

SUDAN UNIVERSITY OF SCIENCE  
AND TECHNOLOGY,

جامعة السودان للعلوم والتكنولوجيا

COLLEGE OF GRADUATE STUDIES

The topic:

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

أقمار الاتصالات والثقافة الإذاعية الإفريقية:

دراسة حالة التواصل الثقافي في نيجيريا في عصر ما بعد القمر

الاصطناعي النيجيري للاتصالات

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

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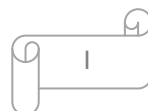
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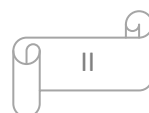
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# DEDICATION

This work is dedicated to Muhammad (Peace be upon him)  
the Prophet for teaching humanity the concept of pluralism.

# ABSTRACT

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 of 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 القمر الاصطناعي النيجيري للاتصالات (نيج كومسات) علي أوضاع التواصل الثقافي في المجتمعات الإفريقية ذات التعددية الثقافية الأمر الذي يمهّد السبيل لعملية المثاقفة بين العرقيات الإثنية الإفريقية المختلفة مما يفسح المجال للتكامل الثقافي في الثقافات الإفريقية تطبيقاً علي حالة نيجيريا.

وقد توصل هذا البحث إلى أن بقاء دولة نيجيريا ككيان قومي متعدد الثقافات قد مر بمراحل بدأت بمرحلة الأزمات ثم مرحلة المفاوضات وأخيراً في طريقها إلى مرحلة الاستقرار، وهذا يتمشي تماماً مع أحدث النظريات في مجال التواصل الثقافي Intercultural Communication.

كما توصل إلى أن تدخل القمر الاصطناعي النيجيري للاتصالات (نيج كومسات) في مجال الإعلام مؤخراً 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 إلي خلق ثقافة موحدة يمكن أن يطلق عليها اسم ثقافة الوطن.

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