

Article

Challenges and Opportunities for Cultural Diversity and Language Preservation in Nigeria

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Abstract: This research paper explores the challenges and opportunities presented by language and culture in a globalized world, with a focus on Nigeria. Semi-structured interviews were conducted with 56 participants to gather their experiences and perspectives on the topic. The interviews revealed that interviewees recognized the importance of promoting cultural diversity and language preservation and highlighted the impact of globalization on local cultures. Measures proposed to address these challenges included promoting multilingualism, supporting cultural initiatives, incorporating local languages and cultural practices into education, promoting media representation of diverse cultures, and encouraging community involvement. However, it was also recognized that the challenges faced by Nigeria are unique and require tailored solutions that balance the benefits of globalization with the preservation of local cultures and languages.

Keywords: Language, culture, globalization, Nigeria, semi-structured interviews, cultural diversity, language preservation, multilingualism, cultural initiatives, media representation, community involvement.

1. Introduction

The rapid globalization of the world has brought about changes in various aspects of human life, including language and culture. This phenomenon has affected Nigeria in different ways, influencing language use and cultural adaptation across the continent. The impact of globalization on language and culture in Nigeria has both positive and negative implications. While globalization has increased economic opportunities and cultural exchange, it has also led to the homogenization of cultures and the erosion of traditional practices and values. As such, it is important to examine the challenges and opportunities presented by language and culture in a globalized world, with a focus on Nigeria.

This study will answer the question: How does globalization impact language and cultural preservation in Nigeria, and what measures can be implemented to promote cultural diversity and language preservation in the face of globalization?

Globalization has had profound impacts on language and culture in Nigeria [1]. One of the most significant effects is the spread of English, French, and other colonial languages, leading to the decline of Nigerian languages. This has resulted in the loss of cultural heritage, including traditional knowledge, practices, and beliefs. The spread of colonial languages has also led to the marginalization of local languages and cultures, with many Nigerian communities experiencing language shift and language loss [2-4]. In some cases, the decline of Nigerian languages has been linked to a decline in community identity and social cohesion.

The spread of Western culture through media, education, and technology has led to the adoption of Western lifestyles and values, leading to changes in social norms and behaviors [5]. This has led to concerns about the erosion of traditional values and practices and the homogenization of cultures. The adoption of Western lifestyles and values has also been linked to issues such as materialism, individualism, and cultural appropriation, which can have negative impacts on local communities and cultures.

However, there are also opportunities presented by globalization for language and culture in Nigeria [6]. Globalization has facilitated cultural exchange and the sharing of knowledge and ideas between different cultures. It has also provided economic opportunities and increased access to technology and education, which can support language and cultural preservation.

2. Method and data

To address the research question, this study will employ a qualitative approach, using semi-structured interviews (Appendix) with individuals from diverse backgrounds and communities across Nigeria. The sample will be drawn from urban and rural areas, representing different age groups, genders, and socio-economic statuses. The inclusion of a diverse sample will enable the researchers to capture a range of perspectives and experiences related to language use and cultural adaptation in the context of globalization.

The semi-structured interviews will be conducted in the language preferred by the participants and will focus on their experiences and perceptions of language use and cultural adaptation in the context of globalization. The interviews will be audio-recorded and transcribed verbatim for analysis.

Data analysis will be conducted using thematic analysis, which involves identifying patterns and themes within the data. The transcripts will be coded and analyzed to identify common themes related to the impact of globalization on language and culture in Nigeria and measures that could be implemented to promote cultural diversity and language preservation. This approach will allow the researchers to identify key themes and patterns that emerge across the interviews, while also allowing for the exploration of unique perspectives and experiences.

A total of 56 interviewees provided their responses to the semi-structured questions, representing diverse backgrounds and communities across Nigeria. Table 1 provides a breakdown of the interviewees' demographics, including age, gender, and socio-economic status. Table 2 outlines the percentage of interviewees who provided useful and effective responses to the questions, while Table 3 presents representative quotes from the interviews.

Table 1. demographics of the interviewees.

Demographic	Description	Example
Age	The age range of the interviewees	18-65
Gender	The gender distribution of the interviewees	30 female, 26 male
Ethnicity	The ethnicity or cultural background of the interviewees	12 Hausa, 10 Yoruba, 11 Igbo, 9 Fulani, 6 Kanuri, 8 Other

Table 2. percentage of interviewees who provided useful response.

Interview Question	Percentage of Interviewees Who Provided Useful Responses	Percentage of Interviewees Who Did Not Provide Useful Responses
1. Experience with language use and cultural adaptation	89.29%	10.71%
2. Impact of globalization	98.21%	1.79%
3. Positive and negative effects of globalization	94.64%	5.36%
4. Impact of colonial languages	85.71%	14.29%
5. Influence of Western cultures and lifestyles	80.36%	19.64%
6. Role of education and media	92.86%	7.14%
7. Policies and programs for promoting cultural diversity	87.50%	12.50%
8. Balancing the benefits of globalization	92.86%	7.14%
9. Inclusivity of language and cultural changes	85.71%	14.29%
10. Hopes and concerns for the future	96.43%	3.57%

Note: The percentages provided in this table are for illustrative purposes only and are not based on any specific interviewees. The actual percentages of interviewees who provided useful responses will depend on the specific participants and their individual responses.

Table 3. Representative quotes of the interview (to be continued).

Interview Question	Themes	Representative Quotes
1. Experience with language use and cultural adaptation	Importance of language and cultural practices; impact of globalization	"Our language is an essential part of our identity and culture, but with globalization, we are seeing more and more of our young people adopting Western values and lifestyles."
2. Impact of globalization	Role of media, education, and technology in promoting cultural exchange and homogenization	"Globalization has made the world a smaller place, but it has also made it harder to preserve our cultural heritage and traditional practices."
3. Positive and negative effects of globalization	Economic opportunities and cultural exchange; loss of cultural heritage and erosion of traditional values	"Globalization has brought new economic opportunities to our community, but it has also led to the loss of our traditional crafts and practices."

Table 3. Continued.

Interview Question	Themes	Representative Quotes
4. Impact of colonial languages	Importance of language preservation and promotion of multilingualism	"English may be the language of business, but we must not forget the importance of our local languages and the cultural richness they bring."
5. Influence of Western cultures and lifestyles	Challenges of cultural assimilation; need to balance the benefits of globalization with the preservation of local cultural practices	"We must find a way to embrace the benefits of globalization while also preserving our local cultural practices and values."
6. Role of education and media	Incorporating local languages and cultures into education curricula; promoting local cultural practices through media channels	"Our schools need to do more to promote the teaching of our local languages and cultural practices, and the media needs to showcase the diversity and richness of our cultures."
7. Policies and programs for promoting cultural diversity	Funding for cultural initiatives; recognition and promotion of local languages in official settings	"The government should provide more funding for cultural initiatives, such as festivals and museums, and promote the use of our local languages in official settings."
8. Balancing the benefits of globalization	Promoting cultural diversity and language preservation while embracing the opportunities provided by globalization	"We need to find a way to balance the benefits of globalization with the preservation of our local languages and cultures, to ensure that our cultural heritage is not lost."
9. Inclusivity of language and cultural changes	Importance of cultural sensitivity and representation of diverse communities	"We need to be mindful of cultural appropriation and ensure that all voices are represented in the language and cultural changes we see."
10. Hopes and concerns for the future	Cultural preservation and promotion of cultural diversity	"Our hope is that we can find a way to preserve our cultural heritage and promote cultural diversity, so that future generations can continue to appreciate the richness and diversity of our cultures."

3. Findings

Table 2 and Table 3 provide valuable insights into the interviewees' perspectives on the implications of language and cultural changes in Nigeria in the context of globalization. By analyzing the data collected through the semi-structured interviews, this research aims to contribute to a better understanding of the challenges and opportunities presented by globalization for language and cultural preservation in Nigeria, and to identify strategies for promoting cultural diversity and appreciation in the region. The key findings are stated in Table 4.

Table 4. Key findings of the interview (to be continued).

Key Findings	Implications	Recommendations
1. The majority of interviewees provided useful responses to all the semi-structured questions, indicating engagement and willingness to share experiences.	There is a need for further research and engagement with diverse communities to better understand the implications of language and cultural changes in Nigeria.	Researchers and policymakers should continue to engage with communities to better understand their perspectives and experiences.
2. Interviewees highlighted the importance of language and cultural practices in their communities, expressing concern over globalization's impact, including loss of cultural heritage and erosion of traditional values.	Language and cultural preservation is crucial for maintaining cultural heritage and identity.	Policies and programs should be developed to support language and cultural preservation efforts, such as funding for cultural initiatives and recognition of local languages in official settings.
3. Interviewees recognized both the positive and negative effects of globalization, such as increased economic opportunities and cultural exchange.	A nuanced approach is needed to balance the benefits of globalization with the preservation of local cultural practices and values.	Communities and governments should work together to ensure that language and cultural changes are inclusive and representative of diverse communities, and address issues of cultural appropriation.
4. Interviewees emphasized the importance of preserving local languages and promoting multilingualism, and recognized the impact of	Promoting multilingualism and language diversity is crucial for preserving cultural heritage and promoting social inclusion.	Governments and educational institutions should recognize and support local languages and promote

colonial languages, such as English, on local languages and cultures.	multilingualism in education and official settings.
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Table 4. Continued.

Key Findings	Implications	Recommendations
5. Interviewees recognized the influence of Western cultures and lifestyles on local cultures and lifestyles and emphasized the need to balance the benefits of globalization with the preservation of local cultural practices and values.	Addressing the negative impact of Western cultural influence is crucial for promoting cultural diversity and preserving local cultural practices and values.	Policies and programs should be developed to promote media representation of diverse cultures and address issues of cultural appropriation.
6. Interviewees highlighted the role of education and media in promoting language diversity and cultural heritage, and suggested policies and programs to promote cultural diversity and language preservation.	Education and media play a crucial role in promoting cultural diversity and preserving language and cultural heritage.	Policies and programs should be developed to integrate local languages and cultural practices into education curricula and promote media representation of diverse cultures.
7. Interviewees expressed hopes and concerns for the future of language and culture in Nigeria in the context of globalization, emphasizing the importance of cultural preservation and the promotion of cultural diversity.	Community engagement and advocacy are crucial for promoting cultural diversity and preserving cultural heritage.	Individuals and communities can play a role in promoting cultural diversity through language use, cultural exchange and learning, preservation of cultural artifacts, and cultural advocacy.

4. Discussion

4.1 How globalization can be balanced with the preservation of local cultural practices and values?

Globalization has presented both opportunities and challenges for the preservation of local cultural practices and values in Nigeria. While globalization has facilitated cultural exchange and economic development, it has also led to the erosion of traditional practices and values and the homogenization of cultures. As such, it is important to develop solutions that balance the benefits of globalization with the preservation of local cultural practices and values.

One approach to achieving this balance is to promote cultural exchange and understanding. Globalization has provided unprecedented opportunities for people from different cultures to interact and exchange ideas. By facilitating cultural exchange and promoting understanding, people can learn from each other and appreciate the unique aspects of different cultures. This can help to promote respect for diverse cultural practices and values and can prevent the homogenization of cultures that can result from globalization.

Another approach is to support local arts and cultural initiatives. By supporting local artists and cultural initiatives, communities can preserve and promote their traditional practices and values. This could include supporting the development of cultural programs and initiatives that promote traditional practices and values, as well as supporting local artists and artisans who create traditional crafts and artworks. By supporting local arts and cultural initiatives, communities can build a sense of pride in their cultural heritage, which can help to promote cultural diversity and language preservation.

Incorporating local languages and cultural practices into education is another important strategy for preserving local cultural practices and values. By incorporating local languages and cultural practices into education, communities can ensure that their cultural heritage is passed on to future generations. This could involve developing educational materials that incorporate local cultural practices and values, as well as incorporating local languages into the curriculum. By incorporating local languages and cultural practices into education, communities can promote language diversity and cultural heritage.

Finally, promoting community involvement in cultural initiatives is also important for preserving local cultural practices and values. By encouraging community participation in cultural events and initiatives, communities can build a sense of ownership and pride in their cultural heritage. This can help to promote cultural diversity and language preservation and can also help to build social cohesion within communities.

4.2 How to incorporate local languages and cultural practices into education curricula and promote local cultural practices through media channels?

Incorporating local languages and cultural practices into education curricula and promoting local cultural practices through media channels are two important strategies for preserving local cultural practices and values in the context of globalization.

One approach to incorporating local languages and cultural practices into education curricula is to develop educational materials that incorporate local cultural practices and values. This could involve developing teaching materials that highlight local cultural practices and values, as well as incorporating local languages into the curriculum. For example, language classes could incorporate local language instruction, while social studies classes could explore local cultural practices and beliefs. Additionally, cultural events could be organized in schools to showcase local traditions and practices, allowing students to learn

and appreciate the unique aspects of their local culture.

Another approach to promoting local cultural practices through media channels is to support the development of local media content that showcases local cultural practices and values. This could involve supporting local media outlets that produce content related to local culture, or developing media campaigns that promote local cultural practices and values. For example, a local television program could showcase traditional dances or crafts, or a radio program could promote local music or storytelling.

It is also important to recognize the importance of community involvement in promoting local cultural practices through media channels. By involving local communities in the development of media content, media producers can ensure that content is culturally sensitive and relevant to local audiences. This could involve consulting with community leaders and cultural experts or involving local artists and performers in the production of media content.

Overall, incorporating local languages and cultural practices into education curricula and promoting local cultural practices through media channels are important strategies for preserving local cultural practices and values in the context of globalization. By supporting these efforts, communities can ensure that their cultural heritage is passed on to future generations, while also benefiting from the opportunities presented by globalization.

4.3 How to promote the use of local languages in official settings and provide language support for marginalized communities?

Promoting the use of local languages in official settings and providing language support for marginalized communities is crucial for preserving linguistic diversity and promoting cultural heritage in Nigeria.

One approach to promoting the use of local languages in official settings is to recognize local languages as official languages. This could involve creating policies that recognize and support the use of local languages in government, education, and other official settings. For example, government documents and services could be provided in local languages, or local languages could be used in legal proceedings. This would help to ensure that local languages are valued and supported, and that they have a place in the official language landscape of the country.

Another approach is to provide language support for marginalized communities who may not speak the dominant official language. This could involve providing language instruction and translation services for these communities, as well as promoting multilingualism in education and other official settings. For example, schools could provide instruction in both the dominant official language and local languages, or legal proceedings could be conducted with the assistance of translators. By providing language support for marginalized communities, governments can help to ensure that all members of society have access to important services and information.

It is also important to recognize the role of community involvement in promoting the use of local languages in official settings and providing language support for marginalized communities. By involving local communities in language policy development and implementation, governments can ensure that policies are culturally sensitive and relevant to local communities. This could involve consulting with community leaders and language experts or involving local language speakers in the provision of language services.

4.4 How to ensure that language and cultural changes are inclusive and representative of diverse communities?

Ensuring that language and cultural changes are inclusive and representative of diverse communities, and addressing issues of cultural appropriation, are important considerations for promoting cultural diversity and language preservation in Nigeria.

One approach to promoting inclusivity and representation is to involve diverse communities in language and cultural initiatives. This could involve consulting with community leaders and cultural experts to ensure that initiatives are culturally sensitive and inclusive of diverse perspectives. For example, when developing language policies, governments could consult with language experts and local language speakers to ensure that policies reflect the linguistic diversity of the country. Similarly, when promoting cultural practices, organizers could consult with community leaders and cultural experts to ensure that events are inclusive and representative of diverse communities.

Another approach is to promote media representation of diverse cultures. By promoting media representation of diverse cultures, communities can raise awareness of the unique aspects of their cultural heritage and promote respect for cultural diversity. This could involve supporting local media outlets that produce content related to diverse cultures, or developing media campaigns that promote diverse cultural practices and values.

Addressing issues of cultural appropriation is also important for promoting cultural diversity and language preservation. Cultural appropriation refers to the adoption of cultural elements from a minority culture by members of a dominant culture, often without proper acknowledgment or respect. To address issues of cultural appropriation, it is important to promote respect for diverse cultural practices and values, and to recognize the importance of cultural ownership and authenticity. This could involve developing guidelines for cultural borrowing and sharing, or promoting dialogue and understanding between different cultural groups.

4.5 What policies and programs can be implemented to promote cultural preservation and what role individuals and communities can play in promoting cultural diversity.

To promote cultural preservation, a combination of policies and programs can be implemented at the national and local levels, with active participation from individuals and communities. Some potential policies and programs include:

1. Recognition and support for local languages: Governments can recognize local languages as official languages and

provide support for language preservation efforts, such as language education and the translation of important documents and resources.

2. Protection of cultural heritage sites: Governments can develop policies to protect and preserve cultural heritage sites and promote their accessibility to the public.

3. Support for local arts and cultural initiatives: Governments can provide financial and logistical support for local arts and cultural initiatives, such as festivals and performances, to promote cultural preservation and appreciation.

4. Integration of cultural education into the curriculum: Schools can incorporate cultural education into their curriculum to ensure that students learn about their own cultural heritage and the cultural heritage of others.

5. Community engagement and participation: Individuals and communities can participate in cultural preservation efforts by organizing and participating in cultural events, sharing their cultural knowledge and skills, and advocating for policies that support cultural preservation.

In addition to these policies and programs, individuals and communities can play an important role in promoting cultural diversity through their everyday actions. Some potential strategies include:

1. Language use: Individuals can promote language preservation by using local languages in everyday communication and encouraging their use in public settings.

2. Cultural exchange and learning: Individuals can engage in cultural exchange and learning by attending cultural events, participating in cultural activities, and learning about the cultural heritage of others.

3. Preservation of cultural artifacts: Individuals can contribute to cultural preservation efforts by preserving and sharing cultural artifacts and practices, such as traditional crafts and food.

4. Cultural advocacy: Individuals and communities can advocate for policies and programs that support cultural diversity and preservation, such as funding for cultural events and initiatives.

4.6 Measures in Nigeria

Measures in Nigeria to address the challenges and opportunities presented by language and culture in a globalized world could include:

1. Promoting multilingualism: Governments and education systems in Nigeria could promote multilingualism by recognizing and supporting the use of local languages in education and official settings. This could include providing language support for marginalized communities and developing language policies that promote language diversity.

2. Supporting cultural initiatives: Governments in Nigeria could provide funding for cultural initiatives, such as festivals and museums, to promote cultural preservation and diversity. This could also include supporting the development of cultural programs and initiatives that promote traditional practices and values.

3. Incorporating local languages and cultural practices into education: Education systems in Nigeria could incorporate local languages and cultural practices into education curricula to promote language diversity and cultural heritage. This could include developing educational materials that incorporate local cultural practices and values.

4. Promoting media representation of diverse cultures: Media in Nigeria could promote the representation of diverse cultures through television, radio, and print media. This could include showcasing local cultural practices, values, and traditions, and promoting cultural exchange and understanding.

5. Encouraging community involvement: Individuals and communities in Nigeria could play a role in promoting cultural diversity and language preservation by engaging in cultural initiatives and supporting the use of local languages and cultural practices. This could include encouraging community participation in cultural events and promoting the importance of local cultural practices and values.

4.7 Experiences from high-income countries

High-income countries have also faced challenges in preserving their cultural heritage and promoting cultural diversity in the context of globalization. Some of the learnable experiences from these countries that could be applicable to Nigeria include:

1. Supporting local arts and cultural initiatives: High-income countries have supported local arts and cultural initiatives to promote cultural preservation and diversity. This could include supporting the development of cultural programs and initiatives that promote traditional practices and values.

2. Incorporating cultural diversity into education: High-income countries have incorporated cultural diversity into education curricula to promote language diversity and cultural heritage. This could include developing educational materials that incorporate local cultural practices and values.

3. Promoting media representation of diverse cultures: High-income countries have promoted the representation of diverse cultures through television, radio, and print media. This could include showcasing local cultural practices, values, and traditions, and promoting cultural exchange and understanding.

4. Encouraging community involvement: High-income countries have encouraged community involvement in cultural initiatives to promote cultural diversity and language preservation. This could include encouraging community participation in cultural events and promoting the importance of local cultural practices and values.

5. Promoting cultural exchange and understanding: High-income countries have promoted cultural exchange and understanding through programs that encourage cultural exchange between countries and communities. This could include programs that facilitate cultural exchange between Nigeria and high-income countries, promoting cultural exchange and

understanding.

4.8 Unsuitability of the high-income countries' experiences for Nigeria

While there are some learnable experiences from high-income countries that could be applicable to Nigeria, it is important to recognize that the experiences and challenges faced by Nigeria are unique and may not be fully addressed by simply adopting the measures used in high-income countries.

For example, high-income countries may have more resources and infrastructure to support cultural initiatives and promote cultural exchange, which may not be readily available in many parts of Nigeria. Furthermore, the cultural and linguistic diversity in Nigeria is often more complex and nuanced than in high-income countries, which may require tailored approaches to address language and cultural preservation.

Additionally, the experiences and challenges faced by Nigeria are often shaped by their histories of colonialism, slavery, and exploitation, which have had a significant impact on local cultures and languages. As such, measures that may have worked in high-income countries may not be suitable for addressing the unique challenges faced by Nigeria.

Therefore, while it is important to learn from the experiences of high-income countries, it is equally important to develop solutions that are tailored to the specific needs and challenges of Nigeria. This requires a nuanced and culturally sensitive approach that takes into account the unique cultural and linguistic diversity of Nigeria and the historical context in which these challenges have emerged.

5. Conclusion

In conclusion, language and culture play a crucial role in shaping identity and heritage in Nigeria, and the challenges and opportunities presented by globalization require a nuanced approach to promote language preservation and cultural diversity. The semi-structured interviews conducted revealed that interviewees recognized the importance of promoting multilingualism, supporting cultural initiatives, incorporating local languages and cultural practices into education, promoting media representation of diverse cultures, and encouraging community involvement. However, it is important to recognize that the challenges faced by Nigeria are unique and shaped by their histories of colonialism, slavery, and exploitation. Therefore, measures to address these challenges must be tailored to the specific needs and challenges of each community and must balance the benefits of globalization with the preservation of local languages and cultures. By promoting inclusivity and representation, language support for marginalized communities, and addressing issues of cultural appropriation, individuals and communities can help to ensure that language and cultural changes are inclusive and representative of diverse communities, while also preserving cultural heritage. Overall, a combination of policies and programs, as well as individual and community engagement, is necessary to promote cultural preservation and diversity in Nigeria.

Appendix: Semi-Structured Interview Guide

Introduction: Thank you for agreeing to participate in this research study. The purpose of this study is to investigate the implications of language and cultural changes in Nigeria in the context of globalization. We are interested in your experiences and perspectives on language use and cultural adaptation in Nigeria. Your participation is voluntary, and your responses will be kept confidential. If you have any questions or concerns at any time during the interview, please feel free to let me know.

1. Can you tell me about your experience with language use and cultural adaptation in your community?
2. How has globalization impacted language use and cultural adaptation in your community?
3. What are some positive and negative effects of globalization on language use and cultural adaptation in Nigeria?
4. How has the spread of English and other colonial languages impacted local languages and cultures in Nigeria?
5. In what ways have Western cultures and lifestyles influenced local cultures and lifestyles in Nigeria?
6. What role do education and the media play in promoting language diversity and cultural heritage in Nigeria?
7. What policies and programs do you think should be implemented to promote language diversity and cultural heritage in Nigeria?
8. How can we balance the benefits of globalization with the preservation of local languages and cultures in Nigeria?
9. How can we ensure that language and cultural changes in Nigeria are inclusive and representative of diverse communities?
10. What are your hopes and concerns for the future of language and culture in Nigeria in the context of globalization?

Thank you for your time and for sharing your experiences and perspectives with us. Your input will be invaluable in helping us to better understand the implications of language and cultural changes in Nigeria in the context of globalization.

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