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Globalization and African Culture

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Abstract:

Globalization has much influenced the universe and the management of organizations. We can see these influences on the way ideas move among people via internet, the navigation and search of information is without restrictions. This paper consigned on the way globalization has broken the cultural boundaries and materialistic values' spread. Peoples thought, life-style, perception as well has been affected. The food, language, values norms are floppy. The entertainment industries in movies have displayed materialism, violence, immorality and crime to the public. The newly development of classic technologies across nations and the methods of using them has examined cultural implications of globalization in general, homogeneity, Africa, Nigeria and Management.

Keywords: Globalization, culture, internet, Americanization, homogeneity, boundaries, civilization, modernization, industrialization, phenomena, environment

1. Introduction

The dynamism of the 21st century technology advent and science has made it possible and instituted similarities in culture in global culture. It is easy to read articles and search for materials using internet through your internet connected gadget. The audio-visual display unit also has aid in breaking the nation's cultural boundaries through the movie industry. Fridah (2002) judgment is that individuals that understand one another's culture through the global entertainment. The entertainment industries displaying cultures from other countries have simplify individual understanding of county's culture, custom and norms in another country's contest through entertainment from that country. The resultant effect of such understanding from entertainment industries of foreign culture is that local cultures was infiltrated with foreign culture leaving indigenoues culture with absolving all that are around it. David (2002) mentioned that English as a language has overtaken our local dialects. No wonder English is being learnt in many countries; to some country, it is compulsory.

Yes, Globalization is becoming the instrument that has brought the world together as a country through breaking or removal of cultural boundaries, bringing people of diverse cultures together meaning the sphere is 'global-village' per se as it has created unity in diversity and similarities in consumption. Yusuf (2010) agreed that multinational industries has affected people's taste across the globe like it has influenced international customer's sensitivity strongly through multinational industries as Coca-Cola, Disney and McDonald, Sony, Shell Oil, and IBM computer. Their products are famous and are consumed globally. Their acceptance in other nations giving the benefit of adapting their product and promotion anyplace in the sphere, and making them forerunners of globalization. Therefore, they make laws related to their operations and production in any nation. The paper will scrutinize the globalization effect on culture in general, homogeneity, Nigeria, and managers.

1.1. Globalization

Could Globalization be the integration of cultural, financial, and political systems over the globe? Or can we say it is Americanizing the world culture and/or United States of America world affairs supremacy? Can globalization be a power for monetary development, thriving, and freedom to vote? Or can we consider it a power for ecological pulverization, abuse of developing countries, and inhibition of social/civil rights? Finally, is globalization great or terrible?

To some, being influential and possessing wealth, flourishing, and political attainment is globalization. Globalization is collaborations and reconciliation among individuals, organizations, and legislatures of diverse countries Ann (2014). From on set, globalization is an elegant approach to dissect deviation of universal economy of nations and in world legislative issues. Advances technology and swab of ideas have made people develop social developments, transnational being/business.

'Global interaction, rather than insulated isolation, has been the basis of economic progress in the world. Trade, along with migration, communication, and dissemination of scientific and technical knowledge, has helped to break the dominance of rampant poverty and the pervasiveness of 'nasty, brutish and short' lives that characterized the world. And yet, despite all the progress, life is still severely nasty, brutish and short for a large part of the world population. The great rewards of globalized trade have come to some, but not to others.'

The procedure of globalization demands for superior countries interconnection through exchange and capital streams; coordination of financial policies that oversee relationships among these superior countries; making structures to help and encourage independence and making an international market.

The latest innovations, in light of the PC and satellite correspondence have for sure changed our customary impression about the media. Books, papers, radio, TV and video programs are presently restructured to mixed media universe of the internet and accessible to all individuals of the globe in any place they might be. The fundamental aim is making circumstances of the developing nations into servitude of financial subjection. Globalization is now imagined by government to be the financial re-colonization of the less-developed nations. Effects of Globalization have different measurements. There are wide extending effect on everything associated with our livings, namely, its impact our norms, culture as well as our environment.

'Global Finance is a Darwinian world-endurance will go to the fittest', a world wherein gains and losses adding up to a huge number of money is an ordinary thing. 'The homogenizing impacts of globalization that is frequently censured by the new patriots and by cultural sentimentalists is really positive; globalization advances incorporation and the expulsion of cultural boundaries as well as of huge numbers of the negative elements of culture. Globalization is an essential advancement towards both a progressively steady world and better lives for the individuals in it.'

1.2. Views of Globalization

We have three commonplace reactions to globalization. Starting with, its oddity is terribly overstated. Globalization has been with us since ages but nowadays, it is fetching alarming issues as its actions are becoming problematic (Bharadway, 2003). The subsequent reaction is that it is not just novel yet broad, leaving nothing immaculate, changing everything inside its span. Accordingly, it could be handled like a focal organizer of present dissertation. When assessed, this reaction divisions into double further smaller reactions: either globalization (over-hopefully) is a panacea for every issues the globe presented, or (over-cynically) which is the idea of the diseases of everyone. The third reaction is an intercessor one, which considers globalization to be presenting new arrangements without uprooting more established ones (Guillen, 2017). Globalization, however, as an actor can act anywhere with its conflicting method of imposing itself inn both opposite directions.

2. Globalization and Culture

Examining the relationship amongst globalization and culture, we will agree that they both have something mutual as the two encouraged, selfishness without pity to any outsider and the manner of viewing the world issues are affected (Fridah, 2002). Whenever globalization enters any new city, unknowing city wear a resemblance of others, by making it overlook its previous ways of doing things as a result of more seasoned and comprehensive ways of doing things. Globalization and culture experienced relationship as it extend to other nations penetrating every culture giving the countries no room to ponder over events happenings to them including those countries that has started it Geeta (2015). Coming to judge globalization, it does not only break the cultural boundaries of many nations which rather had made these nations forget their identities by seeing it as abated (Beaverstock, 2015). It shows an opposing face; varieties of ideas are obtainable, mobility of items and individuals internationally is easy but existing in a separated world is worrisome to coming together as the nations' richness is not at the same level, the rich will be weigh down and mobility in slow pace.

2.1. Culture

Clearly no culture has stayed in its original form, now it could be considered it to be a blend of cultures yet it is not right to assume a blend of cultures; rather to assume it is the foreign culture, that can likewise be clarified as a cultural government, where 'have nots' have no status and poise however it stays a universe of 'haves' in business arena Geeta (2015). Actually, western culture arrived underdeveloped countries with what looks like freedom per se and if accepted it becomes entanglement and slavery for others as they try to execute culture.

2.2. Globalization and Cultural Homogeneity

Item standardization is because of globalization giving acceptance of all items that has met the international requirements, even items seen in another cultural setting. The standardization of item around the globe makes that item distinct and peculiar. Such standardized items are seen all over the globe such as similar drink, same consumer goods as well as specialty goods are seen around the universe, like Nigeria. The homogenization of the item is the initial phase in a globalized economy for amplification of benefits by the worldwide companies (Richard & John, 1996). The standardization of items smoothly runs into harmonizing culture and forming bond among cultures.

2.3. Americanization

We can notice that American life style in all ramifications has influenced the globe. Their eating pattern, music, dancing steps even business and industry around the world has different outcomes on nearby cultures, some entirely noticeable, and others subtler. American organizations on other nations' cultural personality from food perspective are of double levels. Food itself is essential in numerous nations and cherished virtually in all culture giving people sagacity to belong to certain culture. Also, eateries are obsolete in some cultures. The belief is on its moral to the populace generally. A French man is pleased with having a type of food that mirrors their culture, like, crepes and baked goods. Despite their flair for own food, some French individuals are worried that U.S. café networks swarm out their very own items with cheap food. Cheap food in their environment or culture domain is grouped as food without nutritional values. Even though eateries help people to eat wisely as food eaten there cannot be filling yet there is a drift in behavior of individuals

operating them Yusuf (2010). So many countries have their own share of the American life style. In Italy, Americans came in with the idea that wine can be drunk anywhere other than wine bars which is not peculiar in Italy as wine is only allowed to drink at wine bars. With the wine bars and evening sit out and regular hangover, Italian reserved cultural morals gave away to American life style. Wine and other things are no longer reserve in some designated place rather anywhere an individual wish to take it. Many people, now, are happier as they can unrestrictedly visit bars to have their drink or go home with it.

2.4. *The Globe in General*

In an article titled 'The Clash of Civilizations,' later ventured to book, Harvard University Don, Prof. Huntington opined: '...The fundamental source of conflict in this new world will not be primarily ideological or primarily economic. The great divisions among humankind and the dominating source of conflict will be cultural. Nation states will remain the most powerful actors in world affairs, but the principal conflicts of global politics will occur between nations and groups of different civilizations. The clash of civilizations will dominate global politics' (Foreign Affairs, 1993). The entire world, and people, has been encountering globalization since historic times.

2.5. *Globalization and Nigerian Culture*

Culture is an avenue which information, convictions, expressions, ethics, laws, traditions and some other capacities and propensities for a general public are communicated to individuals from that society starting with one age then onto the next age Bello (2015). A culture joins individual to their chronicled past, it is an individual method to conduct acting and thinking, it envelops all that folks do. Culture is vibrant and globalization has significantly affected the traditional arrangement of various social orders in Nigeria Bello (2015).

Before the flood in worldwide communication which got articulated during the 1990s, each general public have own kind of cultures, for instance, the etymological, societal standards, dressing, urban sagacity, nutrition and greetings. With the methodology and headway of media innovation, many individuals over the globe are day-by-day impacted by cultures of mechanical propelled nations and this influenced cultural foundations of different Nigerian social orders through individuals in these social orders. Any community that strictly abide by their life pattern without being impacted by foreign tradition is presently observed as 'uncouth', and it is believed to be slyly structured publicity of the foreign to advance and stretch out their beliefs to different nation. As needs be, culture comprises of qualities and rules individuals stand by, their thoughts, religious belief and language. Culture gives individuals personalities. The culture predominance by the West is an endeavor to leave people in this country without character. The general impact is that individuals become careless in this sphere and with no verifiable past. Maduagwu (2003) accepts that Africa's communication with Europe via imperialism made it hard for, 'African countries to independently articulate their own history, culture and identity'. We could feel the impact on how Nigerian norms and culture is to a great extent affected by the discernment and perspective instilled via postcolonial and colonial experiences, education and the present trend in monetary globalization.

Right now, Nigerians underestimate contributions Nigeria's cultural legacy may add to the nation's contemporary development efforts. Africa got incorporated into the worldwide system because of the Europeans endeavours, as they continued looking for an extension of their imperialistic forces to other nations. The quest for new source as well as markets for crude materials arising from industrial insurgency prompted the foundation of universal markets for commodity, mercantilist exchange and associated Africa to Europe; by expansion to the remainder of the globe. After the 2nd World War, the world was more unified through logical developments and advancements in travel, transportation, correspondence and data.

2.6. *Globalization Effect on Management*

Management job in global setting required much attention. Organizations unwilling to implement change policies in the dynamic global market definitely will lose global market position. Managers must be learning and developing regularly to be in tune with the radical change methods and innovations within the business domain befitting decisions that suits these methods.

Applying management principles from what others are doing internationally is a better rating veritable way of enhancing economic, security, cultural integrity and overall development Danimir (2014).

Nevertheless, the increasing rapid invention of modern sophisticated technologies across nations and administering methods calls for quick attention from managerial view. These adjustments and innovative actions are quick intervention remedy via unceasing enhancement and education managers at all cadres to carry them afloat with global requirements, plus keeping ahead and follow suit in global economy. Adjustment and ground-breaking feat is vital almost entire sections of humanities and social exchange by which a global image is created through universal marketing tools.

Management plays a vital part in the globalization process, because management decisions forms the larger part of the norms or principles guiding the practices; especially the thought that consumer habits transverse countrywide (Danimir, 2014). It has, therefore, become a tradition to take care of the environment of business in the global market alongside possible business growth. Globalization is concerned with the present and so it beholds every manager to focus on it and what it involves, its shortcomings notwithstanding. Adapting to new marketing trends is inevitable if one wishes to successfully operate and develop its company's products and services in the global market (Farazmand, 1999).

The management task is using the best optimal way for profit maximization, meet every needs required by global society. It therefore means that in this vain, managers should proffer solutions to multi-cultural, multi-national habits and lifestyle of their employers or consumers, and strategies development which will effectively reconcile the differences that abound between cultures and behaviour while their goals accomplished successfully with the targets. This also means that

any entity with the management must take into cognizance changes occurring outside their organization as partly a basis for process definition in their business environment.

We understand that only business ventures or establishments that constantly adjust to altering global trends in assessing their business challenges and ensuring their decisions can withstand achieving enduring success or competitiveness.

3. Conclusion

Globalisation could neither be great nor terrible. Rather, the intricate and multi-faceted globalization procedure impacted on various manners relying upon the qualities in question. Singular free decision is significant, so also is general public's capacity in settling on choices as indicated by what is greatest for the entirety of its individuals. The unrestricted market is significant and also, is the governments' capacity to manage issues that the unrestricted market comes up short. Any reasonable person would come to an agreement that the impact of globalization in the social circle was in a skeptical light. Commonly, it was related with the obliteration of cultural personalities, sufferers of the quickening infringement of a regimented, westernized, shopper culture.

Globalization meaning as 'Americanization' or, maybe the 'McDonaldization,' of the globe offers globalization as per a procedure motivated by American customer culture that turns over different cultures. Then again, another meaning of globalization could feature its culturally diverse effect, considering the idea of globalization as per cultures associate and gain from one another. It is essential to make reference to here that every world culture has been encouraged by the monopoly of foreign culture. Along these lines, the west plan to homogenize the universe in order to run over it got effective via the mechanism and methods for globalization. First they caught the market, then, bit by bit and gradually each field was constrained by them. Each country on the planet has its particular culture and qualities which is communicated to them by their family tree which can be termed cultural legacy. Nevertheless, globalization has some great measurements additionally yet generally its advantage goes to well off world nations, particularly to west.

Globalization made a realist culture, where everyone is worried about his advantage and interest; no one make fuss over others. An industrialism culture and popular culture influenced different world cultures having great progress and values of culture which depended on mankind, resilience, world fraternity, social equity, libertarianism, and so on. West initially utilized the market; caught it at the point, then attempted to utilize every means to grow its impact and monopoly over different world nations.

These advancements occurred with good strategy and proper planning; it took the western countries decades to set up their kind of system over the globe. The imperialism of culture is the significant obstruction and obstacle for different world cultures. The way it is conceivable that one country will overlook its beliefs and values. Materialist culture has additionally caused assaults, homicides, perversities, dacoits and theft, corruption, and so forth. Religion was suggested to be the best instrument that can be used to shield our nation from the effect of imported culture.

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