

**Title of Article:** Globalization and Mass Media in Developing Economy: A Sociological Appraisal

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**Outlet:** Journal of Communication and Society, Department of Mass Communication, OOU, Ago-Iwoye. Vol. 1 No 3

**Date:** 2006

**Abstract:** Globalisation is arguably the most contentious international economic debate over the past decade. It is a process that involves the diminishing of barriers to effective international trade supported by increased economic, sociocultural and technological interaction and integration between and among countries, which is facilitated by the increase in and access to communications technology and involvement of supranational institutions and global corporations who determine the shape, character and outcome of the process. The mass media which are sources of information and news content represented by newspapers, magazines, radio, television and the internet reach and influence large numbers of people. In this paper, focus has been on the concept of globalisation and mass media in developing countries in Nigeria. From a sociological perspective, it has successfully portrayed the consequences of the recent diffusion of globalisation ideas from the metropolis into third world countries which has impacted on the mass media in developing economies, nay Nigeria