

Review Article

Globalization: The African Perspective

Kingsley L. Ngange.¹, Stephen N. Ndode.², & Martin E.M. Elonge.³¹Senior Lecturer and Head of Department, Journalism and Mass Communication, University of Buea, Cameroon²Ph.D (c), Department of Journalism and Mass Communication, University of Buea, Cameroon³M.Sc student, Department of Journalism and Mass Communication, University of Buea, Cameroon

*Corresponding Author

Kingsley L. Ngange. Ph.D, Email: kngange@yahoo.com

Abstract: Innovations in Information and Communication Technology have narrowed the margins between and amongst countries. Today, it is easier to communicate, trade, interact, and share ideas with people across different cultures and spectra. The key concern is, where is the place of Africa in this fast-moving and interwoven world? This article examines globalization from the African perspective. The authors use secondary and classical documents to understand how Africans view globalization, while mixing such understandings with anecdotes drawn from experiences around the African continent. Much of the body of the text and observations show that Africa has great potentials. Notwithstanding, such potentials have not been fully harnessed for the benefit of the African continent because of local impediments like poor policy framing, corruption, mismanagement of resources, lack of creativity, and the dependency syndrome. The authors argue emphatically that for Africans to fully benefit from globalization, there must be consciousness of ‘the self’ towards development of the continent, and heavy investment in political and economic will.

Keywords: Globalization, African perspective, ICTs, Mass Media

Globalization: Historical Orientation

Globalization has been viewed as a mixed blessing; with the potential to either drastically transform economies positively by efficiently integrating them into the modern world system with all benefits attached or reducing the potentials for economies to develop themselves because of external influence (Adamu, 2017; Borrell, 2006; Cowen, 2002; Yudice, 2003; Zuberi, 2005).

Certain remarkable historical events have contributed to the discussion on globalization, making the phenomenon an attractive concept that captures the attention and involvement of the entire human race, Africans inclusive.

469BC: Socrates is born. The philosopher can be credited with an early vision of cosmopolitan citizenship, declaring “I am not an Athenian or a Greek, but a citizen of the World.”

1776: Adam Smith publishes “An Inquiry into the nature and causes of the wealth of Nations”, a book highly credited for supporting *liberal economics*

(individuals and households at the forefront of economic decision-making).

1775-1799: US / French revolutions. Declaration of independence for the thirteen American colonies; Birth of the United States of America; Redesign of French political landscape – absolute monarch and feudal system uprooted.

1876: Alexander Graham Bell invents first electric telephone. Till date, the telephone remains one of the quickest communication tools around the globe.

1884-1885: Berlin West African Conference. The Conference led to the scramble and partition of Africa amongst colonial powers. Such partition had long lasting effects on the African continent. Some of the effects are still felt today. European imperialism emerged. A majority of Africa lost sovereignty and control of self and natural resources.

1896: First Olympic Games organized in Athens. The games highlight a mix of the sporting, cultural, and social dimensions of participants. The games

Quick Response Code



Journal homepage:

<http://www.easpublisher.com/easjhcs/>

Article History

Received: 15.03.2019

Accepted: 25.03.2019

Published: 06.04.2019

Copyright © 2019 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

DOI: 10.36349/easjhcs.2019.v01i02.007

were at the centre of Greek civilization. Today, hosting of the games rotates.

1901: Guglielmo Marconi engineers first radio transmission across the Atlantic Ocean. The radio would later become a medium of message conveyance across countries and cultures.

1914: Archduke Franz Ferdinand and Wife assassinated, giving way to World War 1 (WW1). Global alliances developed. Global impact of the war was felt across countries and regions of the world.

1919: Paris Peace Conference – outcome of WW1. With German defeat at WW1, Britain (led by Prime Minister David Lloyd George), USA (led by President Woodrow Wilson), France (led by Prime Minister Georges Clemenceau), and Italy (under Prime Minister Vittorio Orlando) became Conference leaders and major world decision makers.

1920: Creation of the League of Nations with headquarters in Geneva, Switzerland to resolve international disputes.

1929-1939: Great Depression. It became the longest and worst economic downturn in the history of industrialized economies. It orchestrated key changes in economic institutions, macroeconomic policy, and economic theory. Global impact also included drastic output declines, hikes in unemployment, and acute deflation.

1930: FIFA hosts first World Cup in football. The World Cup has become a global event connecting people across continents and cultures. The latest is the 2018 FIFA World Cup (21st edition), hosted by Russia. The finals were played July 15, 2018, with France edging Croatia by 4 goals to 2. Luka Modric (Croatian captain) was best player of the tournament. Five African teams participated in the tournament: Senegal, Egypt, Morocco, Nigeria, and Tunisia. All five African representatives crashed out at the group stage for the first time in 36 years. In an interview with Al Jazeera, 1994 African footballer of the year, Emmanuel Emunke said basic football facilities need to improve in Africa for the continent to succeed globally.

1939: WWII begins. The war devastated world and African economies. Biggest and deadliest war in history. African economies were affected because of their link with colonial masters at the time.

1944: UN established; IMF / World Bank created. These international bodies still coordinate major socio-economic and cultural issues affecting countries today.

1945: WWII ends. Colonial governments became increasingly aware that colonial rule could not be maintained for ever. Pressure mounted as to why they were still keeping Africans under their rule, despite United Nation's call to self-determination for all people. Africans hatched ideas of independence.

1947-1991: Cold War. Emergence of bi-polar view of the world (capitalism and communism). This emergence in turn shaped global economies, trade, and communication. Communism was defeated. Africa was a Cold War battleground, partly because of its economic wealth, and the inability to protect such wealth against American and Russian influence.

1948: World Health Organization (WHO) created. The activities of WHO have brought international public health to the limelight, including contemporary research on major health issues affecting people and cultures across the globe. April 7 is World Health Day.

1950s: Decolonization in Africa. Colonial powers started withdrawing their imperialist domination from Africa, giving way for the independence of African countries. African revolts and opposition to continued colonial domination facilitated the decolonization process.

1955: First Guinness Book of World Records published (record of remarkable achievements from people across the globe).

1957: Ghana becomes first African country to become independent (wind of change).

1963: Institution of the Organization for African Union, later transformed to the African Union in 2002.

1964: McLuhan's Global Village – the idea that the world is one, interconnected by technological revolution. This concept is seen manifest today, as communication across villages, towns, regions, countries, and continents is simplified, aided by technological tools like the all-encompassing internet and mobile telephony. In the absence of these technologies, global communication is helpless.

1969: Internet emerges. Every business is scrambling for space on the internet today. The world increasingly becomes connected through internet technology. The internet ushers in the era of information superhighway. It connects researchers and business persons across the globe. In the internet, business is brokered and new ideas

can be learnt on how to do (new) things. The internet connects Africans to the rest of the world.

1970s: Great Technological (r)evolution. Ray Tomlinson sent the first email in 1971 on the ARPANET (Advanced Research Projects Agency Network). Email is part of everyday business today. Africans at home work for home-based foreign companies where most ideas are communicated and shared through email.

1980: Ted Turner creates CNN. Till date, CNN remains one of the greatest media with the greatest global impact on television audiences.

1985: Reporters Without Border founded in France to promote global Press Freedom. Press freedom is a contentious subject in global media discourse today. Journalists and governments keep struggling over the right of the press to inform, at whose benefit, and at whose detriment. Often, journalists are arrested, tortured, and imprisoned for reporting issues of critical concern. While press workers demand freedom to work unperturbed, governments argue that it is difficult to allow media loose and uncensored.

1989: Collapse of the Berlin Wall. Overthrow of Communist rule throughout Eastern Europe. Facilitated the end of Apartheid in South Africa.

1990: Gulf War begins, heavily covered by CNN, leading to coinage of term “CNN Effect”.

1991: World Wide Web becomes publicly available on the Internet.

1993: European Union created. Through the Union, close historical, cultural, and geographical ties between Europe and Africa have been fostered.

1999 (June 18): First International protest against globalization held in cities around the world.

2000: Millennium Development Goals (MDGs). The eight MDGs, expected to be attained by every country within a 15 year period (2000-2015) were: 1) Eradicate Extreme Poverty and Hunger; 2) Achieve Universal Primary Education; 3) Promote Gender Equality and Empower Women; 4) Reduce Child Mortality; 5) Improve Maternal Health; 6) Combat HIV/AIDS, Malaria, and other diseases; 7) Ensure Environmental Sustainability; and 8) Global Partnership for Development. The MDGs united the world at every front. Developing African economies were expected to work closely towards the attainment of these goals.

2001: George Bush declares war on terrorism. Governments are particularly concerned about

increasing terrorism around the globe. Consequently, defense mechanisms are fostered at top level. African countries are increasingly seeking military collaboration with the West to wipe off terrorism from African territories.

2001: Al Jazeera rises to prominence for coverage of the War in Afghanistan. Till date, Al Jazeera remains a top flight medium for TV audiences, with its exquisite documentaries on war, crime, violence, suffering, food (in)security, leadership/rulership, and global economic and political trends.

2010: Arab Spring begins in Tunisia. Africans elsewhere (notably Algeria, Egypt, Libya) used the Arab Spring as a means to denounce dictatorial regimes and poor living standards in their countries. The waves of the Arab Spring have gone global, with impact felt in countries like Syria, Lebanon, Yemen, Bahrain, Iraq, Oman, Kuwait, Morocco, Jordan, Palestine, Saudi Arabia, Sudan, and Mauritania. Today, series of revolutions against government rule are ongoing, including Cameroon. Some of these protests that started as minor have turned into large scale civil wars today that constantly beg for global attention, like Libya, Syria and Yemen.

2012: Rise of populist movements in advanced countries. The idea is for people to have control over their government, rather than a small group of political elite.

2015: Sustainable Development Goals (SDGs). These goals were set to replace the MDGs. The 17 SDGs are: 1) No poverty; 2) Zero hunger; 3) Good Health and Well-being; 4) Quality Education; 5) Gender Equality; 6) Clean Water and Sanitation; 7) Affordable and Clean Energy; 8) Decent Work and Economic Growth; 9) Industry, Innovation, and Infrastructure; 10) Reduced Inequality; 11) Sustainable Cities and Communities; 12) Responsible Consumption and Production; 13) Climate Action; 14) Life Below Water; 15) Life on Land; 16) Peace and Justice Strong Institutions; and 17) Partnerships to Achieve the Goal. Like the MDGs, every country is expected to commit fully to the attainment of the SDGs within the 15-year period earmarked (2015-2030).

June 2016: Debates begin on British Exit from the European Union (EU). The debate triggers the resignation of British Prime Minister, David Cameron, for his stance against BREXIT. He is later succeeded by Theresa May as British Prime Minister leading negotiations to pull Britain out of the EU. If the plan works as scheduled, Britain is expected to leave the EU on March 29, 2019. This has implications on global economies.

November 2016: Donald Trump elected US President. He is seen in some circles as one of the most controversial of all United States presidents in terms of his policies.

May 2017: Macron elected French President. The 2017 French elections were decisive for the future of European integration, and by extension, relations between Europe and Africa.

June 2017: Theresa May loses Parliamentary majority in UK General election.

2018: Ethiopia signs peace deal with Eritrea. The deal leads to opening of embassies, trade routes, and demilitarization.

2018 (October 2): Murder of Jamal Khashoggi, Saudi dissident and Washington Post columnist sparks international condemnation.

2018: The United States leaves Iran Nuclear Deal.

2018: Dire warning about Climate Change mounts.

March 29, 2019: Expected date for Britain to leave the European Union.

April 2, 2019: Algerian President, Abdelaziz Bouteflika, 82, resigns. His resignation is triggered by weeks of mass protests in Algeria, with protesters demanding Bouteflika, in power for 20 years, and declared medically unfit to continue ruling the country, to step down alongside all his cabinet members. Lakhdar Brahimi, Algerian United Nations diplomat who served as the UN and Arab League Special Envoy to Syria praised protesters for their responsible action, described the protests as a just course to seek meaningful reforms, and urged that the crisis be transformed into a constructive process. The protests received heavy national and international media coverage, and demonstrate the potential power of the masses in ushering in political changes in Africa – a continent well-known for extremely long presidential terms.

Definitions of Globalization

Globalization is defined here from four angles: political, economic, socio-cultural, and religious.

Politically, globalization is an increasing trend towards multilateralism (in which the United Nations plays a key role), toward an emerging transnational state apparatus, and toward the emergence of national and international organizations that act as *watchdogs over government* and have increased their activities and influence (Moghadam, 2005:35).

Economically, Alasana Dramane Ouattara, the current President of Ivory Coast (December 4, 2010 to present), and onetime Deputy Managing Director of the International Monetary Fund (IMF) described globalization (1997) as the integration of economies throughout the world through trade, financial flows, the exchange of technology and information, and the movement of people.

Socio-culturally, British sociologist Anthony Giddens, in his book, *“The Consequences of Modernity”* (1991), defines globalization as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa.

Religiously, globalization is viewed as a historical process by which all the world’s people increasingly come to live in a single social unit.

Preyer and Bos (2002) view globalization as world systems made up of networks of communication. The scholars push the argument that globalization is not a homogenization of all social life, but rather a heterogeneous process that connects the global and the local on different levels. This is harmonized into four key framings: different border structures, new borderlines, conditions of membership, and a global world-system (Preyer & Bos, 2002:1). Adamu (2017) notes that the concept of globalization is a mixed blessing for Africa, especially as it plays a crucial role both in the successes and failures/challenges of the African continent.

Steger (2017) summarizes globalization as meaning ‘globality’. He shows how the transformative powers of globalization reach deeply into the political, cultural, technological, and ecological dimensions of contemporary social life. The author also uses the 2014 World Cup in Brazil as a perfect example to illustrate the concept of globalization (bringing people together from across cultures).

The case of the 72nd United Nations General Assembly in New York is a classic example of the influence of globalization. Each country presents its hopes and challenges to other countries. The issues are discussed at table and common solutions sought. Issues like terrorism (Boko Haram in Cameroon and Nigeria; ISIS, Al-Shabaab), climate change (series of hurricanes in the USA), food insecurity, epidemics (Ebola in Guinea, Sierra Leone; Landslides, Earthquakes), Nuclear weapons (tensions between the US, North Korea and Russia), Poverty, Ethnic conflicts (critical case of the discrimination against the Rohingya Muslims in Myanmar), dictatorship, are all global issues with global solutions. The resolution of most of these issues requires collaboration between and amongst countries. The Multinational Joint Task Force between Nigeria, Cameroon, Chad, and Niger to combat Boko Haram is an attestation to such communal efforts.

Globalization: The African Perspective

Nsibambi (2001) in *'The effects of globalization on the state in Africa: Harnessing the benefits and minimizing the costs'*, conceives globalization from the African perspective as a process of advancement and increase in interaction among the world's countries and peoples facilitated by progressive technological changes in locomotion, communication, political and military power, knowledge and skills, as well as interfacing of cultural values, systems, and practice.

Meanwhile, Yeboah (2010) in *'The Impact of Globalization on African Culture'* says globalization is European involvement in the affairs of Africans; be it involvement at the political, economic, or socio-cultural domains. This further capitalizes the debate on globalization versus cultural imperialism. President Donald Trump's 'America first policy' translates U.S supremacy as an acceptable common in the plain field of presumed neutrality. By implication, it connotes a leader in the global arena with invariable pressures on 'less' powerful nations, challenging the idea of mutual coexistence that the concept of globalization should epitomize. This is probably why he refers to African and other developing countries as 'Shithole' countries.

Ajayi (2003), in an article entitled *'Globalization and equity in Sub-Saharan Africa: The myth and the reality'* sees globalization as a process whereby individuals and groups seek to annex the global into their own practices. Evidence from the Seattle 1999 protest in the U.S. is indicative of this (Smith, 2014). In Cameroon for example, Douala city dwellers have frequently decried the excesses of heavy competition they face from Chinese residents in the town. They can be seen across most informal jobs like selling of puff-puff and their introduction of the 'coin games' has directed a new way of life for most youths.

Cries have been mounted regularly about the negative portrayal of Africa especially in international mass media. Tanjong (2006) classifies these negative portrayals as "bad taste", - a type of media depiction where mostly negative issues are carefully framed in media agenda. Examples of such recent negative portrayals include the abduction of over 230 Chibok girls in 2014 by the Islamist Sect, Boko Haram; Rebels in the Central African Republic and Mali; HIV/AIDS in South Africa; Incursion of Al-Shabaab in Somalia, Somaliland, and Kenya; famine in South Sudan; Ebola in Liberia, Guinea, and Sierra Leone; Eseka Train Crash in Cameroon; September 19, 2017 killings of Burundi refugees by Congolese forces (Azad & Wembi, 2017); and the ongoing 2016 Cameroon Anglophone Crisis which has so far received heavy international media coverage.

There is no gainsay that these issues have occurred or are ongoing in these countries. However, the angle of global media coverage and portrayal of these issues remains questionable: one may ponder whether there are no remarkable positive achievements in these countries that warrant heavy international media attention of same magnitude.

Moss (2009) opines that the global economic situation is a good lens for thinking about Africa's place in the world. He thinks that there is still a lot of growth potential in Africa, in which, those who do their homework and disaggregate the risks will do well. Moss also cites better economic performers like Ghana, South Africa (described as the economic powerhouse), Nigeria, Tanzania, Kenya, and Botswana that are making their economies more competitive, helping their citizens participate in a global economy and reaping the benefits that more circulation of goods, capital, and people can bring. Globalization becomes challenging for countries whose policies and institutions do not permit their populations to thrive in a competitive global economy.

Increased mobility is raising new challenges for Africa, especially in the areas of global health. The Ebola outbreak in West Africa demonstrated the overall vulnerability of the global community to the transmission of communicable diseases. The Zika Virus also raised similar concerns, which are particularly critical for Africa because of its dismal health infrastructure (Juma, 2016).

An important manifestation of globalization includes a discussion of the Millennium Development Goals (2000) and the Sustainable Development Goals (2015). These are United Nations concepts aimed at making the world act as one. The eight MDGs include: reduce poverty and hunger; achieve universal education; promote gender equality; reduce child and maternal deaths; Combat HIV, malaria and other diseases; ensure environmental sustainability; and develop global partnerships. Ford (2015) argues that MDGs had structural weaknesses, such as proving to be targets only for developing countries.

The SDGs include 17 initiatives that are meant to impact the world positively by 2030: end poverty on all its forms everywhere; end hunger; achieve food security and improved nutrition, and promote sustainable agriculture; ensure healthy lives and promote wellbeing for all at all ages; ensure inclusive and equitable quality education and promote lifelong learning opportunities for all; achieve gender equality and empower all women and girls; ensure availability and sustainable management of water and sanitation for all; ensure access to affordable, reliable, sustainable and modern energy for all; promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all; build resilient

infrastructure, promote inclusive and sustainable industrialization, and foster innovation; reduce inequality within and among countries; make cities and human settlements inclusive, safe, resilient, and sustainable; ensure sustainable consumption and production patterns; take urgent action to combat climate change and its impacts; Conserve and sustainably use the oceans, seas and marine resources for sustainable development; Protect, restore and promote sustainable use of terrestrial ecosystems; promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels; and strengthen the means of implementation and revitalization of global partnerships for sustainable development. These are global agenda that cover all aspects of life.

Globalization and the Mass Media

The concepts of globalization and mass media are both representative of bulk and universality. Preyer and Bos (2002) view globalization as world systems made up of networks of communication. The scholars push the argument that globalization is not a homogenization of all social life, but rather a heterogeneous process that connects the global and the local on different levels. This is harmonized into four key framings: different border structures, new borderlines, conditions of membership, and a global world-system (Preyer & Bos, 2002:1).

As early as 1964, Marshall McLuhan, the Canadian media and communication scholar, emphatically argued that the world is a global village. 55 years on, increasing trends in the invention, adoption, and use of Information and Communication Technologies (ICTs) make the phenomenon of 'Global Village' even more realistic.

Today's African societies continue to witness a boost in the use of mobile phones, especially smart phones for diverse activities: economic (Ngange & Beng, 2017), political, social, and cultural (Ngange and Tchewo, 2017). The use of these technologies migrate from individual to community, regional, national, continental, and global levels. It is in the same way that these devices also serve as carriers of cultural products from one area to another.

The Internet plays a crucial role in the race for globalization. Described as a medium of 'convergence' by American social scientist, Ithiel de Sola Pool, the Internet has the capacity to carry mass information, data, goods and services from one country to another. This makes the margin between and amongst countries thinner in terms of communication of ideas and philosophies. Hence, it becomes easier today for one to associate themselves with certain values and products

provided one is connected to the internet. Telemedicine – the practice of healing from a distance, is possible today because of internet connectivity. A doctor based in Cameroon or any African country has a chance to receive expert advice from a specialist anywhere around the world without having to travel (Kifle, Mbarika, & Payton, 2005; Mbarika, 2004; Ndode, 2015).

The phenomenon of globalization has tremendous influence in the way countries conduct themselves. It is a clear indication that countries can no longer act as separate units. What affects one country has equal potential to attract the attention of other countries around the globe. ICTs have great potentials in boosting this trend and enabling countries remain inter-connected.

Social media platforms like Facebook, WhatsApp, Twitter, Instagram, Imo, Viber, Flickr, and YouTube strengthen the globalization debate. Communication between and amongst individuals and countries is relatively easier today because of heavy social media presence in Africa. It takes a matter of internet connection (for instance, subscribing for 100frs to get 100MB of Internet data for a whole day on MTN Network) to hook with anyone anywhere around the world. This has increasingly narrowed the communication gap. Africans now have an equal chance to participate in global affairs like their Western counterparts. Social media also shape the way citizens conduct themselves, and order their daily agenda, especially during crisis situations (case of Ghost town operations in Cameroon heavily communicated through mobile texts and WhatsApp – both within and outside Cameroon).

Globalization: Challenges for Africa

Brain drain / Brain gain:

Many brains are lost in Africa because the internet, for instance, presents the First World with lots of positivity. Teachers, footballers, medical doctors have migrated to Europe and North America for 'greener pastures'. These developed countries gain brains, while African countries lose such brains. The scandal here is that situations back home remain deplorable. In Cameroon for instance, the doctor-patient ratio is about 1:50,000 (Kindzeka, 2018; Ndode, 2015); instead of the 1:10,000 ratio prescribed by the World Health Organization.

Cartographic and ideological maps:

The very concept of dividing countries into developed and developing countries, the North and South, First, Second, Third, Fourth Worlds (Tanjong, 2006), is enough evidence for marginalization and inequality to persist between these extremes. It leaves Africans (developing) at the mercy of dependency on the West for aid and other strategic interventions.

Hence, advanced economies still have a firm grip on developing economies and a separation of the relationship between the two is almost impossible.

Beyond these maps are the issues of unionism: while Africa is struggling to unite in common political and economic interests, the European Union is undergoing fragmentations with the UK – Brexit, 2016 – wanting out. This puts Africa in deep contemplation of whether such unionism is worth venturing in, in the first place.

Growth and spread of terrorism:

Terrorist groups and their activities are given great exposure in especially international mass media (Press TV, BBC, CNN, Al Jazeera). In 2017, Al Jazeera found itself at the centre of a crisis ripping apart the Arab Gulf States. Saudi Arabia, the United Arab Emirates, Egypt, and Bahrain imposed a political and diplomatic blockade on Qatar. As part of that blockade, Al Jazeera has been kicked out of those countries and branded as the mouthpiece of Qatari Intelligence and a voice for terrorists. From the nature of media coverage of terrorist acts, people elsewhere can be radicalized. This phenomenon is even worse on the internet where everyone is an author. Propaganda is the order of the day (case of the Cameroon Anglophone Crisis). This generates a challenge to mass media addicts as it becomes extremely difficult in certain circumstances to decipher what is right or wrong.

Colonial Mentality:

Colonial masters still serve as big external players in the development affairs of most African countries. The dependency syndrome is high. The colonial masters still wield political and economic power (Britain and France for instance). In recent years (2019 for instance), France has been accused by European leaders like Luigi Di Maio, Italian deputy prime minister, of using the ‘C.F.A. franc that is used by 14 nations in western and central Africa... to exploit former colonies’ (Specia, 2019). The United States still remains the largest donor in Sub-Saharan Africa. China has also been dominant in Africa over the years. They build infrastructure and have huge trade interests. With all these powers still wielding a lot of influence, it becomes difficult for African countries to take full responsibility of their internal affairs. Kwame Nkrumah, first President of Ghana, once asserted that Africa only got political and not economic independence.

Poor Policy Framing:

African countries are challenged in the design of effective policies that will maximize the potential benefits of globalization and minimize the downside possible effects of destabilization and marginalization.

Cultural and Economic Imperialism:

Imperialism is like osmosis wherein a stronger solution draws or absorbs a weaker one. Western culture (dressing, language, habits) is imposed on Africans. Western culture is viewed as ideal. Hence, anyone who does not align with the West is seen as being left behind.

Globalization: Hopes for Africa

Increased Prospects in the resolution of common challenges:

Two or more heads are better than one. Through globalization, countries share solutions to common challenges facing their economies. Such is the case with the United Nations through its agencies like the World Health Organization (WHO), Food and Agricultural Organization (FAO), World Trade Organization (WTO), United Nations International Children’s Emergency Fund (UNICEF), United Nations Educational, Scientific and Cultural Organization (UNESCO). The concerns of one country become the concerns of all.

Growth in knowledge sharing:

Scholarship schemes, Fulbright programmes, partnerships between universities give increased opportunity for exchange programmes. Through such interactions, knowledge is shared and different cultures are forced to interact. This increases global knowledge base in different spheres of life. The presence, development, and proper use of Information and Communication technologies is likely to assist Africans partake in global knowledge sharing and development (Langmia, 2005).

Cultural diversity:

Mazur (2010) acknowledges that increasing globalization requires more interaction among people from diverse cultures, beliefs, and backgrounds than ever before. People no longer live and work in an insular market place; they are now part of a worldwide economy with competition coming from nearly every continent. For this reason, organizations need diversity to become more creative and open to change.

Adjustments in Policy:

People quickly learn what obtains in other countries and adapt similar situations within their contexts. Protests in North Africa (Tunisia, Egypt, Algeria, Bahrain, Libya) have caused people to believe that successful revolts can be staged through internet mobilization. Such revolts are also subsumed to have tremendous influence in the overthrow of despotic regimes. Globalization thus raises the bar for policy makers to get things right. Hence, there is a deeper commitment of national authorities throughout the world to sound macroeconomic policies, and to creating a more stable environment for investment and expansion of economic activity (Ouattara, 1997).

Increased Trade:

Many products from Cameroon and other African countries like cocoa, coffee, banana, rubber are traded in world markets. This is economic integration. It represents the proportion of all world production that crosses international boundaries (Preyer & Bros, 2002). Chase-Dunn, Kawano, and Brewer (2000) note that there have been cyclical waves of trade globalization, with declines corresponding to wars and economic depressions, and that there has been a steady trend over the centuries for trade globalization to increase as a result of continued decline in transportation and communication costs, and stability provided by the hegemonic system supportive of trade in recent world systems.

Facilitating trade across Africa is imperative for the exploitation of new markets for African merchandise. With the introduction of the African passport in July 2016 and further plans on a more elaborate description at the 32nd African Union Summit, 2019, it is hoped that a one passport system for Africa would not only ease the movement of goods but also people (Akwei, 2016).

Conclusion: Thinking Globally, Acting Locally?

Globalization remains an ever-present concept. Ghemawat and Altman (2019) show that globalization is increasing through the flow of information amongst countries. The authors also add that the percentage of trade, capital, and people flows crossing national borders all keep increasing.

While Cameroon and other African countries bear primary responsibility of meeting up with their reform and development objectives, globalization warrants that the international community remains an inseparable support partner towards the realization of such objectives. Though this concept of 'support' has in itself received heavy criticism because of 'aids with strings' and other exploitative tendencies linked to dependency (Rodney, 1973), the argument still goes round to affirm that globalization increases inter-dependence between and amongst countries.

Globalization is a double-edged sword: it holds out to those countries that are engaged in the process, the promise of a sustainable growth in trade and international investment. Contrarily, globalization heightens the risk of insecurity and marginalization. African mass media have to do more than serving as carriers of massive western culture.

As long as the clear desire of African countries remain a determination to pull themselves up and become part of the global world economy, the greater determination on the part of advanced societies to open up their markets for effective and meaningful exchange with African products will enable African countries accurately handle core challenges like poverty and

insecurity. This will lay a solid foundation for political, economic, and social stability.

Local challenges may as well hinder Africans to effectively benefit from globalization: Poor leadership, mismanagement of resources, corruption and stifled technological innovations.

Finally, Ouattara (1997) sums that for globalization to be truly beneficial in Africa, the following five areas must be given due consideration:

- Maintaining macro-economic stability and accelerating structural reform;
- Ensuring economic security;
- Reforming financial sectors;
- Achieving good governance; and
- Creating effective partnerships with the civil society.

REFERENCES

1. Adamu, A. (2017). African political economy and the quest for free market: Challenges and prospects. *Review of Public Administration and Management*. ISSN: 2315-7844.
2. Ajayi, I. (2003). *Globalization and equity in Sub-Saharan Africa: The myth and the reality*. Paper presented at the Fourth Annual Global Development Conference on Globalization and Equity, Cairo, Egypt, January 14-21, 2003.
3. Akwei, I. (2016, May 26). To be or not to be: That is the African Union question. Africa News. Retrieved from www.africanews.com.
4. Azad, E. & Wembi, S. (September 19, 2017). Why were 39 Burundian Refugees shot dead in the Congo? www.aljazeera.com.
5. Borrell, J.R. (2006). Globalization: A curse or a blessing in the road to the Millennium Development Goals? Barcelona Centre for International Affairs, CIDOB.
6. Chase-Dunn, C., Kawano, Y., & Brewer, B.D. (2000). Trade globalization since 1795: Waves of integration in the world system. *American Sociological Review* 65(1):77-95.
7. Cowen, T. (2002). *Creative destruction: How globalization is changing the world's cultures*. Princeton, NJ: Princeton University Press.
8. Ghemawat, P., & Altman, S.A. (2019, February 6). The state of globalization in 2019, and what it means for strategists. Harvard Business Review. www.hbr.org.
9. Giddens, A. (1991). *The consequences of modernity*. UK, Polity Press.
10. Juma, C. (2016). Globalization as we know it has failed. Africa has an alternative. www.weforum.org.
11. Kifle, M., Mbarika, V., & Payton, F.C. (2005). Testing integrative technology (Telemedicine) acceptance model among Ethiopian physicians. In: Proceedings of the 2005 Southeast Decision Sciences Institute (DSI) Conference, Raleigh, NC.

12. Kindzeka, M.E. (2018, November 25). Cameroon doctors overwhelmed with patients. www.reliefweb.int.com.
13. Langmia, K. (2005). The role of ICT in the economic development of Africa: The case of South Africa. *International Journal of Education and Development using Information and Communication Technology (IJEDICT)*, 2 (4), pp. 144 -156.
14. Mazur, B. (2010). Cultural diversity in organizational theory and practice. *Journal of Intercultural Management*, 2 (2), 5-15.
15. Mbarika, V. (2004). Is telemedicine the panacea for Sub-Saharan Africa's medical nightmare? *Communications of the ACM*, 7 (47):21-24.
16. McLuhan, M. (1964). *Understanding media: The extensions of man*. New York: McGraw Hill.
17. Specia, M. (2019, January 22). The African currency at the centre of European dispute. *The New York Times*. Retrieved from <http://www.nytimes.com>
18. Moghadam, V. (2005). *Globalizing women: Transnational feminist networks*. Baltimore, Maryland: Johns Hopkins University Press.
19. Moss, T. (2009, June 23). Where does Africa fit in the globalization puzzle? *Yale Insights*. Published by Yale School of Management.
20. Ndode, S.N. (2015). Telemedicine uses and challenges by Cameroon Doctors: Evidence from Douala and Buea. Master's Thesis, University of Buea.
21. Ngange, K., & Beng, P. (2017). Use of mobile phones for economic development in Cameroon. *Advances in Journalism and Communication*. Scientific Research Publishing.
22. Ngange, K., & Tchewo, M. (2017). "ICT use in Teaching, Research and Outreach in the University of Buea, Cameroon". In Langmia, K. & Tia, T. (eds), *Social Media: Culture and Identity*. Lexington Books, USA.
23. Nsibambi, A. (2001). *The effects of globalization on the State in Africa: Harnessing the benefits and minimizing the costs*. Paper presented at the UN General Assembly's Panel Discussion on Globalization and the State, November 2.
24. Ouattara, A.D. (1997, May 21). The challenges of globalization for Africa. Address presented by the Deputy Managing Director of the International Monetary Fund at the Southern Africa Economic Summit. Harare, Zimbabwe.
25. Preyer, G., & Bos, M. (Eds.). (2002). *Borderlines in a globalized world: New perspectives in a sociology of the world system*. Springer.
26. Rodney, W. (1973). *How Europe underdeveloped Africa*. London, Bogle-L'Ouverture Publications.
27. Smith, N. (2014, January 6). The Dark side of Globalization: Why Seattle's 1999 Protesters Were Right. *The Atlantic*. Retrieved from theatlantic.com.
28. Steger, M. (2003). *Globalization: A very short introduction*. (4th Ed.). UK: Oxford University Press.
29. Tanjong, E. (2006). *Africa in international communication*. Limbe, Design House.
30. Yeboah, K. (2010). The impact of Globalization on African culture. University of Southern Denmark, Odense.
31. Yudice, G. (2003). *The expediency of culture: Uses of culture in the global era*. Durham, NC: Duke University Press.
32. Zuberi, N. (2005). *Mixed blessings: Globalization and culture as hybrid*.