Globalisation is defined by (Oni, 2017) as a process of advancement and increase in interaction among the world's countries and people facilitated by progressive technological changes in

locomotion, communication, political and military power, knowledge, and skills, as well as interfacing of cultural values, systems, and practices. He further explains that globalisation is not a value-free, innocent, self-determining process. This definition is supported by Onyeonoru, (2018) who looked Globalisation as a process of linking regions, and nations of the world which is facilitated by flow of information (communication) inducing changes in the pre-existing socio-cultural, political, economic and educational structures and systems of nations and peoples.

Globalisation is the intensification of cross border trade and increased financial and foreign direct investment flows among nations, promoted by rapid advances in the liberalization of communication and information technology (Onyeonoru, 2018). Obioha (2019) asserts that globalisation is the international, sociopolitical-economic, and cultural permeation process facilitated by policies of the government, private corporations, international agencies and civil society organizations. Globalisation creates a study link and interconnectedness within international agencies, communities, and associations that vindicate harmony and inter-alia relations in public policies and private sector management within the global arena. It consolidates uniformity in governing the international community. The above definitions suggest that the trend of globalisation has created an integration of the divergent systems, nations, and institutions around the globe, which has brought about political, socio-cultural, educational, and economic changes.

### **Concept of Culture**

Culture is a multifaceted concept that encompasses the beliefs, customs, traditions, language, arts, and social behaviors of a particular group of people (Wilfred, 2020). It serves as the lens through which individuals interpret the world around them and provides a framework for understanding and navigating social interactions. At its core, culture is dynamic and ever-evolving, shaped by historical, geographical, economic, and political factors. It influences virtually every aspect of human life, from how individuals communicate and express themselves to the types of foods they eat and the rituals they observe.

One fundamental aspect of culture is its role in shaping identity. Cultural practices and traditions often play a significant role in defining individual and collective identities, providing a sense of belonging and shared heritage among members of a community. Cultural identity can encompass various elements, including ethnicity, nationality, religion, and language, all of which contribute

to a person's sense of self and belonging within a larger social context. However, it's essential to recognize that cultural identity is not static and can change over time, influenced by factors such as globalisation, migration, and exposure to new ideas (Oni, 2017).

In Ogunjimi, and Abdul-rasheed (2017), culture influences social norms and values, dictating acceptable behavior within a society and shaping interpersonal relationships. These norms and values are transmitted through socialization processes, including family upbringing, education, and media. They serve as guidelines for how individuals should behave in different social settings and help maintain social order and cohesion. However, cultural norms and values can vary significantly across different societies and can sometimes lead to misunderstandings or conflicts when people from diverse cultural backgrounds interact. Like in the case of Nigeria, a country with complexity of cultural norms and values.

Another critical aspect of culture is its role in shaping communication patterns and language use (Norberg-Hodge, 2016). Language is not merely a means of communication but also a reflection of cultural values, beliefs, and worldviews. Different cultures may have distinct communication styles, nonverbal cues, and linguistic conventions that influence how messages are conveyed and interpreted. Understanding these cultural nuances is essential for effective communication across cultural boundaries and can help avoid misunderstandings or misinterpretations. Nigerian have forgotten their own mother tongue, they now communicate in English language to the extent that some of the young ones cannot speak in their native language

Furthermore, culture plays a significant role in influencing artistic expression and creative endeavors (Lynton, 2017). From literature and music to visual arts and performance arts, cultural influences are pervasive in artistic forms of expression. Art often serves as a vehicle for exploring and expressing cultural identity, traditions, and social issues. Additionally, cultural exchange and hybridization contribute to the diversity and richness of artistic expressions, as artists draw inspiration from diverse cultural sources and blend elements from different traditions. As such, culture not only reflects societal values and beliefs but also serves as a catalyst for creativity and innovation in the arts.

### **Relationship between Globalisation and Culture**

The relationship between globalisation and Nigerian culture is complex and multifaceted, characterized by both opportunities and challenges (Nicolaidis, 2015). Globalisation, defined by increased interconnectedness and interdependence among nations, has profoundly influenced

various aspects of Nigerian culture, including language, traditions, values, arts, economy, and societal norms.

One significant aspect of this relationship is the exposure of Nigerian culture to the global stage. Advancements in technology, particularly the internet and social media, have facilitated the dissemination of Nigerian music, movies, literature, and art to audiences worldwide (Oni, 2017). This increased visibility has not only fostered pride and appreciation for Nigerian culture among both Nigerians and non-Nigerians but has also provided economic opportunities for Nigerian artists and cultural entrepreneurs (Ogunjimi, and Abdul-rasheed , 2017).

Moreover, globalisation has facilitated cultural exchange and hybridization. Nigerian culture has been enriched through the incorporation of global influences, leading to the emergence of new cultural forms and expressions (Ogunjimi, and Abdul-rasheed, 2017). For instance, Nigerian music genres such as Afrobeat and Afrobeats have been influenced by various international music styles, resulting in a unique fusion that resonates globally. Similarly, Nigerian cuisine has evolved through the adoption of foreign ingredients and cooking techniques, reflecting the diversity of global culinary traditions.

However, globalisation has also posed challenges to Nigerian culture. The dominance of Western cultural products and values, propagated through mass media, has led to the homogenization of culture and the marginalization of indigenous practices (Onyeonoru, 2018). Western ideals of beauty, success, and consumerism often overshadow traditional Nigerian values, leading to cultural erosion and identity crises, particularly among the younger generation. Additionally, the commodification of culture for commercial gain can distort or trivialize authentic Nigerian cultural expressions, perpetuating stereotypes and reinforcing cultural inequalities (Oni, 2017).

Economically, globalisation has had mixed effects on Nigerian culture (Ogunjimi, and Abdul-rasheed , 2017). While it has created opportunities for cultural industries to thrive in the global market, it has also exposed local cultural producers to competition from multinational corporations, potentially undermining the sustainability of indigenous cultural practices. Furthermore, globalisation-driven economic policies, such as trade liberalization and privatization, can exacerbate social inequalities and marginalize vulnerable communities, further jeopardizing the preservation of Nigerian cultural heritage.

In response to these challenges, there have been efforts to promote cultural preservation and revitalization in Nigeria. Government initiatives, cultural institutions, and grassroots movements

are working to safeguard traditional practices, languages, and arts while fostering cultural diversity and inclusivity (Oni, 2017). Additionally, there is growing recognition of the importance of cultural education and heritage tourism in promoting intercultural dialogue and sustainable development.

Overall, the relationship between globalisation and Nigerian culture is a dynamic interplay of influences, shaped by historical, economic, technological, and social factors. While globalisation has brought both benefits and challenges to Nigerian culture, it is essential to foster a balanced approach that embraces cultural diversity, promotes cultural exchange, and empowers local communities to preserve and celebrate their unique heritage in the face of global pressures.

### **Conclusion**

The impact of globalisation on Nigerian culture is undeniable, characterized by a complex interplay of opportunities and challenges. As Nigeria becomes increasingly interconnected with the global community through advancements in technology, communication, and trade, its cultural landscape undergoes profound transformations. While globalisation has facilitated the exposure of Nigerian culture to a wider audience and stimulated cultural exchange and innovation, it has also posed threats to the preservation of indigenous practices and values.

The dominance of Western cultural products and values, fueled by global media conglomerates, has led to the erosion of traditional Nigerian norms and identities, particularly among the younger generation. The commodification of culture for commercial gain has further exacerbated these challenges, perpetuating stereotypes and marginalizing authentic cultural expressions. Moreover, globalisation-driven economic policies have heightened inequalities and posed threats to the sustainability of local cultural industries, as they compete with multinational corporations in the global market.

Despite these challenges, efforts to preserve and revitalize Nigerian culture are underway, driven by government initiatives, cultural institutions, and grassroots movements. These efforts emphasize the importance of cultural education, heritage preservation, and community empowerment in fostering resilience against the pressures of globalisation. Moving forward, it is crucial for Nigeria to adopt a balanced approach that embraces cultural diversity, promotes inclusivity, and empowers local communities to safeguard and celebrate their unique heritage in

the face of global forces. By doing so, Nigeria can navigate the complexities of globalisation while preserving the richness and diversity of its cultural identity for future generations.

### **Recommendations/Suggestions**

To mitigate the adverse effects of globalisation on Nigerian culture and ensure its preservation, several strategic suggestions can be considered. Firstly, there needs to be a concerted effort to promote cultural education and awareness at all levels of society. This includes integrating cultural studies into school curricula, organizing community workshops and events, and leveraging digital platforms to disseminate information about Nigerian heritage. By fostering a deeper understanding and appreciation of their cultural identity, Nigerians can develop a stronger sense of pride and ownership over their traditions, mitigating the influence of external cultural forces.

Secondly, there is a need for targeted policies and initiatives aimed at supporting and empowering local cultural industries. Governments and relevant stakeholders should provide financial incentives, infrastructure support, and capacity-building programs to bolster the growth of indigenous art, music, literature, and crafts. This includes investing in cultural institutions, establishing cultural exchange programs, and facilitating access to global markets while protecting intellectual property rights. By nurturing a thriving ecosystem for cultural production, Nigeria can harness its creative potential and generate economic opportunities while preserving its cultural heritage.

Thirdly, efforts should be made to leverage technology and digital media as tools for cultural preservation and promotion. This involves digitizing archival materials, creating online repositories of cultural artifacts, and using social media platforms to showcase Nigerian culture to a global audience. Additionally, digital storytelling initiatives can be utilized to document oral histories, traditional practices, and cultural rituals, ensuring their transmission to future generations. By harnessing the power of technology, Nigeria can amplify its cultural voice and reach new audiences while adapting to the realities of a rapidly changing world.

Lastly, fostering intercultural dialogue and collaboration is essential for building bridges between Nigeria and the global community while preserving its cultural distinctiveness. This includes promoting cultural exchange programs, hosting international cultural festivals, and facilitating partnerships with foreign cultural institutions. By engaging in mutual learning and exchange, Nigerians can celebrate their cultural diversity while fostering understanding and appreciation for other cultures. Furthermore, initiatives aimed at promoting cultural tourism can highlight Nigeria's



rich heritage and contribute to economic development while fostering cross-cultural understanding and appreciation.

In addressing the challenges posed by globalisation requires a multifaceted approach that encompasses education, policy intervention, technological innovation, and intercultural engagement. By prioritizing the preservation and promotion of Nigerian culture, while embracing the opportunities offered by globalisation, Nigeria can navigate the complexities of cultural change while safeguarding its unique heritage for generations to come. Through collective action and collaboration, Nigerians can build a future where cultural diversity is celebrated, and cultural identity is preserved in the face of global forces.

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