

International Communication and Globalization: A Relational Analysis

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ABSTRACT

This study on "International communication and Globalization; A Relational Analysis seeks to explore and analyse the relationship between international communication and the concept of Globalization. It examined the need for a country to strengthen its international relations with other countries in order to ensure better life for its citizens. The study exposed the interdependency of the two concepts above as well as the benefits and problems of international communication and Globalization. It further concludes that the well being of a nation (country) is largely dependent on how strong its interactions with other countries are and thus recommends that international communication is very necessary if a country must achieve meaningful development for its citizens.

Keywords: International, Communication, Globalization, Relational and Analysis.

INTRODUCTION

It is no longer contestable or arguable both in academic and professional cycle that advances in human society have led to urbanization and industrialization. The contemporary human society has assumed an ever increasing complexity. Developed countries of the world now have some shot to unpalatable sophistication in all areas of life [1]. Thus, urbanization and industrialization have radically reconstructed the realities around man in virtually every aspect of life. We are today in a "mass society" comprising of people of widely varying tastes, education, social and moral learning's, languages and every other conceivable attributes of human society. So with all this advancement and complexities in human society, Agba opined in [2] that "communication- the lifeblood of human co-existence expectedly is bound to take a newer dimension." Against this backdrop, one of such newer dimension is the area of International Communication.

International Communication is a communication situation that allows the exchange of meanings across national frontiers and between two or more countries [3]. This communication environment makes international relationships among countries possible. It

gainfully affords countries of the world the opportunities to co-exist and proudly affecting the realities of one another. The need for international communication in this our present sophisticated society can never be overemphasized, where everyman, everywoman largely depends on each other for survival. [4] captured it when stated that "*international communication is brought about by interdependency need of man, a situation which makes it imperative that the way one man needs to reach out to other men for meaningful existence, so does a country need to reach out to other countries for better life for its citizens.*" The emphases here is that, the need for countries of the world to interact, relate or share meanings together is the factor that necessitated international communication. The simple truth is that no country can boldly boast of being completely independent and self sufficient in all aspects of life. For this reason, countries need to interact among themselves to see how they can use their available national resources to secure other needs they cannot produce at all, or that are better imported than been produced locally. And here lies the imperative place of international communication in a country's meaningful

existence [4]. To this end, it becomes patient to state that international communication now revolves on the concept of globalization that is made possible by the rising trends of Information and Communication Technology (ICT). Globalization which has to do with the system of bringing countries of the entire world together to operate as a community is a factor that have made international communication possible and realizable. Also, some of the media like the satellite Television, internet, international Radio, cell phones, among others are factors that have helped in making the world a global village and thus, enabling international communication among countries [5]. [6],

OBJECTIVE OF THE STUDY

Any journey that does not have a pre-determined destination will remain a futile or an endless journey; thereby amount to waste of time and resources. In this study on the relational analysis of international communication and globalization there is a pre-determined objective that guides the writer and accordingly defines his purpose. The general objective of this study is to analyse and underscore the relationship between international communication and globalization and to know how a country can achieve a meaningful life and existence for its citizens through its international relations with sister countries that is engineered by the emerging Information and

THEORETICAL FRAMEWORK

In a work like this, efforts are been made to pin down the subject matter to a particular theory which will provide a reasonable or logically proved framework for the study. This work is a not an

TECHNOLOGICAL DETERMINISM THEORY

This theory was initiated by Mashall McLuhan in 1962. He noted that communication Technologies shapes how we as individuals in the society, think, feel, act and how the society operates as we move from one technological advancement to another. This theoretical proposition has been summarized as follows: Communication is fundamental to every society. Each Technology has a

stressed this point when he said: "*The concept of International communication has been aided by the concept of globalization, which has set out to remove physical barriers from penetration of World class products and services across National sundries.*" All this goes to suggest that international communication can never be separated from globalization. As a matter of fact, another name for the former is global communication, which is communication around the globe. Therefore, *international communication and globalization: A relational analysis* is a study that is focused towards underscoring this relationship that existing between the above terms.

Communication Technologies (ICTs) [7]. However, on a specific note, the objectives of this study are:

- A. To X-ray the relationship between international communication and Globalization.
- B. To demonstrate how a country can take advantage of globalization to enhance its international relations.
- C. To highlight the benefits of international communication and globalization and
- D. And to recommend international communication as a better way of ensuring a country's meaningful existence. This is the major direction of this work.

exception. An effort would be made to provide a suitable theoretical basis for this study. In view of the above, this study will be theoretically backed-up with the

bias to a particular communication forms. Innovation and application of communication Technology influence social change. The relevance of this theory to this study lays in the fact that today/ base on the technological advancement which have made the world a global village international Relations among countries have been shaped. Technological advancement has really

changed the face of international communication, thus today countries can relate with each other with little or no stress. Again, communication is very vital to every society this implies that no society, no country can survive without

communication. Every society or country needs to relate with others for it to give its citizens a meaningful existence. And with this advancement in technologies, such communication or relations is made possible and easy [8].

LITERATURE REVIEW

MEANING OF COMMUNICATION

Communication has been defined in different ways by several communication scholars. These scholars gave it different meanings based on their own points of view. That notwithstanding, for better and easy clarification, the concept of "communication" originated from a Latin word "communication" which means to make common. This implies that communication is an act of making common a personal or group idea to another person or group. It is the process of passing information from one person to another. The concept of communication has to do with the exchange of meanings or messages from one person to another with the intense desire to solicit response from the communicatee [9]. Meanwhile, for the purpose of the work, it becomes very imperative to cite some other definitions of the concept as provided by other scholars in the communication field. In doing this, the brief definition put forward by Alexander Godos may align with the one stated above. He opined that "communication is a process that makes common to two or several what was the monopoly of one or some". [1], captures it thus, "Today we might define

communication simply by saying that, it is the sharing of an orientation towards a set of informant signs". Warren weaver [2], wrote that "communication is all the procedure by which one mind may affect another". Continuing, Hovland et al cited in [4], defined communication as the process by which an individual (the communicator) transmits stimuli (usually verbal) to modify the behaviour of other individuals (audience). Still in Oquoted S.S Stevens as saying that "communication is the discriminatory response of an organism to a stimuli." The later was criticized for being too all-inclusive. To [3] "communication is who said what, through what channel, to whom and with what results". There are many other definitions of the concept of communication credited to different scholars. A continues citation of such here may be contributing more to the already existing crisis of definition of communication. Meanwhile, no matter how one looks at it, communication has to do with the exchange of meaning among person and also eliciting response as feedback from the person being communicated.

WHAT INTERNATIONAL COMMUNICATION IS ALL ABOUT

As earlier stated, the face of the world is fast changing. Technologies are becoming more advance and the society is becoming more complex on daily basis. Man as individual and countries at large are beginning to depend on each others for meaningful survival and existence. And this is where international communication comes to play in a country's international relation. International communication according to [4] is the exchange of meanings across national frontiers and between two and more countries." This is the process of sharing information or transmitting messages between two or

more countries. It seriously has to do with how a country interacts with other countries. International communication is not one country's affair. For it to be an international communication, it must be transmitted beyond the boundary of a particular country to another. A typical example is a relationship or an interaction between Nigeria as a country and the United States of American. Such interaction or international relations like the recent one where Nigeria invited the United State troop to help in the search and release of the abducted chibok girls. And also when Nigeria invited U.S.A to

help her in the fight against the deadly Ebola virus, is a typical example of an international communication situation.

International communication is brought about by the interdependency need of man. As one man needs to reach out to other men for meaningful existence, so does a country needs to reach out to other countries for better life for its citizens. It is also a fact that the economics of international resources borders on using national resources to secure other needs that cannot be produced at all, or that is better imported than produced locally. According to economist, such situation is known as "comparative cost advantage." Furthermore, international communication involves telecommunication networks that facilitate the process of international relations by spanning the length and breadth of the globe in the coverage and reporting of messages. International communication is as a result, a study in the use of mostly the mass media of communication in facilitating meaningful exchange in countries international relations. For a country to relate well with another country, that is, for international communication to be made possible, it has to make good use of the international mass media. These are those channels of communication that are capable of transmitting messages or signals across the national frontiers. Moreover the media of international communication will be stressed more in the subsequent part of this work. Meanwhile, the corollary of the aforesaid is that international communication gives expression to international relations which gainfully affords the world the opportunity to co-exist, and profoundly, affecting the realities of one another. According to [5], "international

UNDERSTANDING THE CONCEPT OF GLOBALIZATION

The concept of globalization is a century old phenomenon. It is one of the newest terms that resulted from the changing face of international communication. This change was mostly engendered by advancements in the communication field. Globalization, according to Okunna(2002,P,255) is an attempt at one

communication is a Framework upon which international Relation is built. It is the soul that animates, and the body that personifies relations. It is the value that qualifies international relations terms and facts." International Relations that is been greased by international communication is today the hallmark of any country's meaningful existence which revolves between two or more countries. International communication is concerned more with issues of trade relations, (imports and Exports), exchange rates, currency values, foreign assistance in monetary or technological areas in which states as whole entities, are drawn into contracts and contacts to hammer out procedures for smooth relationships among them. However, in addition to the state (country) been an actor in international communication, there are other actors in the economic sphere, especially the multi-national corporation which has been a significant development in international relations. "Through them, laws and policies developed in one country may affect decisions in another country. International communication skills are also noticeable in the ways various mass media of various countries presents the interest, goal and aspirations of their nations. For instance, the Voice of America (VOA) often use editorials expressing the policies of the United States government to tell the world the stand of the U.S. government on certain world issues or any other international issue concerning the U.S. The emphases here is that international communication is all about the need for international relations which is concerned with developing strategies for effective correlations that will help countries interact to achieve a meaningful coexistence and survival for its citizens.

global community. Globalization is simply, a world that pursues common goals, has common objectives and fights common problems. The concept of globalization simply has to do with system of bringing the entire world together to operate as one community. This is a situation where one can sit at the

comfort of his/her home and transact or do business anywhere around the globe. And this sophisticated process, no doubt was and is still been made possible by the advancement in Technology. Globalization cannot be separated from information and communication Technologies because the world cannot be interconnected in a global village setting without information Technologies. Izuogu (2007, P. 57), in agreement with the above, said: "*it is impossible for any activity (economic or political to) transverse national and regional boundaries without the use of information and communication technologies*". Citing Kuna, Izuogu noted that the power of information Technology (IT) has also fostered globalization and that satellite broadcasting and computer technology have united the world into a global village. It is therefore impossible for the western world to package information and

INTERNATIONAL COMMUNICATION AND GLOBALIZATION: A HISTORICAL APPROACH

In all ages, human societies have been interdependent. The quest for satisfaction of man's numerous wants (which he cannot procure alone; increasingly intensifies this interdependency need. It is also very clear to those early national boundaries. The resources discovered through explorations in the wake of industrial revolution of the 17th century led to the struggle to further exploit these resources. All this engineered international relations. To further enhance this international relations, international communication was made possible through various means of transportation that existed at that times as print media were distributed across national frontiers on horsebacks and sailing ships. In terms of language, in the early world, most communication was oral complemented by signally ceremonies and forms of architecture and later by signs identifying places and business. Inline with thus, spread their own language and writing to other parts of the world. All these were international communication in its earliest form. Furthermore, international communication was later hastened by Gutenberg's invention of the printing press many

disseminate to the entire world without the use of information and communication technologies. Globalization is possible today because of information and communication Technologies (ICTs). Globalization was a theoretical concept that first turned the world to the issue of a global community-the global village phenomenon introduced by Marshall McLuhan. The global village phenomenon, nevertheless, is not a synonym for globalization. The process that names the world a global village is only active actors in globalization. However, globalization simply entails a system comprising nations in the Diaspora where people live and work in unison regarding given social, economic and political objectives regardless of religious learning's, ethnic nationalities, languages, race, geography, etc and where also communication is used to give expression to the interactions [6].

years ago, which then allowed travelers to carry newssheets relating to the most wondrous of happenings from one country to another. The next era of development was the development of telegraph which marked the beginning of a new epoch in international communication. In the 1970s, this telegraph related messages in France. The first expansion of the telegraph in American was the link between the east and the west coasts. Meanwhile, though, it then was perfected to a wireless telegraph in 1896 through the invention of Guglielmo Marconi. Another era that gave international communication a historical landmark was the advent of the mass media. The film that came up full in 1889, radio in 1920 and television in 1940 all created, a new dimension in the communication field. Similar to that was the later inventions that came up in the second-half of the 20th century. This inventions includes the cable TV of the late 1990s, satellites technology of 1962, the internet of 1960s, videotext of 1979, on-line newspaper and magazine of 1980 and computer network (1980). The radical change introduced by this communication facilities, which have been undergoing

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process of improvement, have actually served as a boast to international communication at present. Similarly, stemming from the prophesy of the Canadian scholar, Marshall McLuhan, that the world would become a global village, the advancement and improvement of the communication facilities mentioned above, have made the prophesy a reality rather than myths. Thus today the world is now a global family not just a village. This stands to imply that the historical

RELATIONSHIP BETWEEN INTERNATIONAL COMMUNICATION AND GLOBALIZATION

From all that have been said about globalization and international communication, it becomes very easy for one to agree with me that, the relationship between the two is so enormous and interdependable that cannot afford to do without the other. In brief, where international communication seeks to or is concerned about interacting, relating and sharing of experience among countries, globalization strive to or seeks to bring different countries of the world together to make international communication possible and easy. This implies that, international communication is been fostered by the concept of Globalization. Thus in the words of [8] "the concept of international communication has been aided by the concept of globalization which has set out to remove physical barrier to penetration of world class products and services across national boundaries." He added that global networking and exchange of information can contribute to building new internalization of products and services. The emphasis been laid here is that the inter-connctivity between Globalization and international communication can never be over emphasized. Furthermore, since international communication involves interacting with people of varying tastes, education, social classes, economic standing^ religious and moral learnings, language and every other conceivable activities of human society, it needs an environment that can make it possible to reach these different classes of persons at any possible time, and here lies role globalization has come to play. Another

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landmark of globalization is hinged on the advancement of the said communication technology. For instance, during world soccer or Olympic people from all part of the world watch sports live at the comfort of their home. This is made possible by the initiative of globalization. The bottom line is that international communication has been given a boost by globalizing the entire world [8].

area of relationships is the area of information and communication Technologies (ICTs). Globalization cannot be separated from information and communication technologies (ICTs) because the world cannot be interconnected in a global village setting without information technologies. [6] supported this view when he said, "it is impossible for any activity, economic or political to transverse national and regional boundaries without the use of information and communication Technologies." In the same vein this Technologies are important to globalization. So there are also very important to international communication, because it is through these technologies that countries can interact with other countries for meaningful existence of its citizens. To this end, it becomes very imperative to state that, the telecommunication network that facilitated the process of international communication span the length and breadth of the globe in the coverage and reporting of messages. Therefore, if it spans the globe, globalization becomes a child of necessity. The summary of the relationship is that international communication needs globalization to make its global interaction easy and possible as much as globalization need international communication families to be able to bring the countries together. It is also vital to state that for a country to relate with another country for economic purpose, it needs to have access to the country's economic strength even at the comfort of its own country

and this is also where Globalization

comes to play.

SOURCES/MEDIA OF INTERNATIONAL COMMUNICATION

To start with, international mass communication is a system in which various news and information media use specialized technical mass channels to transmit or disseminate specialized and skillfully packaged pieces of information on a global scale to several foreign countries. And this is made possible through the effective use of the

international mass communication media. These media serves as sources, avenues, means, or channels through which information or meanings are exchanged round the globe. The sources or media of international communication are broadly divided into two, thus; the print and electronics media.

Print Media

There are those publications either Newspaper or magazine that are circulated world-wide. These publications contain news and information that will be of international interest. Among them are publication like Times international, BBC focus on Africa, Reader's Digest, Newsweek, American New York Times and the Nigeria Post Express. Meanwhile,

researches have shown that Reader's Digest is the most widely circulated. Also, due to the nature of print publication, newspapers and magazines can afford to maintain a daily supply of reading materials internationally. As a result of this, on-line reading of international newspapers and magazine became an option.

ELECTRONIC MEDIA

These are those audio-visual channels which are used to broadcast or air information world-wide. These electronic channels make use of electro-magnetic waves or signals to get information across the globe. Meanwhile, the film and Cinema including the internet are also electronic media used to distribute information world-wide. However, some other electronic media that can be used to distribute information around the globe are the British Broadcasting Corporation (BBC), Voice of Africa (VGA), Radio Moscow, radio French, Radio Australia and Radio Nigeria. These broadcast Radio stations listed above are noted to use mat^ languages in broadcasting. Also, satellite television is another electronic

media of international communication that have greatly enhanced global television on broadcasting without sacrificing high quality picture production. According to [4]. Synchronous-orbit satellites permitted Longer, uninterrupted programming, and foreign News satellite links with their home television news bureau. [3] noted that satellites permitted radio, television, telephone and data communication to be transited, with the speed of light anywhere in the world. Today however, we also have other sources of international communication like the international electronic newspapers among others.

SCENARIO OF INTERNATIONAL COMMUNICATION

International communication takes place in a system. System can simply be explained as network of different parts or subsystem or units. International communication takes place in an interactive scenario, that is, a system that relates or interacts with each other for the successful existence of each other. Ultimately international communication takes place with in a system of states that have sufficient impact on each other decision to cause them to behave at least in some measure as part of a whole.

According to [7], this communication system entails a set of relatively autonomous units (countries) and their agencies which are completely related through interactions. She added that, this system is made up of cluster of units linked together by such a regulated and orderly pattern of relationship that they form a coherent and complex whole. Therefore, in international communication, states (countries) are in regular contact with each other. The interaction between them suffices to

make the behaviour of each a crucial element in their calculation. [8], also noted that "News agencies are principal Actors in this system." According to her, they provide no less than 75% of world news. But all the trans-national news agencies are owned by the developed countries at the expense of the

BENEFITS OF INTERNATIONAL COMMUNICATION AND GLOBALIZATION

From all that have been said in this work on international communication and globalization, one will then be confident enough to state that the benefits derivable from the two are enormous. This concept of international communication has change and impacted much on mankind. It has actually changed the way man reacts to event and ideas in the society. That is, international communication and globalization have changed the ideology of mankind. Note the 20th century breakthrough in communication ranks with great forces, which have changed mankind progress through history. This implies that the progress of mankind in any country at all can be made very possible and easy through this all important concept of international communication and globalization. Moreover, ICTs can help to speed up development by helping poorer communities to find new ways of

PROBLEMS OF INTERNATIONAL COMMUNICATION

It is indisputable that, where benefits as the above exist, challenges or problems are inevitable. There has always been a lot more to international communication than a mere superficial appreciation of its definition. The field has, infact, taken far-reaching dimension in world politics, economics, social life, religion, propaganda, inter/intra country conflicts, wars and crisis resolutions. However, despite the excitement and noise about international relations and globalization) the international news and information media can hardly assume any meaningful international unity, consciousness and responsibility. This is squarely because each medium is interested in the welfare of its home country. The same thing applies to the news agencies. Based on this, [8] argues that: "*Trading news and information to suit a country's interest*

developing countries of Latin American, Asia, Africa etc. Meanwhile, apart from the mass media, other actors that make international communication possible are mails, submarine cables, telegraph and telephone lines, Radio-including radio telephone, point-to-point Radio and satellite transmission system.

improving their standard of living. So does international communication and globalization which is made possible by ICTs help. Poorer nations or countries can develop by finding new ways of improving their standards of living. However, international communication and globalization generate the following benefits: x. It improves the economy of a country.

x. It improves or enhances international relationship among countries.

x. It ensures meaningful existence for countries citizens.

x. It strives towards balancing the information flow between countries of the developed world and the developing world.

x. It also strengths the culture of a nation.

x. It enhances business operations by nation.

x. It also strengthens the security system of a nation among other benefits.

means emphasizing individual peculiarities, which alienate other interests, introduce differences and complaints, and eventually become the problems and bane of true international cooperation through communication."

Against this backdrop, many other numerous problems faces international communication. These problems according to [9] are Language differences, Illiteracy, (mostly in the third world). The above two problems presents the most obvious difficulties to communication development at many levels. Variations in basic cultural beliefs, inequality of communication facilities and personnel, lack of capital in many nations for developing communication and discordant government philosophies. Also at present, international communication is an information battleground where

countries showcase prowess in wielding linguistic energy solely to advance their interests. All effort to realize healthy international inter-relationship based on equity, equality, justice and honesty are

EFFECTS OF INTERNATIONAL COMMUNICATION AND GLOBALIZATION

All things been equal however, the effect of this international communication and globalization can never be over emphasized. It is obvious that some country now depend solely on other countries for its meaningful existence, even when it can provide to a reasonable extent what will aid a meaningful existence for its citizens. Also, the cost of the international communication facilities (ICTs) is very high. Many countries are now taking advantage of the globalization trends to undertake fraudulent activities in other countries. Countries of the third/world are becoming too over dependent on foreign countries. In most cases too, developed countries of the world seizes the opportunity of

This study concludes that the relationship between International communication and globalization is so close that they can never be separated from each other. It further makes a logical inference that the meaningful existence and better life of a country's citizen is highly dependent on the efficacy of its international

RECOMMENDATIONS

This study recommends that it is necessary for a country to strengthen its international relationship with other countries if it must achieve a meaningful existence and life for its citizens. It also recommends the effective use of globalization technologies by countries of the world to achieve or enhance a better international communication. It is also necessary for international organizations or agencies to diverse measure to tackle the problems of international

1. Agba P.C. (2002), "International Communication: Principles, Concepts and Issues," in Okunna C.S. (ed.), *Teaching Mass Communication: A Multi-dimensional Approach*. Enugu: New generation books.

given cosmetic touches and approached with ideologies that are subtle screens for media in establishing the gateway to other types of domination.

international communication and globalization to exploit underdeveloped countries, thereby making them poorer while they are getting richer at all times. Also, media and cultural imperialism is also another effect of international communication and globalization. Many other developed countries take advantage of the inter-country interactions to dominate the media contents of other underdeveloped countries. The cost of communicating across national frontiers is also glaring. Some countries now put in more resources in international relations, than it expects to get in return. To this end, such effects mitigate against effective international relations and globalization.

CONCLUSION

interactions with other countries. The later conclusion stems from the fact that there are certain resources needed to make life meaningful that a country can not produce for it self or that is better produced outside than been produced locally. So for this reasons international communication is necessary.

communication so as to enable interacting countries benefit maximally from international communication. The study also recommends that, while international relations among countries are very necessary and imperative, countries on their own part, especially those of the undeveloped or developing, should not over depend on developed countries even when they can produce meaningfully on their own.

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