**Media Is Influencing and Transforming Local and International Cultures and Sources**

**Introduction**

Man is an imitative animal and very often changes his style of speech or behavior through the imitation of patterns of speech and behaviors of those around him or those with whom he has experienced association. As with individuals, so it is with peoples and societies. When a people with its characteristic ways of life come into association with another people with different and distinguishing ways of life, culture contact has taken place because two different cultures have met. This association may result in either party adjusting its characteristic ways of life based on those of the other side. Awareness is extended either unconsciously or deliberately, each side or one side learns and assimilates new education system, language, social skills (like those used in government and leadership) entertainment, technical skills and a new hierarchy of values. The process by which these changes in culture occur is known as acculturation or culture transfer. All the world's greatest nations learnt or borrowed something from others.

**Mass Media** are those channels or vehicles through which information, education, entertainment or general people- oriented messages are conveyed to the masses.

Media refers to various channels of communication through which information (messages) are conveyed to audiences. They are the vehicles which transmit messages from the sender (encoder) to the receiver (decoder).

**Culture** is define as "the whole body of knowledge, beliefs, arts, law, norms, moral, customs, values, habits and all other capabilities acquired by man as a member of society. Acquired capabilities include the manner of adjusting to man's needs and to a society's needs and to a society's peculiar environment." The peculiar nature of a society's environment determines her settlement pattern; primary occupation, tradition, religion and the mode of worship.

**Cultural Imperialism** is defined as a "situation where foreign culture dominates a local one such that the locals see their own culture as inferior to the foreign one". Best and Kombol (2009), see cultural imperialism as "a process that brings societies into modem systems. It is a process in which a dominant culture exerts pressure and force on other cultures that are perceived to be of less significance even by members who belong to that culture."

**How media is influencing and transforming culture?**

In this era, new technology has become a driving force behind the movement towards culture contact. The world's communication infrastructure has matured to a point that communication now holds sway in information dissemination. Communication and information in this era are described as 'flowing on the global information super highway'. Governments in developed nations are occupied in considering ways to take advantage of these technological innovations in the field of mass media. There is a shift from national to international perspective.

It does not matter what beliefs the people of the Third World may already hold, the television programmes from the Western World will communicate the same message and affect them in the same way. The “Dependency theory” stipulates that people depend on the media to achieve certain goals. Further more people do not depend on all media equally.

These technologically advanced nations now make the developing nations a dumping ground for their media products. They bombard developing countries with all kinds of vulgar films, music with obscene lyrics, arts and other cultural contents which are alien to their local culture. This has been achieved through various channels and programmes some of which are highlighted below:

**Satellite Broadcasting:** Satellite broadcasting also known as Direct Broadcast Satellite (DBS) is a communication system that uses voice, schedule and the satellite dish. Owners of satellite dish receive messages beamed from satellite stations via satellite positioned in orbit. Through such broadcasts, television pictures and sounds are beamed round the world and into homes at all hours, regardless of frontiers, prevailing norms and values or cultural sensitivities. It is the trend now for instance for families to watch offensive, obscene films from far away countries that have no qualms about such films.

**Films:** Films have been blamed for the intrusion of alien cultures in Africa. Foreign films have made most of our young ones ignore their culture to imbibe alien culture. The consequent psychological effects these have on these young ones in particular have created a people who are not proud of their cultures and only feel fulfilled in life when they ape the west. The brainwashed youths and even adults copy western languages, fashion, music and skin bleaching.

**Conclusion**

Every culture contact results in acculturation which a culture engages or can engage for its own development. Ideas often grow by encounters and interaction with other ideas. Local media programmes should be creatively and attractively packaged to arrest and capture the interests of their audiences.

<https://www.researchgate.net/publication/311245649_MASS_MEDIA_AND_CULTURAL_IMPERIALISM_THE_AFRICAN_EXPERIENCE>