

Global Communication: Trends and Impact of Unbalanced Information in Nigerian Society

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Abstract : Global communication has changed life at the international scene affecting on the whole social, cultural and political life of individuals in a global community. It has brought about a changing trend in the field of communication and allowed people to learn, create and process information through mainline media and new media technologies. The paper debates that music is an integral form of global communication that cannot be overlooked because it is a beautiful and powerful tool in relating information to the people which they gladly imbibe. It is worrisome that through global communication there has been consistent clash of values on information's disseminated to the global community of which the developing countries like Nigerians are the sufferers. Particularly involved in this vicious social dogma are the Nigerian youths, who learn defiant behaviour through global communication and lose touch of African cultural values.

Keywords : global communication, trends, impact, unbalanced information

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