COMMUNICATION SATELLITES AND AFRICAN BROADCAST CULTURE: THE POST NIGCOMSAT TREND OF INTERCULTURAL COMMUNICATION IN NIGERIA

A partial requirement for the conferment of the degree of PhD in Broadcast Communication

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June, 2013
ACKNOWLEDGEMENT

To acknowledge the efforts of those who contribute in the success of this work is to tell the story of the work in its phases. Many people contributed to the success of this work at different levels.

At the conceptual stage, the supervisor of this research work Professor Hassan Mohammed El-Zain helped immensely in articulating the topic. El-Zain helped throughout the work with professional advises for three consecutive years until the work reached its final stage.

At the College of Communication Science of Sudan University of Science and Technology, many people contributed at different capacities. Professor Badr el-Deen Mohammed Ibrahim the External Examiner and Professor Mukhtar Othman El-Siddiq the Internal Examiner of the work are of special magnitude in their professional advises and encouraging words.

Mrs. Amani El-Sirr of the School of graduate studies played an important role in handling some technical administrative issues. Being the Coordinator of the International Post-graduate students, Amani proved really helpful in the way she handled issues that require mediation between College of Graduate Studies and College of Communication Science.

While at Istanbul University in Turkey as a Visiting Research Scholar for the purpose of this research, Professor Pinar Eraslan Yayinoglu, the deputy Dean of the Faculty of Communications was instrumental in making the process of my acceptance to the Istanbul University possible. Professor Pinar who supervised the progress of my work at Istanbul University also took care of all the correspondences between the Faculty and the Rectorate of the
university on my behalf. I will always remain indebted to Professor Pinar for her immeasurable contribution.

However, Professor Okay Aydemir, the Dean of the Faculty of Communication Science made me feel at home and responded to many of my needs. The exuberant Professor Gulin known for her wide range of interests including the African Culture often engaged me in the discussion of my methodology and which proved really useful at the long run.

Dr. Adem Ayten and Mr. Ahmad Kursun, Research Assistants of the Faculty proved to be friends in need. They made me feel at home during my stay as well as stood by me in the boring process of taking my research residence permit at Emniyet Fatih Mutlugu.

It is of course, impossible for me to remember the names of everybody who helped in a way or another towards the completion of this research work, just as it is impossible for me not to remain indebted to them for their contributions. As much as I want to take the credit for this work, I realized that the success of this work is the result of a collective effort by all of us.
This work is dedicated to Muhammad (Peace be upon him) the Prophet for teaching humanity the concept of pluralism.
This work is an attempt to establish the extent to which the involvement of NigComSat in the African communication industry would cause some cultural assimilation among the African communities thereby giving way to some cultural integration within the African cultures using Nigeria as a case study.

This work is of the opinion that Nigerian survivability as a multicultural entity has passed through phases of development just like a living entity; from crises to negotiation and lastly to stability, which goes perfectly in line with the most recent theories of intercultural communication.

The work concludes that the involvement of NigComSat in the mass media market is currently creating a boom of wider accessibility, making the process of cultural exchange easier than ever before. As a result, the younger generation of Nigerians is in the process of creating a culture that can be called a national culture.
مستخلص البحث

هذا العمل محاولة لتحديد مدى تأثير الصراع الاصطناعي النيجري لل茁تت (نيج كومسات) على أوضاع التواصل الثقافي في المجتمعات الإفريقية ذات التعددية الثقافية الأمر الذي يمهد السبيل لعملية المثقفة بين العرقات الإثنية الإفريقية المختلفة مما يفسح المجال للتكامل الثقافي في الثقافات الإفريقية تطبيقًا على حالة نيجيريا.

وقد توصل هذا البحث إلى أن بقاء دولة نيجيريا كيان قومي متعدد الثقافات قد مر بمرحل بدر في مرحلة الأزمات ثم مرحلة المفاوضات وأخيرا في طريقها إلى مرحلة الاستقرار، وهذا يتمشي تمامًا مع أحدث النظريات في مجال التواصل الثقافي.

كما توصل إلى أن تدخل الصراع الاصطناعي النيجري لل茁تت (نيج كومسات) في مجال الإعلام مؤخرا قد أحدث طفرة كبيرة في مجال التواصل بين الأفراد والجماعات على نطاق أوسع، مما يجعل عملية التبادل الثقافي أسهل من أي وقت مضى. ونتيجة لذلك، فإن جيل الشباب من النيجيريين يسعى إلى خلق ثقافة موحدة يمكن أن يطلق عليها اسم ثقافة الوطن.
TABLE OF CONTENT

Acknowledgment II
Dedication IV
Abstract V
Table of content VII

Chapter One: General Frame Work
Introduction 02
Stages of intercultural communication patterns 02
Regionalizing the media 06
The intervention of NigComSat 07
Research topic 10
Research problem 11
Research objectives 12
Research justification 13
Research questions 15
Research Working Hypotheses 16
Research method 17
Instrumentation and techniques 18
Research limitations 18
Research concepts and terminologies 19
Literature review 24

Chapter Two: Orbits and Satellites
Orbits 36
Definition case 36
Chapter Three: Communication Satellites

Communication satellite 58
Comsats Definition 58
Comsats in the religious text 59
Comsats in fiction 63
Comsats in the academia 63
Comsats and experimental experience 65
The applications of comsats 67
Intelligence uses of comsats 69
Reconnaissance satellite 69
Molniya satellite 72
Satellite television 75
Early relays 76
Satellite relays for mass audience 78
Direct-broadcast satellite 81
Terminology confusion 82
Commercial DBS services 83
Free DBS services 85
Mobile satellite technology 86
Satellite radio 87
Amateur radio 88
Satellite internet 88
Comsats and socio-cultural transformation 89
Camsats and the shift of social system 89

Chapter Four: Broadcast in Nigeria

Broadcast in Nigeria: The historical background 97
Voice of Nigeria VOA 98
Regionalizing the broadcast 101
Nigerian Television Authority NTA 102
Introduction to Nigerian satellites up to 2004 104
Nigerian communication satellite limited 107

Chapter Five: Cultural Communication

Introduction to culture 109
Norms 110
Values 110
Culture and communication technology 111
Intercultural communication 112
Chapter Six: Research Methodology

Data analysis 145
Limitations of data analysis 145
Research procedure 145
Data general statistics 148
Survey respondents’ profile 162
Media exposure 163
NigComSat and cultural mediation 167
Cultural integration 169
Intercultural sentiment 175

Chapter Seven: Conclusion and Recommendations

Conclusion 178
References 185
Index 189
Index one: the questionnaire 189
Index two: Nigerian tribes and their locations 200
Appendix: Abbreviation s 219