COMPARATIVE STUDY OF NATIONAL COMMUNICATION SYSTEMS OF NIGERIA AND CHINA

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Abstract
The study is a comparative study of media system of Nigeria and China. To a greater extent the two countries have immense population of both huge human and material resources which provided a ready market for private investors. Nigeria and China are two most populous nations in Asia and the African continents. According to the national population commission’s figures, Nigeria has over 167 million people, with a very low 2.5 per capital income. The political system is federal, executive democracy with bi-camera legislatures. The country has witnessed a civil war, and also gone through military dictatorship rule for over 30 years. In the 2010 census, the people’s republic of china has over 1.3 billion people, the largest in the world. It has 8.382 per capital income. The country has gone through, maximum dynasty and military dictatorship. At present china practice democracy of a one party state. The study examines the contrast and similarities of both countries media systems. The study found that China is more advance than Nigeria in terms of media systems development but not enjoying utmost press liberty like that of Nigeria. The study is descriptive and data sourced from both primary and secondary sources, moreover, it borrows leaf from the Authoritarian Media theory and The Libertarian or free press media theory. The research work concludes that there are no-go-areas for Nigerian press contents while the china operates a full blown totalitarian media system but latter to a bit liberal media dichotomy due to her economic reforms and globalisation. It recommends the kind of media technological advancement of China for Nigeria and outright condemnation of the China authoritarian media tendencies.

INTRODUCTION
A national communication system is a product of a Media policy which refers to the set of norms and institutions that administer or manage the rights and obligations of media professionals and organisations, aiming at maintaining journalistic ethics, advertising standards and generally by (usually) self-regulating the relationship of the media with their
publics. Professor, (Dayo Alao lectures series 2012). In his own submission, professor Akanbi 2012 in his lecture series said the national communication system is also a derivative of the national media policy, which also lay emphasis on the culture, norms and values geared towards sustainable development. It incorporates the operations of radio, television, newspapers, media wire service film, Advertising and public relations. Generally, a national media system is measured by ownership and control, funding, content, and technology. In today’s world it is influenced by globalisation. In line with the above introductory remarks about the two countries, we shall look at the comparison of the Nigerian and Chinese Communication Systems through the lens- ownership and control, funding, content, technology and globalization.

METHODOLOGY
The Researchers utilises a descriptive method and sourced from both the primary source—interviews and secondary source—Newspapers, Magazines, Libraries, archives to mention but few to drive home their points.

THEORETICAL FRAMEWORK
The study examines the authoritarian theory and libertarian or free press theory. Authoritarian theory hinged on the principle of supremacy of the state as embodied in the state, thus, the role of the mass media is one of subordination to the state power and the interest of the ruling cabal. Instruments of control includes repressive legislation, heavy taxation, censorship, suspension of publications and control of newsprints. The Libertarian theory according to Daramola (2003) is interested in the free publication from prior censorship. The theory assumes that an individual or entity should be free to publish and express opinion freely without any punitive measures. It places individual above the state not below it. The theory advocates that the media be seen as partner with government in search of truth, rather than a tool in the hands of the government.

LITERATURE REVIEW
Media ownership and control
Electronic media
The media ownership and control are in line with the dictates of the communication policy and systems in Nigeria and China. It is a plural or a mix of state owned/public owned and private owned media engagement. The analysis of the mix will be well appreciated by looking at the electronic and the print media separately.

The Chinese media overview
While the Nigeria broadcast media is liberal, the Chinese media is strictly, authoritarian with full government controlled at inception. This phenomenon was influenced greatly by the China’s political emancipation, the Marxist/communist ideology of Chairman Mao Zedong. This ideology emphasis state control of all resources and paraphernalia. However, by the turn of the 1980’s and 1990’s media control was relaxed under the administrations of Deng Xiaoping and Jian Zemin. The strict regulation came back after the 1989 Tiananmen Square protests and Hu Jintao rule due to the growing influence of the internet and upsurge of dissident movement.
This development has made two journalists pressure groups—Reporters Without Borders and the Press Freedom Index in their annual reports 2010, to refer to China “as the sorry distinction of leading the world in repression of internet”. Leading the pact of the state owned/public owned media in China is China communist television, CCTV. In other parts of the
country like Hong Kong and Macau, a separate media regulatory bodies operates. The Chinese electronic media radio and television service station are controlled by the State Administration of Radio, Film and Television, SARFT. They are strictly monitored not to broadcast programmes against the government policies in Tibet and Xinxiang, the communist party. Others no go areas of broadcast are pornography and the banned spiritual group-Falun Gong. Against this backdrop, the president of the China Central Television, CCTV, Hu Zhanfan, was quoted in the Wikipedia 2012 as saying “the first social responsibility and professional ethic of media staff should be understanding their role clearly and being good mouthpiece. Journalists should think of themselves as professionals, instead of as propaganda worker, are making a fundamental mistake about identity.” Despite this centralisation and government control, of the Chinese media systems, the World Bank report in 2003, says 35 Television sets are available for 100 people; 1 billion Chinese have access to the television. Today in mainland China there are 700 conventional television stations plus 3,000 cable channels and 1,000 radio stations. For Nigeria, government and the private entrepreneurs equally own and control the broadcast media outfits. The Nigerian Television Authority, NTA, and the Federal Radio Corporation of Nigeria, FRCN, established in 1976 and 1933 are synonymous to the BBC as a state owned television and radio stations funded by the central government. There are 45 NTA and 60 FRCN stations across Nigeria, with the headquarters in Abuja. The two electronic media outfits pride themselves as the largest television and radio network in Africa. Frcn motto is “Uplift the People and Unite the Nation”. According to its website, the radio station reaches more than 100 million listeners, broadcasting in 15 languages, catering to the diverse broadcasting needs of a multi-ethnic Nigeria, uplifting the people and the nation. The Corporation also has five of its stations streaming live audio on the Internet at www.radionigeriaonline.com thus reaching millions more in the world. The external arm of the television station is called nta international and voice of Nigeria. A number of NTA programmes can be viewed online via Africast as well as TelAfric Television (US & Canada). NTA News bulletins are frequently aired on Africa Independent Television, and Ben Television in the United Kingdom. The station was made available through Sky in the UK on channel 202, but in early March 2010, they refused to make their channel pay-per-view on Sky, the next day the channel was removed from the Sky EPG. It is also on the IPTV platform SuncaSTV, and via free-to-air satellite on Galaxy 19, Intelsat 905 and Intelsat 907. Both external media organisations have bureau in selected countries such as South Africa, Egypt, UK, USA, and Canada. These countries were chosen in line with the foreign policy trust of Nigeria. Interestingly, Voice of Nigeria, VON, has an agreement with a global media service outlet – Features News Service (FSN) in Europe and America. VON’s mission "Reflecting Nigerian and African Perspectives in our broadcasts ....Wining and Sustaining the attention, respect and goodwill of listeners, worldwide, particular Nigerians and Africans in the Diaspora, Making Nigeria’s voice to be heard more positively in the shaping of our world." while the Vision is "To become the International Radio Broadcasting station of first choice for anyone of genuinely interested in Nigeria and Africa." 1992, was a turning point for the private broadcast media in Nigeria with the establishment of the National Broadcasting Commission, breaking the monopoly of government in that sector of the media. The National Broadcasting Commission is empowered to issue, renew or revoke broadcast licenses, among other functions. By 1997, NBC had licensed nine independent private television stations, two private radio stations, two direct broadcast satellite and 40 re-transmission stations. The National Broadcasting Commission (NBC) is also empowered to revoke the licences of stations which do not operate in accordance with the code and in the public interest. The act
did not specify either how to seek redress or to what the public interest. Thus allows the NBC to provide licences in perpetuity only to withdraw them at their whims and caprices.

The print media

Private ownership of print media was on the upswing in Nigeria than in China. In Nigeria, both government and the private investors are participating actively. In the main, government investment in the print media in Nigeria is a disaster from the ugly past of Daily Times, New Nigerian Newspapers (NNN) to Daily Sketch, Herald and The Standard Newspapers. The surviving one like the Nigerian observer from Edos state government, the graphics newspaper from Kogi state and the triumph newspaper from the Kano state government are gasping for breath. By late September 2012, the Kano state government has closed down the triumph newspaper.

The main features of the state owned newspapers are the control of government in the appointment of the editor for the newspaper, funding and absolute control on the editorial policy of the newspapers. They are the mouth piece of government policies and programmes and disregard opposing views and news in their coverage. Generally news and features do not focus more on the people but the paraphernalia of governance. Consequently, journalists working for these newspapers engaged in self censorship. Implicitly, in the private sector of the Nigerian media, there are too much concentration of private ownership and control of few rich and high net worth individuals with the entrance of late Obafemi Awolowo- the Nigerian tribune in the 1950’s, late Mashood Abiola- defunct concord newspapers in the 1980’s, Olu Aboderin- the punch newspapers, they surely set the pace of private ownership of newspapers, with their staples dictating the pace. While the concord newspaper is defunct, the Nigerian tribune and punch newspapers are still blazing the trail.

With the return to civil rule in 1979, after thirteen years of military rule, the few surviving privately owned newspapers in Nigeria were joined by a plethora of titles- the vanguard, thisday, the guardian, the sun, defunct democrat, daily trust, leadership, the moment, the pilot, the compass and others. The newcomers appeared, in part, to serve the electioneering role played by newspapers of the 1920s. Since there are privately funded by an individual or group of like minds, their editorial policies are guided by the interests of their owners and not by the dictates of the people. The news slant are not nationalistic in outlook, rather it smacks ethnic, religious or political agenda.

A good reference is the coverage of the insecurity challenges in some parts of the country and pressures mounted on President Goodluck Jonathan’s administration. These print media are concentrated more in the urban centers of Lagos-Ibadan axis of the southwest, Kaduna North West and Abuja north central of the Nigeria. Interestingly, the private media newspaper owners have formed a pressure group called the Newspapers Proprietors Association of Nigeria, NPAN, to cater for their interests. Accordingly, in 2010, the NPAN went to court on behalf of its members to protest over government directive for the private print media houses to set aside some funds separately at take off of their operations for workers salaries and other incidental expenses. The association disagree with government and went to court. They won the legal battle against the Nigerian government. (Cited as appendix the court judgement).

In China, the print media at the inception are owned by the government and later private investors too came in to compete in the market share as result of the country’s liberal reforms. By the turn of the year 2000 onwards, there are 2,200 newspapers and 7,000 magazines and journals in the country. But the front runners are the state run, namely- the people’s daily, Beijing daily, Guangming daily and the liberation daily. They are virtually
communist newspapers. Just like Nigeria, the news agencies are also owned by the government. They are Xinhua news agency and China News Service. Xinhua has the powers to censor and edit the news of foreign agencies just as the news agency of Nigeria does. The Chinese newspapers and magazines are controlled by the government regulatory agency called - General Administration of Press and Publication-GAPP. The ownership structure and control really dictate the level of funding, editorial policy and the overall content of the media.

**Funding**

Both the Nigerian and Chinese media outfits have allowed private entrepreneurs to owned and control as well as fund their operations. Funding of the Chinese media is mixed. At the onset government funded the state owned media through subsidy. With the advent of the China’s economic and media reforms commercialisation of the government owned media emerged. Raghav Bahl, (2010) one of India’s modern media pioneers and founder of TV18-one of the India’s largest broadcast stations justify this shift in media funding in China based on openness, transparency and freedom.” According to his submission “China now has to face a tougher part of reform as it tries to create a far more equitable society with a rising demand for openness, transparency and freedom.” Similarly, the diversity in mainland Chinese media news and programmes were responsible for commercialisation as most state media outlets are no longer merely serve as mouthpieces of the government. While the government issues directives defining what can be published, it does not prevent, and in fact encourages outlets to compete for viewers and advertising. Financial incentives are also used to control journalists' behaviour.

Despite this partial funding, the operations of the media were tied to the Foreign Service department. Just like the Chinese media scenario, the funding of state media organisations are done through direct funding by subvention/subsidy and partial commercialisation. The federal radio corporation of Nigeria, FRCN, Nigerian television Authority, NTA and the News Agencies of Nigeria, NAN, are good case in point. Conversely, the voice of Nigeria is totally funded by the government. Despite partial government funding and commercialisation, the media stations have been used largely by government to propagate its policies and defend its interests in line with the countries communication policies to engender growth and sustainable development. The private media organisations were funded by private investors, owners and the public through private allotment of shares as it was done by the Daar communications- owners of African independent television, AIT, and Ray Power FM. In the newspaper industry, the African newspapers of Nigeria – the Nigerian Tribune, stand tall on this equation. (The Nigerian tribune is established by the Awolowo family but certain percentage of the newspapers shares were sold to the public and called for annual general meetings annually).

**Media content**

This section will be analysed based on the language of broadcast and publications of news and programmes, language of broadcast in line with the dictates of the national communication policies of Nigeria and China. In Nigeria, the language of broadcast and publications are 90 per cent English and the remaining 10 per cent for local languages of Yoruba, Hausa and Igbo. Consequently, most news and programmes are largely elitist and self serving.

Lawuyi, 1991, supported this claim. He argued that most Nigerian newspapers devoted more space to advertisement on special projects commissioning, birthdays, congratulations, obituaries and self adulations of government officials and private individuals against the
detriment of reporting stories that affect Nigerians welfare. It devoted little time and space to
critical issues of governance and accountability. This, he said questioned the social
responsibility of the media. In accordance with the national broadcasting commission
guidelines, electronic media in Nigeria are expected to have 60 of the programmes in local
content and 40 per cent foreign. Unfortunately, especially private televisions and radio
stations do not have local content programmes nor commission local content programmes.
They devoted more time for foreign music, chit chat and phone –in due to pulsilty of funds
and the process of acculturalisation.

Sometimes, they rely on programmes or rebroadcast western programmes from foreign
channels which have adverse effect on Nigerian youths as proponents of media
acculturalisation such as Lerner (1962) Gerbuer (1977), Rogers (1964) Schramm (1964),
acculturation of Nigeria youths take place as a result of exposure to western TV which
influence the perception of TV reality and alters self-image. Meanwhile, the public owned
electronic media do commissioned local programmes which are policy driven and culturally
rich in content. Magazines programmes on nta am express, network programmes like tales
by the moonlight, radio link, platforms are good informative and educative programmes on
state owned electronic media in Nigeria. The ministry of information monitored the content
of these television and radio broadcasts.

The monitoring of these programmes are sometimes tied to the appointments of key officials
to media organisations hence the officers do not allow utmost criticism of government
policies in its programming across board for fear of outright dismissal. In some cases they
engaged in self censorship to protect their tenure. For instance, within one year of the elected
civilian government assuming office in 1990, no less than ten chief executive officers of
state-owned broadcasting stations were sacked (Uche, 1989). Those who kept their jobs got
the message - toe the line. The private electronic media is not totally immune from the
private interests of their owners. In the account of Florence Chioma (2000), “Private media
proprietors also exert significant control of their media organisations. Proprietors have been
known to demand self-censorship by their editors. The headlines, features, commentaries and
cartoons in the newspapers and discussions, documentaries programmes are in tune with
government programmes thereby acting as enlightenment and propaganda outfits for its
policies.

The proprietor expects those working in their media organizations to understand and protect
their interests. Often a proprietor's economic and/or political interests are very influential in
how they want their papers to relate to the government of the day. In 1992, Moshood Abiola
the multi-millionaire politician, asked his editor Bayo Onanuga to apologize to the then
military President Babangida. Onanuga's article in one of the titles of which Abiola is
proprietor was believed to have angered the president. However, Onanuga refused to
apologize and instead he resigned along with three others. late Abiola, however, did
apologise and to rub the former editor's nose in the dust, the apology, a private letter from
Abiola to the President, was reported exclusively by the Daily Times 23 April 1992”. But on
the average, the private media both electronic and the print daily exposed the shenanigans of
the Nigerian political class. The beauty of this development is that the private media have
continued to give a voice to the Nigerian people to talk about their resentments to these
undemocratic practices and attitudes as well as unwholesome government policies.
Television programmes like kakaki in the African independent television, ait, sunrise daily on
channels television, amtv show on television continental ,tvc, morning crossfire on Nigeria
info fm radio, factfile on Raypower fm radio are flagship on public driven programmes
highlighting the contemporary issues on Nigeria’s socio-political space. In the main, the poor
programmes according to the president of independent television producers, Stephen ozezuah 2012, attributed this development to poor funding, lack of creativity, cheap foreign programmes, lack of regards for Time belt airing of home video contents on terrestrial TV. For the Chinese media, rising literacy rate and the economic prosperity of china have greatly affected the country’s media content. As at 1990, Per capita gross domestic product has increased fourfold since 1980. Rising disposable incomes have freed many Chinese from worrying about the basics of survival and provided them the wherewithal to purchase more television sets, newspaper and magazine subscriptions, and, more recently, satellite dishes and computers. Rising literacy rates have produced tens of millions of additional readers in the past decade, creating ever-expanding markets for the print media. According to UN statistics, Mainland China's adult literacy rate rose from 65.5 percent in 1982 to 81.5 per cent in 1995. The language of broadcast and publication is local Chinese language and about one per cent English due to the country’s economic reforms. Consequently, state owned television station has monopoly of local content programmes because the Chinese viewers have more passion for their local programmes. The station buys foreign programmes and banned foreign produced programmes between 5pm and 8 pm to protect the state owned Chinese animation studios to broadcast their cartoons.

China media equally rose to the challenge of given voice to the people by challenging the over bloated public spending, fight against corruption and promotion of civil engagement as Jiani Wu, of Pittsburgh state university notes in the china media research, 2012” civic engagement in china has prevented the abuse of political power, enables more democratic and scientific decisions making, as well as promotes social harmony” Despite the government press censorship against state secrets , there are press reports about social and political conditions.

Among social issues first reported in the press of mainland China include the AIDS epidemic in Henan province, the unsafe state of mines in mainland China. In addition, the SARS cover-up was first revealed by a fax to CCTV which was forwarded to Western news media. Aimeiyang 2012 corroborated this above assertion with the effective reportage of the severe acute respiratory syndrome, sars, epidemic in 2003 and the Sichuan earthquakes in 2008. According to the Chinese news agency, Xinhua news, 2008, the Sichuan earthquake took the lives of over 6,900 people ,about 3 million people were homeless and cost more than one billion dollars in economic loss to china. Similarly, newspapers which are nominally owned by the Communist Party are sometimes focusing on scandals often involving local officials who have relatively little political cover. However, Chinese newspapers tend to lack depth in analysis of political events, as this tends to be more politically sensitive. Magazines and journals published in mainland China are also publishing internal police reports on jailings of religious leaders and other dissidents. According to findings the State is not bothered about shut down such publications so as not to engendered negative public reaction, drawing more popular attention to the magazines, and affect it lean resources. Since the late 1970s, despite periodic reversals, media in mainland China have frequently criticized party cadres and have published debates on such fundamental issues as the rule of law, freedom of the press, and universal human rights. They also have reported on a myriad of previously untouched social and lifestyle subjects. The
only inviolable restrictions appear to be an unwritten ban on challenges to the party's right to rule and to the legitimacy and decision-making authority of top party leaders. In preparation of the 17th National Party Congress in 2007, new restrictions were placed on all sectors of the press, Internet-users, bloggers, website managers, foreign journalist, more than 30 of which have been arrested since the start of the year. In addition, a thousand discussion forums and websites have been shut down, and "a score of dissidents" have been imprisoned since July 2007.

Regulations
The Print Media

There are different approaches to media regulation in China and Nigeria, as the essence of regulations is to ensure and maintain standards in terms of operations and service delivery. In Nigeria, the communication policy established the Nigeria press council to regulate the activities of the print media. It puts together a code of conduct or ethics of the profession for the print media organisations and journalists as a whole. This covers fairness, objectivity, privacy, and respect for individual’s rights to reply on any issues or stories among others. It works in collaboration with media groups such as the Nigeria union of journalists, the guild of editors, national association of women journalists, Newspapers proprietors association of Nigeria, Nigerian institute of public relations, the advertising practitioners of Nigeria. it is also concerned with trainings of journalists through regular seminars, workshops and conferences on contemporary issues in the media, nationally and globally.

The private print media outfits in Nigeria in 2010 finally won a court case against the government on any form of control in terms of payment of deposits before a newspaper or magazine is established and editorial policy. The suit no fhc/l/cs/1324/99 filed by Mallam Ismaila Isa, president of the newspapers proprietors association of Nigeria. (See appendix). Unfortunately, the Nigeria press council has not been able to sanction media organisations or journalists for any misdemeanours in the cause of their duties. Recently, only the punch and daily trust newspapers have come out with a code of conduct and an office of ombudsman for the public who feel offended by publications to report abuse and come forward for compensation. It also warns his staff of unethical conduct and prescribed outright dismissal for any staff that violates the code.

In china, the print media are not allowed to write on topics such as the legitimacy of the Communist Party of China, the governance of Tibet, and Falun Gong. While the government issues directives defining what can be published, it does not prevent, and in fact encourages outlets to compete for viewers and advertising. Financial incentives are also used to control journalists' behaviour. The pronouncement of the propaganda chief of the State Council, Hua Qing, in the People's Daily and editorial written by the China's Peoples Congress General Secretary, President Hu Jintao when visited the People's Daily offices and said that large scale public incidents should be "accurately, objectively and uniformly reported, with no tardiness, deception, incompleteness or distortion”, were instructive on this respect.

The government has also drafted a new press law that would lessen government involvement in the news media. Recent reports by Chinese media indicate a gradual release from party control. For example, the detention of anti-government petitioners placed in mental
institutions was reported in a state newspaper, later criticised in an editorial by the English language China Daily. Scholars and journalists believe that such reports are a small sign of opening up in the media. The media in mainland China also are becoming more autonomous and more diverse. Since Mao Zedong's death in 1976 and the subsequent emergence of Deng Xiaoping (who died in February 1997) as the country's paramount leader, an overall climate of economic and social reform in mainland China has been reflected in media content. A prime example of the liberalisation has been the party's flagship newspaper, People's Daily, which had been rigidly controlled under Mao, used against his enemies, and copied verbatim, by every other newspaper in the country during the Cultural Revolution. This leading daily was reformed and enlivened in the late 1970s and early-to-middle 1980s by then editor-in-chief Hu Jiwei. Hu expanded the paper's size and coverage, encouraged public criticism through letters to the editor, called for promulgation of a press law to spell out journalists' rights, and introduced a sprightlier writing style. Much of the information collected by the Chinese mainstream media is published in neicans (internal, limited circulation reports prepared for the high-ranking government officials), not in the public outlets. The withdrawal of government media subsidies has caused many newspapers (including some owned by the Communist Party) in tabloids to take bold editorial stands critical of the government, as the necessity to attract readers and avoid bankruptcy has been a more pressing fear than government repression. General Administration of Press and Publication – administers the newspaper, periodical, video and audio media and news industry. Generally, the Chinese media’s growing autonomy has been reflected in their increasingly diversified content.

Training

The training of media personnel is mixed in Nigeria and the China. Government totally controls the curriculum for journalism training as enshrined in the communication policy in both countries. Government and the private sectors are involved the establishment of media training institutions. Mass communication departments of the state and privately owned universities, polytechnics, and other tertiary institutions embarked on training of journalists for the media industry. Specifically in Nigeria, private media organisations like the daily times newspapers and the state owned federal radio corporation established a private journalists training schools. The times journalism institute and the federal radio corporation of Nigeria, FRCN, training school based in Lagos. Media pressure group like the newspapers proprietors association of Nigeria, the Nigeria union of journalists, Nigeria institute of public relations established a private monotechnics – Nigerian institute of journalism in Lagos to train media workers. Media pressure groups like the Nigerian institute of public relations, nipr, advertising practitioners of Nigeria, apcon among others set up their different training institutions for their members to maintain standards and instil discipline in media training. These media training institutions equally worked with international media training organisations like the Reuters foundation, BBC media trust and thomsonfoundation among others to train Nigerian journalists on current development in ethics and media entrepreneurship. Be that as it may china equally used the apparatus of the state and private sectors to train its journalists. The country is remarkably
different in the sense that it is set to introduce a new media training system that requires it journalists to train in Marxist and communist theories of news.

According to the greenslade blog in the UK’s guardian newspaper, 2012, Li Dongdong, deputy director of the General Administration of Press and Publication, was quoted as saying that some mainland reporters were giving Chinese journalism a bad name because they were not properly trained. Under communist theories of journalism, media should support the leadership rather than operate as a watchdog. The initiative seems to be aimed at mainland journalists only.

**Globalisation**

One of the striking features of national and international media systems is globalisation. This is defined by akanbi, 2012 lecture series as an important phenomenon, a movement sweeping across the whole planet and beyond. It derivatives are flow of ideas, labour, capital goods, technology, people culture and foreign exchange. Giddens, 1990, Reith, 1999, and keeling 2004, agreed with this assertion. Comparatively, this global village theory and movement impacted on the media systems of Nigeria and China. The effect of globalisation on the Nigerian media resonate more in the content of the media chain down the line. In short the content is Eurocentric all the way. The choice of language for broadcast and publication has a full semblance of a European identity to the detriment of Nigeria’s cultural values and norms as Lawuyi, 1991 asserts. The use of latest technology for broadcast and publications are also noticeable in the media organisation across Nigeria. Satellite feeds has assisted broadcast of online real time signals from any location across the world to millions of homes in Nigeria. Newspapers are now been printed in multiple colours and large quantity simultaneously in different locations in Nigeria to meet the readers demand.

New media techniques have completely taking over the traditional media in the area of news reporting, production and circulation. According to Akinreti 2011, the online journalism – a gift of the 21st century journalism practice have ensured that readers, listners and other stakeholders have the choice of a instant feedback, interact and choose their news at a finger tip. On the areas of digital migration of broadcasting, Nigerian government has set a 2015 deadline for all broadcasting stations to comply. Here, the use of HD Cameras, digital transmission takes over. Expectedly, China is the main beneficiary of globalisation in all its ramifications. By 2010 the existing cable television in cities in eastern and middle parts of China as well as western parts of the country has been digitalized. By 2015, the analogue signals within the country will be generally stopped. In the meantime, the policies emphasize the continued amalgamation of the three networks of Internet, television and telecom. According to China's national strategy, the country aims to shift from a major television manufacturer to a digital television power during the development of digital television industry. The policies show that by 2010, the annual sales of China's digital television sets and related products will reach RMB250 billion and the export volume will reach US$10 billion.

By 2015, China's digital television industry scale and technology level will rank among the top in the world and it will become one of the world's largest digital television set and key components development and production bases. Widening Chinese use of the Internet is also undercutting government efforts to control the flow of information. According to CNNIC's 22nd Statistical Survey Report on the Internet Development in China, more than 250 million people in mainland China now have Internet access. Since the beginning of 1996, the State has suspended all new applications from Internet service providers seeking to commence operations in the PRC; moved to put all existing Internet services under the jurisdiction of the
Ministry of Posts and Telecommunications, the Ministry of Electronics Industry, and the State Education Commission; and attempted—without much success—to establish firewalls, limit the contents of home pages, and block access to certain Internet sites through routing filters.

Although much of the Internet access in China is subjugate to the so-called "Great Firewall of China", which blacklists certain websites and even blocks chat sessions, it has proven relatively ineffective there are logistical problems with a firewall over such a large network, and in most instances its effects can be negated with a simple proxy. Government officials are worried that, as the number of Chinese homes with telephone lines grows from the present level of less than 4%, the State will become totally unable to monitor Internet access at residences.

**CONCLUSION AND RECOMMENDATION**

From the foregoing, the media systems in both Nigeria and China have passed through the same evolution from totalitarian regimes. Nigeria from the British colonial rule to militocracy and finally democracy, the media system has struggled through repression, liberalism and later self-censorship. On the whole, for the Nigerian media, there are no go areas for its contents, but each medium decides its operational goals with the ambit of the regulatory authorities laid down rules. China on the other hand started off with a full blown totalitarian media system to a more liberal media landscape occasioned by the economic reforms and globalisation. The study recommends that Nigeria media should borrow leaf from the media systems of China in terms of technological know-how but berates authoritarian traits of the said country media systems.

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