Glocalization and the New Media: Re-Energizing the Communication System for Sustainable Community Development

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Abstract
The term "glocalization" is a new word extracted from the word "globalization". Since its emergence, it has become predominantly used while discussing contemporary challenging issues on globalization especially amongst developing countries across the world. Glocalization comprises two processes: globalization and localization. While localization refers to human beings, individual subjects, organizations, communities or localities, globalization embraces the planetary processes. However, the underlying causes of global processes can be always found in identified localities. Glocalization is often interpreted as 'think globally and act locally', which is seen as possibly a more effective strategy for the future sustainable development especially in rural areas. The term expresses the human capability to overcome (at least locally) the various territorial levels. The New Media on the other hand, is a product of globalization and glocalization. On how it has impacted on the overall interested interest of the society vis-à-vis rural development, is the core interest of this study. Thus, with the aid of secondary documentary research method, we looked at how the import of the New Media as a result of glocalization helped to shape positively, community development in Anambra. The study was anchored on the Uses and Gratification theory perspective. However, the study revealed that; - the New Media has contributed positively to rural development in Anambra State because, it created room for on the spot information of the happenstances in the local areas. – it was learnt that, while many applaud the glocalization invention of the New Media, a lot more are worried over the increase in its usage to propagate misinformation, blasphemy, slander and fear within the society. – Interestingly, there is no law in Nigeria, guarding against dangerous usage of the New Media. – Again, the inability of the government to have total control of the internet is an issue as we discovered. We however, recommended amongst other things that; the government at various levels, should as a matter of urgency, promulgate laws to regulate the usage of the new media in Nigeria, and Anambra State in particular.
Keywords: Glocalization, New Media, Rural Development

1. Introduction

The struggle for sustainable development has continued to be a challenging task to many developing countries across Africa, and Nigeria in particular, especially amidst the geometric increase in technological innovations across the globe. The drive orchestrated by technology, has continued to put development under immense pressure so much so that, the developing countries of the 21st century, doesn't necessarily need to wait for decades for them to attain sustainable development. For effective sustainable development, information is key. This is because, for a development expert to get his work going, there is every need to communicate his intentions to the next person. Thus, since communication is key, the means and channels in which such information is communicated, is also very exigent. This is because, be it a policy formulation, transportation or even formulation, the truth is that, the information has to be communicated.

However, the means of such communication has grown with the invention of the new media. New media therefore, has come to stay as a result of its "soft" nature, fastness, and accuracy. It has eroded the era of letter and memo writing, in other to communication a development policy or implementation. Many rural areas in the 21st century with Nigeria, has attracted numerous developmental programmes their domain as a result through the effective usage of the new media to communicate the harsh

developmental challenges they face. But beyond this, there are numerous issues orchestrated by the new media. What is difficult to examine at the moment, is what exactly is the issue why we are yet to diversify the usage of the new media, as a means of drawing the attention of the policy makers to the areas where development is need.

For instance, Ukomadu (2018) observed that, in Nigeria, there are seven hundred and seventy-four local government areas and more than one million communities in the thirty-six states of the federation; therefore, developing the whole communities simultaneously will be a near impossible task for any government. In his empirical study using the Ogwa community in Mbaitoli local government area of Imo state, realized early in time that for the community to have the basic social amenities that will make life more meaningful and enjoyable, she will have to embark on community development. According to Ukomadu (2012), it was the desire for development that led to the formation of Ogwa Improvement Union in 1937 by Ogwa indigenes living in Port-Harcourt and this served as a vehicle for the socio-economic transformation of Ogwaland and placed it ahead of others in terms of socio-infrastructural development. Due to fact that majority of the members of the community were living at home during this period, it was easy to mobilize the people for self- development. But since after the Nigerian civil war, between 1967 and

1970, the settlement pattern has really changed, majority of Ogwa indigenes are scattered across the country and an equally sizeable number in diaspora, mobilizing the community members for development became a herculean task. This is largely attributed to the poor telecommunication system prevalent in the country for a very long time. With very low tele-density and very poor postal service, communicating with people outside the community was a very tall order, leading to great difficulty in mobilizing community members for development. This inability to mobilize and its attendant negative impact on infrastructural facilities and general socio-economic development persisted until the advent of new media networks and applications recently.

Interestingly, the New Media, is a product of glocalization and therefore, the above predicament as presented by Ukomadu (2018), explained the challenges that had earlier faced the issue of community development, as well as presented how it was never resolved until the advent of new media. Despite this, the problem still posses its ugly head in our contemporary society today, especially in Anambra State. It is therefore, the intention of this paper, to, with the aid of secondary documentary research method, look at how the import of the New Media as a result of glocalization helped to shape positively, community development in Anambra, with a view to contributing to the unending debate on the new

media and its impact on community development. To do that, the paper will be divided into four, which are; - the conceptual explanations, - the empirical reviews, - theoretical framework and the recommendations.

2.1 CONCEPTUAL EXPLANATIONS
2.1.1 Glocalization
The term "glocalization" is a new word extracted from the word "globalization". Since its emergence, it has become predominantly used while discussing contemporary challenges issues on globalization especially amongst developing countries across the world. Glocalization comprises two processes: globalization and localization. While localization refers to human beings, individual subjects, organizations, communities or localities, globalization embraces the planetary processes. However, the underlying causes of global processes can be always found in identified localities. Glocalization is often interpreted as 'think globally and act locally', which is seen as possibly a more effective strategy for the future sustainable development especially in rural areas (Nnabuike, 2019).

The term "glocal" and the process noun "glocalisation" are "formed by telescoping global and local to make a blend, it was modeled on the Japanese word *dochakuka*, which originally meant adapting farming technique to one's own local condition. In the business world the idea was adopted to refer to global

localisation. The word as well as the idea came from Japan (Feattherstone, 1995). Though the term "glocalisation" has a Japanese origin, its English usage can be attributed to Professor Roland Robertson, a British American sociologist. His interest in Japanese society led him to find out that the term "glocalisation," used by Japanese marketing experts, meant that products of Japanese origin should be localized – that is, they should be suited to local taste and interests – yet, the products are global in application and reach. Robertson and other sociologists interested in the subject of global processes could not help noticing that many of the social categories and practices assume a local flavour or character despite the fact that these products were invented elsewhere (Habibul, 2005).

Succinctly, Gobo (2016) points out that, glocalisation is an under-theorized concept. He informed that, there is no theory or school of theories on glocalisation, as such, in the literature. To him, its quite amazing, particularly given the popularity of the term and its large diffusion in different social, economic, and political spheres, as well as in academic discourse. Surprisingly, to date there is no book in circulation that specifically discusses this concept. However, while there is no attempt to distinctly theorize glocalization on its own terms, this does not mean that there are no relevant interpretations, whereby theorists have sought to creatively engage with it. Nevertheless, what is needed is to add glocalisation to the social-scientific vocabulary, as an analytically autonomous concept, and not as a mere appendage to globalization. As a matter of fact, he concluded that, the trilogy of global, local, and glocal are in need of unambiguous sound definitions from theoretical and methodological perspectives.

From the above analogy, specifically as it concerns our study, it is interesting to note that, the entire emphasis on the concept of glocalization, supports our subject. This is because of its undisputable bearing to the locality of a particular environment. We align greatly with the submissions of the aforementioned scholars.

2.1.2 New Media/Social Media

Friedman & Friedman (2008) noted that, the term new media is used ubiquitously in many different ways. Lievrouw & Livingstone (2002) focus on the message (i.e., the communication and its practices), the technology (i.e., the medium), and the social context in which it is used. These three aspects of the new media show up repeatedly in the literature along with other more specific technologies and practices such as collaboration, digitization, telecommunication (Friedman & Friedman, 2008). Gitelman and Pingree (2003) take the temporal approach, using the term "media in transition" to describe a period of time during which a medium is emergent

and thus a sort of contrast to and competitor for the old media. Manovich (2002) has defined new media as cultural objects "which use digital computer technology for distribution and exhibition."

In sharp contrast, they emphasized clearly that, new media may be characterized using a variety of different approaches. In large part, the confusion – such as it is – among various definitions of the new media is due to an inherent confusion of the object of study – the message, the medium, the technology, the time period, the social context. In fact, today, the term media itself may sometimes refer to the technology – i.e., the medium of communication – but increasingly to the message itself (Friedman & Friedman, 2008). To them, it appears to be the inverse of what McLuhan (1964) famously argued – that the medium (i.e., the technology) is more important to society than the content of the message – but perhaps that just shows how far we have come.

According to Ukomadu (2018), New media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. He identified New Media as; - Twitter, - Instagrame, - Facebook, - Linkedin, - Xing, - Ren ren, - Linkdin pulse, - Snapchat, - Pintrest, - Twoo, - Inmessages etc.

Voithofer (2005) specifically contrasts the new media with old media counterparts by describing the "newness" of the new media in terms of changes in production due to convergence of technology and media, storage (digitization and indexing), presentation (in a video display of sorts), and distribution over telecommunication networks.

Nevertheless, sometimes the best way to explain a phenomenon is to convey what it is not. One way to define the new media and their associated technologies is to contrast them to the old media. In a tabular representation, Friedman & Friedman (2008), demonstrated it this way below;

Table 1.1: The Old Media Vs the New Media

Old Media	New Media
Books	Ebooks, wikis
Journalism	Blogs
Music	Pandora
Newspapers, Magazines	Ezines
Radio	Podcasts
Television	Full episodes on web
Telephone	VOIP
Film	Amateur videos on the web.

Sources: Friedman & Friedman (2008), "*The New Media Technologies: Overview and Research Framework*"

From our prism, we appreciate the fact that, the debate on a generally acceptable definition of the new media, is still undergoing intellectual fertilization. Scholars have approached the phenomena, with various perspective, some others have also, tried to define it by presenting a differentiation of what it is not. The

fact remains that, the emphasis on "New" implies an addition to what has been in the time past. We therefore, see new media as a compound expression that refers to new medium of information dissemination which conveys information, smarter and faster with real time video clips, on the spot pictures and instant messages.

2.2.2: Community Development.

According to Hilman (1960), Community development is a method of helping local communities to become aware of their needs, to assess their resources more realistically, to organize themselves and their resources in such a way as to satisfy some of their needs and in so doing, acquire the attitudes, experiences and cooperative skills for repeating their process again and again on their own initiative. This implies that community development is a process, in the sense that it is a dynamic sequence which when set in motion, supplies its own motive power so that people in the community through their own efforts are enabled to move steadily towards the goal of self-imprisonment.

Onyekwelu (2018) observed that, the concept of community development has been used in different contexts and for different purposes by different scholars. A more comprehensive definition of community development has been expressed in the community development guidelines of the International Co-operative Administration of the United States cited in Ndukwe (2005) cited in Onyekwelu (2018). According to that agency, community development is "a process of social action which the people of a community organize themselves for planning an action, define their common and individual needs and problem; execute these plans with a maximum reliance upon community resources and materials from governmental and non-governmental agencies outside the community". From all these definitions, community development is not concerned with one aspect of life, but involves total community life and needs. Ideally, it involves all the members of the community; it requires their fullest participation in decision making and then decision implementation.

Onyekwelu (2018) stressed that, the unsatisfied wants represent the felt-needs of the community and the tensions which they generate in the people provide the means of satisfying the needs. A contented community is not a developing community (Batten, 1969). Community development should be viewed in its broadest perspective embodying a gamut of ideas. It covers all those aspects that make up a community life. It is a rural phenomenon as well as an urban one since community development is a continuous and universal process. There is a definition which should be considered as nearest to an attempt toward integrated ideology. This is found in the United Nation Economic and Social Council, document, quoted

in Ekuma-Nkama (1973:2) and cited in Onyekwelu (2018), in which community development is defined thus:

> The process by which the efforts of the people themselves are united with those of the governmental authorities to improve economic, social and cultural conditions of communities, to integrate these communities into the life of the nation, and to enable them to contribute fully to national progress. It should not be regarded simply as a series of episodes embodied in concrete achievements, success in these important though they may be, is less important than the qualitative changes expressed in the attitudes and relationship, which add to human dignity, and increase the continuing capacity of the people to help themselves to achieve goals which they determine for themselves.

There are two salient points raised by this definition. One is that community development calls for joint efforts of both the people and government thereby dismissing the idea that community development is the sole responsibility of the people themselves. The other point is that community development should not be viewed as isolated processes of change undertaken by various communities but rather as integrated processes that contribute to national development.

Community development is concerned with issues like, community capacity building, community vitality, empowerment, rural development or self-reliance. The basic elements of collective action, ownership and improved circumstances are common to all these ideas. There may be slight differences in emphasis. For example, while community capacity building focuses on enhancing the assets and abilities of the community, the term is essentially synonymous with community development.

Idiode (1989) cited in Onyekwelu (2018), asserted that three major approaches to community development in Nigeria have been identified – the extension approach, the project approach and the service approach. The extension approach involves directly teaching the rural people improved methods and techniques of either farming, health care or how to read and write. The Ministries of Agriculture and Health use this approach. The project approach to community development is generally motivated by the government's desire to improve the economic conditions in the rural areas. It is, therefore, characterized by the establishment of economic ventures, such as government farms or rural industries. In the government circles in Nigeria, the project approach to

community development is usually referred to as "rural development." The service approach to community development calls for the active participation and initiative of the local people. as the main strategy for community development in Nigeria. The service approach concentrates on the provision of social amenities such as postal agencies, maternity centers, pipe-borne water, dispensaries, and electricity and so on, in the rural areas. These are provided at the initiative of the community itself. The service approach to community development is known as "self-help" in Nigeria. It is at this level that self-help programmes are most apparent.

It is in the strength of the above circumstances that the individuals and community indigenes play major role by attracting the attention of the government to the neglected public infrastructures in their locality through the use of new media platforms such as; Facebook, Instagram, twitter etc.

2.1 Assessment of Glocalization, New Media in Community Development

We cannot deny the fact that our world has undergone the process of globalization and the global communities, all around the world uses globalization strategy as to promote homogenization, standardization (Dumitescu & Vinerean, 2010). The implication of that is the fact that, the global community, now uses globalization vis-à-vis the new media, to stimulates actions of development,

in their respective localities which in effect, is glocalization. For example, it can be look as the cultural imperialism, or Americanization as well when huge companies from the west (e.g. America) spread its influence, expand its market. For example, the huge companies can be from the industry of food, telecommunication, media, brands and others. A significant example would be the fast food restaurants that open their outlets across the entire world such as McDonald, Burger King, Domino's Pizza and others. Another significant example would be from the film industry. As an illustration, Disney, Dreamworks Production, Pixar and others also sell their films to other countries as well (Dumitescu & Vinerean, 2010). Whether we like it or not, the truth is that, most of the aforementioned firms as we found today in our localities, which contributes to the internally generated revenues, are products of glocalization through the new media.

Community development is a task that, requires all efforts from both the organized private sector, the individuals themselves and the government. This is because, through the new media, glocalization has been made a lot easier. Thus, to Foglio and Stanevicius (2007), glocalization is a method that involves around both globalization and localization. In this context, it is stated that glocalization is where the marketers [stimulators of community development] think globally but act locally. Secondly, they

define that glocalization is where the marketers can provide their brands or products globally but, in the meantime, they also consider the local issues into their brands or products. And it is stated that a product which is "glocal" will be able to face the challenge from either international or local level. Also, to the local people, they will feel that the brands or the products (that has been glocalized) suit to their needs and wants (Dumitescu & Vinerean, 2010).

In the strength of the above, Bilic (2010) noted that, with the advent of the internet, and then new media, the connection between technological, social and also culture as well as community needs and wants interact with each other more often. The exchange of information, is no longer bounded by physical or geographical space. This is because social media can now act as a platform through which people draws the attention of the government, to the areas of developmental needs within the community.

It is evident that, the organized private and wealthy individuals, contributes to a community development as a result of visuals, pictures and instant stories that are shown through the new media. This was perhaps why Jain, Khalil, Le and Cheng (2012) cited Doole and Lowe (2004) lamented that, glocalization talks about how companies consider the local culture in community and how it markets their products and brands which are marketed in other foreign countries through the new

media which has helped those communities in benefiting from their corporate social responsibilities.

Let us consider an example of how at least how Facebook and WhatsApp alone have changed the narrative in new media, towards attracting development to the communities;

Facebook
Although Internet is always associated with hyper-reality, in which it is defined by Bilic (2010) as an individual that cannot distinguish between what is real and what is imagination, when we talk about the impact of the new media in this sense, we are not talking about the existence of the hyper-reality. We are deeply concerned with those positive stories, pictures and videos that depicts urgent need for infrastructural and social development. In the view of the above, Francois (2015) noted that, Facebook is a company with global elements, meaning that people all around the world use Facebook as a platform to stay connected with others. Facebook gains its profit from the advertisers who advertise their products, brands on Facebook. With Facebook, people from different cultural society background can connect with each other. And thus, Facebook enables the communication between an individual with another and is not bounded by geographical space which has helped many developing communities till date.

Facebook as a type of New Media, "glocalized" its content

because it can achieve better performance in a glocalize context if it were to compare to the global context. According to Peterson (2014) cited in Socialbakers (2014), it is found out that a glocal content social websites (such as the local Facebook pages) are gaining more interactions, engagements from the locals especially in developing countries mostly in Africa, as to compare to the global social websites (such as the global Facebook pages). The notion therefore, implies that, the global community, are aware of the impact of this very platform to the myriads of community developmental issues in the contemporary African society [Nigeria inclusive].

WhatsApp

Whatsapp is one of the best and most popular apps all over a world. Anyone who has a smartphone will definitely have WhatsApp installed, this app got famous because of its simplicity and user-friendly apps. But everything has its advantages and disadvantages so Whatsapp has too. According to Abbas (2017), whatsapp performs the following functions.

- Available in iPhone, Android and Windows Phone.
- Send unlimited messages across the world using Whatsapp.
- It gives the status of the message easily using grey and blue ticks (single tick for sent and double tick for delivered, grey is for delivered

and blue is to show that the message is read by the person).
- Send contacts very easily and can be saved as well as with just two steps
- Send audio and video messages up to size up to (approximately) 16Mb
- Send document files up to 100Mb (like PDFs, documents, spreadsheets, slideshows and more)
- Send your location accurately and can be used instantly for starting the trip using google maps or your phones default map.
- It provides Group chat with a limit of about 256 Whatsapp Members
- It has broadcast list for broadcasting single messages to multiple persons at a time using a single click.
- It provides security by giving End - To-End Encryption (*So that your messages are safe and not displayed to others but only by the person you sent*) and Easy Blocking Option)
- It has an option for Email Conversation instead of private messaging.
- It provides unlimited voice and video calls for free
- It provides emoji's to make the conversation fun and interesting
- It has extended its services for web and Desktop (Windows 8 and MAC OS X 10.9)
- Saves your money and time by reducing normal Text and Multimedia messages

- It can also work without your sim card data but your account should have already been registered (try switching on flight mode and connect to a wifi network still you can access Whatsapp)
- It provides an easy way to change your number to another number without losing your existing Whatsapp account (Abbas, 2017).

Theoretical framework

The study adopted Uses and Gratification Theory (UGT). Uses and Gratifications Theory (UGT) is one of the emerging theories on New Media. It was elaborately explained in the works of Moreno & Koff (2016). According to them, it discusses how people actively seek out specific media content for particular purposes and intentional goals (Katz, Blumler, & Gurevitch, 1974) cited in Moreno & Koff (2016). UGT establishes an active, rather than passive, audience member who has the ability to consciously examine and evaluate media in order to accomplish specific outcomes (Wang, Fine, & Cai, 2008) cited in Moreno & Koff (2016). UGT embodied a functional shift of communications scholarship, from examining not what media did to people, but to what people could do with media.

UGT initially grew out of the needs and motivation theory, which suggests that people act in line with a specific personal hierarchy of needs (Maslow, 1970) cited in Moreno & Koff (2016). Communications scholars quickly caught on to this notion and sought to determine typologies of needs for media consumption. Many versions of these typologies exist, and suggest a variety of categories of purposeful media consumption that people may engage in (Moreno & Koff, 2016).

UGT "provides a framework for understanding when and how individual media consumers become more or less active and the consequences of that increased or decreased involvement" (West & Turner, 2007) as cited in Moreno & Koff (2016).

The theory has five main assumptions: (1) an audience is active and goal-oriented in their media consumption, (2) media are used for gratifications, (3) media are in competition with other means of need satisfaction, (4) people understand their personal media use, interests, and motives enough to communicate with researchers about their choices, (5) the audience members are the only people who can make judgments regarding the value of the media content (Moreno & Koff, 2016).

The first assumption says that people bring both their own activity and goals to media. Four goals involved have been defined as diversion, or an escape from daily routines or problems, personal relationships, or when media acts as a substitute for friendship, surveillance, or information seeking for media to assist in an end-goal, and personal identity, or the ways one can reinforce

his or her individual values (McQuail, Blumler, & Brown, 1972) as cited in Moreno & Koff (2016).

The second assumption points to the agency of the audience in making a media choice. As UGT views audience members as active, they take initiative in seeking out media. The third assumption is the idea that media must compete with other sources to fulfill an audience's needs, which indicates that the audience and media do not exist in isolation but as a part of a larger society. This society influences both media, and audiences, in different ways (Morenor & Koff, 2016).

A fourth assumption, that people are self-aware of their media use, discusses one of the perceived limitations of the theory. Some researchers feel that self-report data are insufficient for understanding media use and that individuals may be unable to communicate their thought processes or habits for purposes of research. However, this thought is rooted in scholarship that views audience members as inactive. Another concern is that media use is not always active so accidental exposure and influence can occur (Morenor & Koff, 2016).

The fifth and final assumption of UGT requests that researchers make a concerted effort to remove their personal value judgments from the study of media content. As UGT discusses how an audience member fills his or her needs through the use of media, only an audience member should be able to evaluate the value of the given media content (Morenor & Koff, 2016).

However, the theory underscores the very important role, the new media is playing currently in re-energizing the communication system towards getting the attention of the policy makers to relevant areas where is there is an urgent need for government interventions. This is because, theory in its tenets, succinctly captured the vital aspects of human behaviour. Starting from what man places keen interest on, which is its first assumption, to how an audience, [which often times could be the government themselves] member fills his or her needs through the use of new media.

Conclusion and Suggestions

The underlying causes of global processes can be always found in identified localities. Glocalization, which has been interpreted as 'think globally and act locally', is seen as possibly a more effective strategy for the future sustainable community development especially in rural areas, considering the way and manner, its gaining global acceptance and dynamics. The New Media on the other hand, is a product of globalization and now a serious tool for glocalization. Over the past decade, media has undergone a fundamental shift (Moreno & Koff, 2016). Traditional media such as television and radio provided content in a one-directional manner, disseminating content created by a company or

corporation to be consumed by passive viewers. Alternatively, new media - often called social media or interactive media - provide endless opportunities for users to act as both consumers and creators of media (Moreno & Koff, 2016). Examples of interactivity on social media may include posting a new photo to Instagram, commenting on a YouTube video, or "downvoting" content on Reddit. New media are digital, and often have the characteristics of being manipulatable, networkable, dense, compressible, and interactive (Flew & Smith, 2011) as cited in Moreno & Koff (2016). However, the study revealed that; - the New Media has contributed positively re-energized communication systems for sustainable rural development across the Africa, and particularly Nigeria. It created room for on the spot information of the happenstances in the local areas.

From the foregoing, we argued that, while many applaud the glocalization invention of the New Media, a lot more are worried over the increase in its usage to propagate misinformation, blasphemy, slander and fear within the society. Interestingly, there is no law in Nigeria, guarding against dangerous usage of the New Media. Again, the inability of the government to have total control of the internet is an issue that requires urgent attention. Against this backdrop, the government at various levels, should as a matter of urgency, promulgate laws to regulate the usage of the new media across nations of the African continent.

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