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SITUATING THE CNN EFFECT IN NIGERIAN CONTEXT: ANALYSING IMPACT ON DIPLOMACY AND LOCAL TELEVISION

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Abstract

Scholars believe that the global media of television influence foreign policy-making through a presentation of compelling images of events happening. It is termed the CNN effect or factor. However, the extent of this effect is not yet determined especially on Nigeria foreign policy and local television. The CNN Effect stands on the agenda-setting theory. The factor implies that the global television goes further to tell policymakers what it should think, what to think about, how to think about what they think, and what to do with what they think and think about. This study is carried out through analysis of secondary data and observation of global and local televisions. Beside already observed effects of global television on foreign policymaking such as making decisions in haste without proper considerations and sidelining of diplomatic protocols, the study found some side effects of the influence of global media; one of which is that global television force policymakers to be unduly attached to them (global television). The greater revelation from the CNN effect is not on Nigeria's foreign policy but on local television industry where the local television loses audience, credibility and revenue to global television. The study recommends better funding and training for local television.

Keywords: CNN effect, Al Jazeera effect, Global television, Nigeria foreign policy, Nigeria TV industry, media imperialism.

INTRODUCTION

Advancement in communication technologies has brought about global communication system that knows no limitations in terms of space and time. This system has developed into influencing nations and their policies by streaming events including wars as they happen, to hundreds of millions of viewers scattered all over the world at all the time of the day. Ted Turner's Cable News Network which became popular after covering the Gulf Wars in 1990/1991 is a success story in global television. From that period, the term CNN effect started to take shape. Scholars and observers started taking note of the roles global television play in times of war, humanitarian needs, foreign policies of nations and diplomacy (Gilboa 2005).



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The CNN effect is an international political communication theory. Through the analysis of the Effect, one understands that it brings global television, international relations, diplomacy, political communication, globalization, agenda-setting and media effect under the same roof. However, this effect attached to global television is still call for further studies. In the age of global communication, no place is too remote for coverage. In fact, the remoter a place, the more awing and enticing for global television and global audience, especially as bizarreness has become one of the chief element of news.

Nigeria features on global media on recent time for a number of reasons ranging from Radio Biafra/Nnamdi Kanu/pro-Biafra protest to general elections, Boko Haram, kidnap of Chibok schoolgirls and fight against Boko Haram, Niger Delta militancy, and so on. Following propositions of the CNN effect theory, decisions, policies, actions, reactions and interventions of Nigeria government and international community on national and international happenings are one way or the other influenced by the global mass media specifically global television such as the CNN, Sky, BBC, Al Jazeera, Reuters TV, etc. Almost all mentioned are western media.

Statement of Problem

This study looks at definitions, approaches, origin, related theories strength and weaknesses of the CNN effect theory, before going into situating the theory in the Nigerian context. This work analyzes cases of decisions and responses of Nigeria policy makers at times of global coverage of Nigeria issues. Such issues include renewed demand for the secession of Biafra, general elections and Boko Haram. The main focus of this work is global television, which also forms the ground for the CNN effect theory. This means that other forms of media including radio, film, newspaper and the internet get less attention on this study.

Objectives of the Study:

The objectives of the study include:

- i. To explain the CNN effect,
- ii. To find out how global television influence foreign policies of nations and
- iii. To situate the CNN effect in Nigeria.

Research Questions:

Therefore, this study will attempt the following questions:

1. What is the CNN effect?
2. How has the global television influenced foreign policy decisions and interactions between and within nations?
3. What is the situation of the CNN effect in Nigeria context?
4. How does global television operation affect local television industry of Nigeria?

THEORETICAL REVIEW:

The CNN effect is an international political communication theory that is hinged on global television. To have a better understanding of the concept, one needs to take apart its components. The components or parts that form the foundation of the CNN effect include television, global communication or broadcasting, agenda-setting, political communication, international relations/ diplomacy, technological determinism, foreign policy and media effects (Gilboa, 2003).



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First of all, broadcasting refers to the transmission of electromagnetic audio signals (for radio) or audiovisual signals (for television) that are accessible to the vast population via standard, readily available receivers. Television possesses characteristics that make it a powerful medium. Television is ubiquitous, immediate, voracious, flexible, audiovisual, and has the potential for social change (Akpan 2006). International communication is the transfer of information, opinions, entertainment, advertising and ideas from one nation to another via the channels of communication designed for such (Udeze 2005). Such information carried by these channels can be received by different people in different places at simultaneously (Udeze 2005). Global communication or international communication is founded on Marshall McLuhan's statement that media will make the world a global village (Udeze 2005).

Another term that will clear the ground for better understanding of the CNN effect is political communication which refers to how information and values are communicated, that is, the transmission of political messages between the system and its environment (Olayiwola 2011). Diplomacy in another hand is how states throughout the world conduct their affairs in ways that ensure peaceful relations. It has been noted Bern (2008) that the main task of diplomatic services is to safeguard the interest of their respective countries abroad and this concerns as much the promotions of political, economic, cultural or scientific as it does international commitments to defend human rights of the peaceful settlement of disputes (p.12). This tends to back some claims that global communication through such media as the CNN and BBC through factor such as the CNN effect are enthroning westernization instead of fair and balanced globalization. A people with incredible technological advancement will be able to do a lot in a time when technology inevitably causes specific changes in how people think, in how society is structured and in the forms of culture (media contents, TV programmes, for instance) that are created (Baran & Davis 2012).

The CNN factor boils down to media effect, global communication influencing policy makers. The policy makers make decisions that in turn affect the whole society. Not everyone agrees to this power attributed to global media. There have been doubts about the impacts of the CNN effect on policy forcing and instant communication. Scholars argue that global communication has not changed the fundamentals of political leadership and international governance (Neuman (1996) and Buckley (1998). Seib (2002) asserted that there is certain logic to the CNN theory, "and it cheers journalists who like to think they are powerful, but there is a fundamental problem: It just ain't so, at least not as a straightforward cause-and-effect process" (27). Natsios (1997), Gowing (2000), and Jakobsen (2000) agreed that the CNN effect has been highly exaggerated, while Badsey (1997) suggested in Gilboa (2005) that although the CNN effect may happen, it is unusual, unpredictable, and part of a complex relationship of factors.

However, the impact of the CNN factor theory cannot be ignored at least going by the statement made by Boutros Boutros-Ghali, for UN Secretary-General, that "CNN is the sixteenth member of the Security Council" (Minear, Scott & Weiss 1996). What then is the CNN effect? The CNN effect asserts that global television networks such as the CNN and BBC World have become a decisive factor in determining policies and outcomes of significant events (Gilboa 2005). CNN has experienced growth and diversification including the creation of CNN International, which has affected many facets of global communications and international relations such technology, economics, culture, law, public opinion, politics, and diplomacy, as well as warfare, terrorism, human rights, environmental degradation, refugees and health (Gilboa 2005).



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Feist (2001) wrote that the CNN effect is a theory that opines that compelling television images, such as images of humanitarian crisis cause the United State policy makers to intervene in a situation when such an intervention might otherwise not be in the U.S. national interest. Schorr (1998) defines the CNN effect as the way breaking news affect foreign policy decisions, while Livingston and Eachus (1995) put it as “elite decision-makers’ loss of policy control to the news media.”

This line of face-off between conceptualizations also shows in Seib(2004) definition of the CNN effect as presumed to illustrate the dynamic tension that exists between real-time television news and policy making, with the news having the upper hand in terms of influence (Gilboa 2005). This seems to agree with a statement by Madaline Albright in Bollier (2003) that as electronic networking gradually insinuates itself into more aspects of life and more corners of the world, it is changing the powers nation-states and the very definition of national security. Information conduits such as the CNN are superseding traditional diplomatic venues. This has the advantage of speed and more reliable than conventional channels of communications and significantly, beyond the direct control of governments (Bollier 2003).

Neumann (1996) expanded the range of effects by addressing impacts of coverage on the initial decision and subsequent intervention phases, including long term deployment and exit strategies. The core tenet is that when the CNN floods the airwaves with news of foreign crisis, policy makers have no choice but to redirect their attention to the crisis at hand; the effect here being that crisis coverage evokes emotional outcry from the public to do something about the latest incident, forcing political leaders to change cause or risk unpopularity (Neumann, 1996). This is agenda-setting; the media setting or directing the focus of policy makers. Lord (2008, 10) included global television giants like Al Jazeera and the CNN as new global powers.

There is a curve in the CNN effect which means that global television can force policy makers to intervene militarily in a humanitarian crisis, and force them again to terminate the intervention once the military force cause casualty or humiliation (Bollier 2003). Two perspectives to this is the agenda-setting by forcing leaders to deal with an issue they might prefer to ignore and secondly, forcing policy makers through public opinion to adopt a policy against their will and interpretation of national interest (Gilboa 2005). No wonder why Madaline Albright confessed that all these large numbers of information systems make diplomacy harder to carry on because the information comes in very fast and one has to make decisions much faster than one might under previous circumstances (Bollier 2003). A former Egypt ambassador to the United States said, “When I came to Washington ... I basically decided I would not compete with the media in sending information to Egypt. It was a futile attempt to get it there first. So I stopped reporting most current information, I assumed that people had that back home because they watched CNN” (Bollier 2003).

More policy makers have noted the impact of television coverage on policy making. Former U.S. Secretary of State James Baker wrote in 1996 that the real-time coverage of conflicts by the electronic media has served to create a powerful new imperative for prompt actions that were not present in less frenetic time (Gilboa 2003). The author also cited McNulty (1993) who quoted



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Colin Powell saying that live television coverage does not change the policy but does create the environment in which the policy is made. Bollier (2003) summarizes that CNN and other international news outlets have elbowed aside many traditional sources of diplomatic communications. This statement is assuming for instance, that Nigeria government may not consult with its embassy in Ukraine before making diplomatic decisions as long as it has accessed information from the CNN.

At the emergence of the term “CNN effect”, it was called several names such as the CNN complex, the CNN curve, and the CNN factors (Gilboa 2005). It originates from the time of post-cold war and it is usually associated with policies during wars, terrorism, natural disaster and humanitarian interventions.

There is also the Al Jazeera effect. This term is used to describe the impact of new media ad-media sources on global politics, namely, reducing the government and mainstream media monopoly on information and empowering groups which previously lacked a global voice (Youmans 2013). While some attribute the Al Jazeera effect to Philip Seib, others say Simon Henderson first used it in 2000 (Youmans 2013). Whereas the CNN effect is used for the mainstream traditional media networks such as the CNN, the Al Jazeera effect generalizes this to newer media such as citizen journalism blogs (for instance, Linda Ikeji blog), internet radio, and satellite broadcasting (Youmans 2013).

Livingston (1997) identified three distinct aspects that fall under the CNN Effects: A policy agenda-setting agent, an impediment to the achievement of desired policy and an accelerant to policy decision making.

Myths about the CNN Effects

Strobe(1996) discussed some point he termed myths about global television and what government officials who had to deal with it daily say really happens.

1. *Myths 1:* Global TV makes life more difficult for foreign policy makers.
2. *Myths 2:* CNN dictates what are on the foreign policy agenda.
3. *Myth 3:* Pictures of suffering force officials are used to pressure the government to intervene.
4. *Myth 4:* There is nothing diplomatic officials can do about the CNN effect.
5. *Myth 5:* The CNN effect is on the rise.

The implications of these myths are that viewership is snatched from location television and arms of policymakers are twisted as noted by Strobe (1996) to pursue what the global television wants and through the modality desired by global television. One case researchers have focused on is the West’s invasion of Iraq under Saddam Hussein under the intelligence that Iraq stockpiled nuclear weapons.

Gilboa (2002) classified global communication actors and the role they play into four based on types, activities, context, and concept. They are:

1. Controlling effect (the CNN factor)
2. Constraining effect (real-time policy)
3. Intervening effect (international political brokerage)
4. Instrumental effect (media diplomacy).

THE CNN EFFECT ON NIGERIA

This section discusses the CNN Effect in the light of Boko Haram kidnap of the Chibok Schoolgirls, Nigeria’s General Election, the new agitation for Biafra.



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The CNN Effect and Boko Haram’s Kidnap of Chibok Schoolgirls

Holly Yan of the CNN reported on the activities of the Boko Haram on May 6, 2014 in an article titled “Nigeria Abductions: 6 Reasons Why the World Should Demand Action”.

The author of this headline openly demanded and called for actions on the abduction of the Chibok schoolgirls. The call for action is exact and obvious reason the proponents of the CNN effect theory point out. The CNN through the article wanted the international community to intervene. The author went ahead to write, “Here are six reasons why the Boko Haram abductions, repugnant message its leader released this week and Nigeria’s inadequate response should matter to the rest of the world” (Yan 2014). The following are reasons Yan and the CNN gave in the article that should make the international community to intervene: That Nigeria was not isolated; that the inhumane treatment of children concerned us all; that the parents’ hands were tied; that what happened in Nigeria had deeper repercussion; that the

Nigeria response had been feeble; and finally, that this couldnot be business as usual.

Similar coverage and more such as the Bring Back Our Girls Group and hash-tags created so much awareness that celebrities and leaders world-over identified with the BBOG. The Nigeria government under former President Goodluck Jonathan declared that Nigeria army lacked ammunition. Yan (2014) added that Nigeria then sought arms but the U.S. and European nations and their allies declined to sell to Nigeria. Yan (2014) noted that the Nigerian government was under mounting pressure to find and save the girls. “Yes also, China, The U.S., Israel, and France came calling to assist Nigeria in rescuing the innocent girls from the Sambisa forest from only-God-knows what members of Boko Haram are doing with them now. The U.S. senator John McCain even advised his country to invade the Sambisa forest without the consent of Nigeria government” (Odo 2014). However, the U.S. declined to assist Nigeria citing a Leahry law even though another “group of U.S. senators from both parties has introduced a resolution calling for the United State to help the Nigeria government improve school security and go after Boko Haram” (Yan 2014).

From all these, it is seen that during the event, there were massive media coverage and policy making – all happening simultaneously. One cannot tell whether the CNN effect played out in influencing Nigeria government to seek arms or the U.S. statement or even on the meeting that West African leaders with French President Francois Hollande in Paris over the Boko Haram. One cannot also tell whether it was global television that had the most significant influence more than newspapers and mostly the internet: social media such as Facebook and Twitter that promoted the hash-tag: #BringBackOurGirls and most importantly YouTube through which Boko Haram shares its videos for everybody including the CNN to source from.

NIGERIA’S GENERAL ELECTIONS

During the 2015 Nigeria elections, global media flooded the country. The CNN, Al Jazeera, the BBC and more were all in Nigeria. It seemed as if there was some expectation that something huge – more monumental than the election would happen.

If one situates the CNN effect into the scenario, it means that global media one way or the other influenced the actions and reactions of political actors. That would be unfair to other possible factors such as personalities of the actors, political climate, and the will of the people.



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That however, does not mean that global television did not play important role of creating awareness and education. The CNN International Christine Amanpour interviewed Buhari at the time of the election was postponed for six weeks.

On February 10, 2015, Buhari granted another interview to Al Jazeera talking about the same postponement of the election and other issues (Al Jazeera, 2015). There was coverage of the election by the global television. Result of the election came out without violence and for the first in the history of democracy in Nigeria incumbent president gracefully conceded election. The role of the media here is not concretely defined as is the case with fighting Boko Haram where one could pinpoint the CNN controlling, intervening and advocating for intervention. This supports the tenet that CNN effect shows up most during humanitarian needs and crisis.

BIAFRA AGITATION

Another recent happening that has attracted the attention of global media concerns the pro-Biafra protest and the arrest and detention of the Radio Biafra director Nnamdi Kanu. The BBC, CNN, Al Jazeera, Yahoo News, New York Times Washington Post, The Independence Newspaper UK, etc. have reported about the protest, the detention of Kanu and the saga of jamming Radio Biafra by the NBC. The CNN effect here is harmful; there is no intervention from any foreign nation; except that of stick with the tenet that CNN effect shows up most during humanitarian needs and crisis.

CNN EFFECT, GLOBAL TELEVISION AND NIGERIAN TELEVISION INDUSTRY

From the beginning of the usage of the terms, CNN effect and Al Jazeera effect are applied on foreign policy making and diplomacy. Iyorza (2014) rightly identified cultural imperialism as the most significant impact of global television achieved through programs like sports, drama, musicals, and violent movies transmitted to Nigeria and other third world nations.

However, the impact of global television on local television industry weighs much more on foreign policy. Global television like the CNN is in the business of news coverage not just for social influence but to maximize profit as a profit-oriented outfit. They source stories where local televisions cannot and broadcast globally, a reach that local TV cannot have.

Due to the reach and spread and the capacity to source stories no matter how remote, global television is granted more access than local television (Toromade, 2018). News sources and newsmakers accord them greater respect and do everything possible to remain in the good books of global television. They grant audiences and interviews to global television channels whereas they sideline local broadcasters (Toromade, 2018). For instance, President Muhammadu Buhari of Nigeria has been noted to speak more to foreign media outfits like the CNN, BBC and so on than local television like the NTA, Channels and AIT. Aside his acceptance speech, the first time he spoke to press after his election in 2015 was on BBC. Most of his significant policy decisions were revealed to Nigerians through foreign and global media, from where local news outfits would then source. Related, such policies were made public while on trips in foreign land. A recent example is the policy of visa-on-arrival for African which he revealed in far away Egypt (Toromade, 2018).

The preference for global news outfits by policy makers has several enormous implications on local news media. Such implications come in the forms of loss of audience, loss of credibility, and loss of revenue.

1. Loss of Audience:

Both global television and local television are in the business of winning and retaining viewers. However, the impact of global television on viewers is significantly strong due to the



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channels' ability to use sound, visual and motion as a means of transmitting new developments, new entertainment activities and knowledge enriching programs from developed countries where the messages are generated and transmitted (Iyorza 2014). Global television channels achieve these because they are far better funded, trained, and equipped with latest technologies. These factors put them in better positions to win viewers and retain them with compelling images.

A Kantar-Geopoll Media Measurement survey on audience habits for TV in Nigeria for first quarter of 2016 discovered that AIT and NTA (two leading stations in earlier quarter) lost share of their male audiences to local news outlets like Channels, Silverbird, OnTV as well as global CNN. The GeoPoll survey also revealed that male audiences had high affinity for CNN and BBC. "Affinity is a measure of loyalty, and higher affinity scores demonstrates that a particular audience is watching or listening to that station frequently" (Elliot2016). The Ipsos Affluent Survey Africa in 2016 named the CNN as the number one international media brand. This was not only among news competitors like the BBC or Sky News or business channels like Bloomberg and CNBC. The Cable News Network has rated ahead of Eurosport, Nat Geo, and Discovery (Aginam 2016).

This is buttressed by the general attachment of elitism to watching global television. Global television channels are tuned to at homes, public places, receptions of companies and any other places the occupants want to show class. A CNN Sales Director for CNN International, Cathy Ibal stated that CNN reaches 60% of Africa's affluent audience every month on TV and digital, and was the most popular international news source in crucial markets like Nigeria, South Africa and Kenya (Aginam 2014). Also, 89% of respondents to a survey of Africans followed the 2016 US election on CNN (Aginam 2016).

While global television like CNN is gaining audience in foreign frontiers, it has been reported (Akinsuyi, 2019) that satellite news channels are losing viewership to local television in countries like the United State, the homeland of the CNN. The Pew Research Center's June 25, 2019 Local TV News Fact Sheet found that while television remained the most commonplace for Americans to get their news, local TV outpaced cable and network TV. Even though local TV news saw its audience decline across all time slots studied in 2018, viewers still preferred local TV ahead of global ones. By 2021, little had changed on the US news fact sheet.

This could be interpreted to mean that while global TV like CNN lose viewership in home country, they are making up with audiences from foreign lands. This argument is however weakened by the fact that the CNN became a global force by entering frontiers that others dared not go; and presenting compelling images from the remote frontiers.

- **Loss of Credibility:**

Closely related to audience dynamism is the credibility of news outfits. Viewers turn to channels that offer them the right information; this forms the crux of the fluidity of audiences. Global television channels like Al Jazeera, BBC, and CNN are usually believed by audiences to have authentic news stories (Aginam 2016). Even this is arguable and controversial, the fact that local political leaders turn to global television to reveal government policies gives credence to the believability ahead of local television. President Muhammadu Buhari has been criticized for the act. In 2015, chairman of the National Human Rights Commission Professor Chidi Odinkalu stated that it was offensive to Nigerians for the president to be



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unveiling his policies first to the foreign media (Tijani2015). The same year, the president first revealed the date he would appoint his ministers through an op-ed for the Washington Post (Akinsuyi, 2019). The implication was that the other news outlets including Nigerian ones like the government-owned NTA had to reference the Washington Post on his appointment of ministers.

Similarly, it was through the Paris-based France 24 that President Buhari revealed that the Central Bank of Nigerian would not be devaluing Nigerian currency, Naira. His first interviews after election in 2015 were to the CNN and then BBC (Akinsuyi, 2019).

In counter to accusations of his preference for foreign media, Buhari explained his grudges against local media; that Nigerian news media were selective in the kind of reports published(Toromade, 2018). In Buhari's own words, "the media may not appreciate the work we are doing but we will shock them by the success we are recording" (Toromade 2018). This perception of unfair and imbalance reportage from the local media could explain why policy makers might prefer global media. This however calls for further focused study to determine whether Nigerian media are selectively unfair to a sitting president; and whether global media are more objective and balanced in reporting affairs of Nigeria.

Though getting it right is important, getting it first is the key journalism business. The CNN factor at this point helps explain howglobal news media take over the news makers and transfers all credibility. The local media of newspapers, news magazine, radio and especially television which is the focus of this study are then relegated to the background; they source their news stories (though originating locally) from global media.The local news media become only a secondary new source. That is, it serves only those who do not have access to global news outfit. Audiences with access to global media would be seeing such news story at the same time that local media see it too. The audiences therefore would not need the local media.

- **Loss of Revenue:**

When local television channels lose credibility and audiences to global television, it gets down to one greater loss: revenue loss. News media package contents in order to win over audiences who are in turn sold to advertisers. The audiences become products marketable to anyone who needs access to them. Advertisers are on the lookout for media outlets with the most expansive and largest audiences for easy dissemination of information about their products and services. Advertisers pump in funds to reach their target audiences through a single global channel.

Wide reach is usually the reason cited in defense oflocal companies to advertise on global television, even to the detriments of local television. Advertisers pay considerable sums to global media in order to get global exposure. They want their brands recognized anywhere in the world. Even when they do not have global presence, the advertisers still want global recognitions. It only global television outfits that could quicklyposition such brands in space where target audiences and potential clients would be reached whether they are in Enugu or Krakow or Sao Paulo or Seattle or Marrakesh.

Some researchers and observers like the aforementioned Chidi Odinkalu, a human right activist, have criticized the economics of Nigerian companies with barely any presence beyond the borders preferring to advertise on global television rather than local television.A



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chieftain of the opposition party in Nigeria, Bode George termed it “shameless people on mere ego trip”(Akinsuyi 2019) and called that “such companies must restrict their advertisements to local media and stop frittering away money in the name of adverts to foreign media such as Cable News Network (CNN)” (Akinsuyi 2019). In reaction to companies advertising on CNN, Nigeria’s Minister of Information and Culture, Lai Muhammed on March 29, 2021 warned that Nigerian brands advertising during foreign matches must advertise during Nigerian Premier Football League games or face N100,000 fines each time such adverts run (Bankole, 2021).

Most or all of CNN programmes about Africa are sponsored by Africans especially Nigerian companies such as telecommunications, banks, Dangote as well as state and federal governments. Such programmes include *Start-up Africa* sponsored by First Bank; *African Voices* sponsored by Globacom; *Inside Africa* sponsored by First Bank; *Marketplace Africa* and *Touching Lives* are sponsored by Dangote; and *Africa Views* sponsored by MTN. (cnn.com/Africa). These companies may not have any adverts, not to talk of sponsored programmes on local media even when the greatest percentage of their customers resides locally. In this sense, global media especially television and the internet are knocking out local media.

However, these are private businesses with marketing plans which they pursue in order to position their brands with the aim of maximizing profits. Nigeria practices liberal capitalism where businesses freely operate as long as the business is legal. Therefore, it is unattainable to task businesses to restrict their advertising to local media as suggested by George in Akinsuyi (2019). Some global brands also do advertise on local media. Adverts of brands like Coca Cola, Pepsi, Toyota, Samsung, Sony, and even BBC are found everywhere in Nigeria.

CONCLUSION AND RECOMMENDATIONS

Through presentation of compelling images of events happening everywhere in the world and round the clock, the global media of television is believed to influence foreign policy making. However, the extent of this effect is not entirely determined. The CNN effect is couched on the skeleton of the agenda-setting theory. They differ in that the CNN effect implies that the global television goes further to tell policy makers what it should think, what to think about, how to think about what they think, and what to do with what they think and think about.

Beside already observed effects of the CNN effect on foreign policy making such as making decisions in haste without proper considerations and sidelining of diplomatic protocols, this paper delved into some side effects of the influence of the global television especially on the Nigeria’s local television industry of receiving country like Nigeria.

The CNN factor forces policy makers to be unduly attached to global media, especially television. The attachment to and attention given to global television result in loss of believability, viewership and revenue by the local media. Global media still aligns with the policies of their home country. Global media carry the philosophy of their home country. Therefore, to come under the CNN effect is to be influenced by the U.S. culture and philosophy; and it also means local television industry receiving country losing revenue to the originating land of the global media. This area needs more quantitative and qualitative studies.



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It is a wakeup call on Nigeria's local television and media in general to up their game to compete favourably with global media that are taking their audiences, credibility and revenue. This can be achieved through proper training and remuneration of their staff, acquisition of latest broadcasting technologies, and ambitious expansions into remote frontiers beyond borders. That is the only way they could battle the media and economic imperialism.

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