



Global Communication as Herald of Global Citizenship

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Abstract

In an era characterised by unprecedented interconnectedness and rapid technological advancements, global communication emerges as a pivotal force shaping contemporary notions of citizenship. The transformative role of global communication in heralding a new era of citizenship, one that transcends traditional boundaries and fosters inclusive engagement on a global scale is the focus of this study. The study is anchored on an interdisciplinary theoretical framework such as the network society theory, theory of global citizenship, and the agenda-setting media theory. The study is based on a survey-based approach and relied on questionnaire as instrument of data collection. Findings showed that there is relationship between global communication and global citizenship. However, the study also showed that factors that influence individuals' perception of identity are in the form of diverse cultures, globalisation and international trade (economic factors), social interactions, media representations, and political events as well as social issues. Furthermore, the study revealed that social media and related technology have promoted global awareness and citizen engagement. Researchers concluded that global communication serves as a herald of citizenship by facilitating cross-cultural dialogue, empowering civic engagement, and fostering a sense of global belonging. Embracing the transformative potential of global communication offers new opportunities for building a more inclusive, empathetic, and socially responsible form of citizenship in the 21st century. It was recommended, among others, that government and other stakeholders must promote digital inclusion through digital literacy programmes across underserved communities.

Keywords: Citizenship, Civic Engagement, Globalisation, Social Media, Technology,

Introduction

In an increasingly interconnected world, global communication has become a crucial driver of global citizenship, shaping identities, fostering cross-cultural understanding, and enabling international collaboration. The rapid expansion of digital technologies, social media, and transnational media networks has transformed the ways individuals engage with global

issues, influencing their perception of responsibility beyond national boundaries. As Castells (2009) argued, communication power plays a decisive role in shaping public discourse, impacting global awareness, and fostering civic engagement. This interconnectedness is particularly significant in addressing transnational challenges such as climate change, human rights, and economic inequality, reinforcing the need for a collective global identity (Appadurai, 1996).

The concept of global citizenship has evolved over time, drawing from ancient cosmopolitan ideals but gaining renewed significance in the modern era due to technological advancements and shifts in socio-political structures. Traditionally, citizenship has been framed within the context of nation-states, but the fluidity of digital communication challenges these rigid boundaries. Delanty (2000) observed how contemporary forms of citizenship extend beyond national affiliations, embracing a more inclusive and borderless perspective. This shift is particularly evident in the ways global communication facilitates transnational solidarity, allowing individuals to participate in international discourses on democracy, humanitarianism, and environmental sustainability. From the rise of global activism through social media platforms to the role of transnational news networks in shaping political and humanitarian responses, communication technologies have become a powerful mechanism for fostering a shared sense of global belonging (Couldry & Hepp, 2017).

The impact of global communication on fostering global citizenship is exemplified by its ability to mobilise collective action. The "CNN effect," for instance, has demonstrated how real-time media coverage can influence international policy decisions and humanitarian interventions (Robinson, 2002). Similarly, digital movements such as the Arab Spring and Fridays for Future illustrate the capacity of global communication to transcend national borders and create transnational networks of activism (Howard & Hussain, 2013). These instances underscore how communication technologies not only disseminate information but also inspire collective responsibility and civic engagement across cultures and nations (Bennett & Segerberg, 2013). However, the extent to which global communication facilitates truly inclusive participation remains contested, given the persistent digital divide that limits access to marginalised populations, particularly in the Global South (Norris, 2001).

Despite its transformative potential, global communication also presents challenges in the pursuit of equitable global citizenship. Media imperialism remains a concern, as dominant narratives from Western media outlets often shape global perspectives at the expense of local voices and diverse worldviews (Thussu, 2006). The growing prevalence of misinformation and propaganda further complicates efforts to cultivate an informed global citizenry, raising ethical and practical questions about the role of communication technologies in shaping public knowledge (Wardle & Derakhshan, 2017). Addressing these challenges requires a critical approach to media literacy, digital inclusivity, and ethical communication frameworks that prioritise diverse perspectives and responsible engagement.

Global communication stands at the heart of contemporary discussions on global citizenship, serving as both a medium and a mechanism for fostering awareness, dialogue, and collective action. While its potential to connect and mobilise people worldwide is undeniable, the challenges associated with access, representation, and ethical media practices highlight the

complexities of cultivating a truly global civic consciousness. As societies become increasingly interdependent, future research must explore strategies for leveraging communication technologies to promote inclusive, responsible, and sustainable global engagement.

The increasing globalisation of communication has significantly transformed how individuals, communities and nations interact. With the rapid expansion of digital technologies, transnational media networks and social platforms, people are more interconnected than ever before. This interconnectedness has led to the rise of global citizenship, where individuals recognise their roles and responsibilities beyond national borders (Delanty, 2000). However, despite the potential of global communication to promote a shared global identity and civic engagement, significant challenges remain regarding accessibility, representation, ethical communication and the impact of media narratives on shaping public consciousness (Thussu, 2006).

One critical issue is the digital divide, which creates disparities in access to global communication platforms, particularly for marginalised populations in the Global South (Norris, 2001). While digital media enables real-time access to global events, many communities remain excluded due to limited internet connectivity, economic barriers and media illiteracy. This exclusion perpetuates inequalities in global discourse, raising concerns about whether global citizenship is truly inclusive or remains a privilege of the digitally connected elite. Without equitable access, the ideal of a globally engaged citizenry risks reinforcing existing socio-economic divides rather than bridging them (Couldry & Hepp, 2017).

Furthermore, the dominance of Western-centric media narratives poses a significant challenge to bringing different and balanced perspectives in global communication. Global news networks and digital platforms are often controlled by a few major corporations, influencing how international events are framed and perceived (Castells, 2009). This media concentration leads to an imbalance where voices from the Global South are often marginalised and critical local perspectives are overshadowed by dominant Western interpretations (Thussu, 2006). As a result, the discourse on global issues such as human rights, migration and climate change may be skewed, reflecting power asymmetries rather than a truly pluralistic global dialogue (Appadurai, 1996).

The spread of misinformation and digital propaganda further complicates the role of global communication in promoting responsible global citizenship. The rise of social media has facilitated the rapid dissemination of false narratives, political manipulation and ideological polarisation undermining efforts to create an informed global public (Wardle & Derakhshan, 2017). The phenomenon of "fake news" has had real-world consequences, influencing electoral outcomes, public health responses and social movements worldwide (Bennett & Segerberg, 2013). The challenge, therefore, lies in ensuring that global communication channels uphold principles of truth, transparency and ethical responsibility to prevent the erosion of trust in media and governance institutions.

Additionally, while global communication promotes activism and collective action, the sustainability of digital movements remains uncertain. The logic of connective action, where

digital activism relies on decentralised and personalised communication, often leads to movements that struggle with long-term impact and structural change (Bennett & Segerberg, 2013). While social media has enabled mass mobilisation, it has also been criticised for promoting "clicktivism" a form of superficial engagement that lacks tangible, lasting outcomes (Morozov, 2011). This raises questions about how global communication can be harnessed effectively to create meaningful and sustained global civic participation.

Given these challenges, there is a critical need to examine the role of global communication as a facilitator or barrier to global citizenship. This is to also understand how communication technologies shape identities, influence participation and reinforce or challenge global inequalities is essential in designing inclusive, ethical and effective communication strategies. To address these concerns require an interdisciplinary approach that integrates perspectives from media studies, political science, digital governance and global ethics. Without addressing these pressing issues, the promise of global communication as a herald of global citizenship will remain unfulfilled and the vision of an interconnected, engaged and responsible global society will be significantly compromised.

The objectives of this study were to:

1. Examine the relationship between global communication and the formation of global citizenship.
2. Identify the factors influencing individuals' perceptions of identity and belonging in a globalised world.
3. Assess the role of media and technology in promoting global awareness and civic engagement.

Literature Review

Concept of Global Communication

Global communication refers to the exchange of information, ideas, and cultural expressions across national borders and cultural boundaries on a worldwide scale. It encompasses various forms of communication, including traditional media such as television, radio, and print, as well as digital platforms such as the internet, social media, and mobile technologies. At its core, global communication reflects the increasing interconnectedness of societies and the globalisation of information flows, facilitated by advances in technology, transportation, and international trade (Aina, 2023).

Global communication underscores the interconnected nature of the modern world, where events and developments in one part of the globe can have far-reaching implications for individuals and communities elsewhere. This interconnectedness is facilitated by digital technologies that enable instantaneous communication and information sharing across vast distances (Terry, 2015). Manovich (2021) maintained that global communication facilitates the exchange of cultural expressions, values, and traditions among diverse communities worldwide. Through media, entertainment, and digital platforms, individuals have

unprecedented access to cultural products from different parts of the world, contributing to a more interconnected and culturally diverse global society. Global communication involves the dissemination of information and news on a global scale, transcending national borders and providing individuals with access to a wide range of perspectives and viewpoints. This flow of information shapes public discourse, influences perceptions of global events, and plays a crucial role in shaping collective consciousness and awareness of global issues (Uche, 2016).

Goldberg, Stephan and Prosser (2018) observed that with the proliferation of digital technologies, global communication increasingly occurs through online platforms and social networks, allowing individuals to connect and interact with others across geographical, linguistic, and cultural barriers. Digital connectivity enables the formation of virtual communities, online activism, and collaborative initiatives that transcend national boundaries. While global communication offers numerous opportunities for cross-cultural understanding, collaboration, and innovation, it also presents challenges such as misinformation, cultural homogenisation, and digital divides. Addressing these challenges requires concerted efforts to promote media literacy, digital inclusion, and ethical communication practices that foster mutual respect and understanding among global citizens.

Overall, the concept of global communication highlights the transformative impact of communication technologies on the dynamics of society, culture, and politics in an increasingly interconnected world. By facilitating cross-cultural dialogue, promoting global awareness, and fostering a sense of interconnectedness among individuals and communities worldwide, global communication plays a crucial role in shaping the future of humanity in the 21st century.

Concept of Global Citizenship

The concept of global citizenship embodies the idea that individuals have rights, responsibilities, and identities that transcend national borders and extend to the global community as a whole. It reflects an understanding of citizenship that goes beyond allegiance to a specific nation-state and encompasses a sense of belonging to a broader human family, with shared values, concerns, and aspirations for the future of the planet (Caplan, 2017). Global citizenship acknowledges the interconnected nature of the modern world, where economic, social, and environmental challenges are increasingly global in scope and require collective action. It recognises that the actions of individuals and nations have implications that extend beyond their immediate surroundings and affect people and ecosystems across the globe.

In the words of Curran (2015), global citizenship is grounded in the principles of human rights, equality, and social justice. It emphasises the importance of respecting the dignity and rights of all individuals, regardless of nationality, ethnicity, religion, or socioeconomic status. At the same time, it underscores the responsibility of individuals to uphold these rights and work towards creating a more just and equitable world for all. McChesney (2019) opined that global citizenship celebrates cultural diversity and recognises the value of dialogue, mutual understanding, and respect among people from different backgrounds and traditions. Boli (2018) asserted that global citizenship promotes inclusivity and encourages individuals to embrace their own cultural heritage while also engaging with and learning from others. He further buttressed that global citizenship emphasises the importance of environmental

stewardship and sustainable development in safeguarding the planet for future generations. It recognises that environmental challenges such as climate change, biodiversity loss, and pollution require coordinated efforts at the global level to address effectively.

In his remark Eriksen (2020) averred that global citizenship entails active participation in civic life and advocacy for positive change at the local, national, and global levels. It encourages individuals to engage in democratic processes, speak out against injustice, and support initiatives that promote peace, human rights, and sustainable development. Global citizenship involves ethical considerations regarding one's impact on the world and the welfare of others. It encourages individuals to reflect critically on their values, beliefs, and actions, and to consider the ethical implications of their choices in a global context. Global citizenship is fostered through education and awareness-raising initiatives that promote cross-cultural understanding, critical thinking, and global awareness among individuals of all ages. It recognises the importance of education in empowering people to become informed, engaged, and responsible global citizens.

The concept of global citizenship represents a vision of humanity united in its diversity, committed to building a more peaceful, just, and sustainable world for present and future generations. By embracing the principles of interconnectedness, human rights, cultural diversity, and environmental sustainability, global citizenship offers a framework for addressing the complex challenges facing our planet and working towards a more inclusive and equitable global society.

Relationship between Global Communication and Global Citizenship

The relationship between global communication and global citizenship is multifaceted and significant, influencing perceptions, behaviours, and interactions among individuals and communities worldwide. Global communication technologies such as the internet, social media, and mobile devices have facilitated unprecedented levels of connectivity and information exchange. This increased connectivity has led to greater awareness of global issues, cultures, and perspectives among individuals, fostering a sense of interconnectedness and shared humanity (Falk, 2019).

Relatedly, Habermas (2019) stated that global communication enables individuals to engage in cross-cultural dialogue, exchange ideas, and learn from diverse perspectives. Through digital platforms, people can interact with individuals from different countries and backgrounds, challenging stereotypes, promoting empathy and fostering mutual understanding. Global communication empowers individuals to participate in civic life, advocate for social causes, and mobilise for collective action on global issues. Social media platforms have played a particularly significant role in enabling grassroots movements and amplifying the voices of marginalised communities, contributing to a more inclusive and participatory form of global citizenship. Global communication provides individuals with access to a wealth of information and educational resources from around the world, regardless of geographic location or socioeconomic status. This access to information enhances global awareness, critical thinking skills, and cross-cultural literacy, empowering individuals to become informed and engaged global citizens.

According to McNeely (2018), global communication facilitates the formation of virtual communities based on shared interests, values, or identities, transcending geographic limitations. These online communities provide platforms for dialogue, collaboration and collective action, fostering a sense of belonging and solidarity among individuals with shared global concerns. Caplan (2017) noted that despite its transformative potential, global communication also exacerbates existing inequalities and challenges. The digital divide, characterised by disparities in access to technology and digital literacy, can reinforce existing power imbalances and limit the participation of marginalised communities in global discourse. Furthermore, the spread of misinformation and disinformation through online platforms can undermine trust in information sources and hinder efforts to promote informed and responsible global citizenship. While global communication promotes a sense of global citizenship, it also challenges traditional notions of national identity and allegiance. As individuals engage with diverse perspectives and form connections across borders, their sense of belonging may become increasingly transnational, leading to a reevaluation of traditional boundaries and identities.

Overall, the impact of global communication on global citizenship is complex and dynamic, shaping perceptions, behaviours, and identities in an increasingly interconnected world. By fostering awareness, understanding, and engagement across borders, global communication has the potential to contribute to the cultivation of a more inclusive, empathetic, and socially responsible form of global citizenship. However, addressing the challenges and inequalities inherent in global communication is essential to ensure that its benefits are equitably distributed and that it contributes to the advancement of global citizenship ideals.

Factors influencing Individuals' Perceptions of Identity and Belonging in a Globalised World

In a globalised world, several factors influence individuals' perceptions of identity and belonging. These factors as enunciated by Caplan (2017) include:

1. **Cultural Exposure:** Exposure to diverse cultures through travel, media, and interactions with individuals from different backgrounds shapes individuals' perceptions of their own identity and sense of belonging. Cultural exchange fosters an appreciation for diversity and broadens perspectives, leading individuals to identify with multiple cultural influences.
2. **Globalisation:** Economic globalisation, characterised by interconnected markets and cross-border flows of goods, services, and capital, influences individuals' identities and senses of belonging. Globalisation can create opportunities for cultural exchange and mobility while also leading to concerns about cultural homogenisation and loss of cultural heritage.
3. **Social Interactions:** Social interactions with peers, friends, and communities play a significant role in shaping individuals' identities and senses of belonging. Positive social connections provide a sense of acceptance and belonging, while experiences of discrimination or exclusion based on factors such as race, ethnicity, or nationality can impact individuals' self-perceptions and sense of belonging.

4. **Media and Popular Culture:** Media representations and popular culture influence individuals' perceptions of identity and belonging by shaping cultural norms, values, and stereotypes. Exposure to diverse representations in media can foster a sense of inclusivity and belonging, while stereotypical portrayals can reinforce feelings of marginalisation or alienation.
5. **Migration and Diaspora:** Migration and diaspora experiences influence individuals' perceptions of identity and belonging by creating hybrid identities that bridge multiple cultural and national affiliations. Immigrants and diasporic communities often navigate complex identities shaped by both their cultural heritage and their experiences in host countries.
6. **Education and Language:** Education and language proficiency play a crucial role in shaping individuals' perceptions of identity and belonging. Language is a key aspect of cultural identity, and proficiency in multiple languages can facilitate cross-cultural communication and foster a sense of belonging in diverse contexts.
7. **Political and Societal Contexts:** Political and societal contexts, including government policies, social norms, and historical legacies, influence individuals' perceptions of identity and belonging. Political rhetoric, nationalistic movements, and social divisions can impact individuals' sense of belonging and acceptance within their communities and society at large.

Overall, the interplay of these factors contributes to the complexity of individuals' perceptions of identity and belonging in a globalised world, highlighting the importance of understanding and embracing diversity while also addressing challenges related to inequality, discrimination, and exclusion.

The Role of Media and Technology in Promoting Global Awareness and Civic Engagement

The role of media and technology in promoting global awareness and civic engagement is significant in today's interconnected world. Boli (2018) observed that media platforms and technology provide instant access to a wealth of information about global events, issues, and perspectives. Online news outlets, social media platforms, and digital communication tools enable individuals to stay informed about international developments, fostering a broader understanding of global issues and trends. Digital platforms have a global reach, allowing information to be disseminated rapidly across borders. This enables individuals to share news, stories, and perspectives with a diverse global audience, facilitating cross-cultural dialogue and awareness of global concerns.

Curran (2015) noted that technology serves as a catalyst for communication and collaboration among individuals and organisations engaged in global advocacy and activism. Online platforms enable the coordination of efforts, sharing of resources, and mobilisation of support for social causes and initiatives on a global scale. Media and technology platforms promote cultural exchange and awareness by providing spaces for sharing cultural content, traditions, and perspectives. Eriksen (2020) pointed out that digital platforms allow individuals

to engage with diverse cultural expressions, fostering empathy, appreciation, and mutual understanding among global audiences. Media and technology empower marginalised communities to amplify their voices and advocate for their rights on a global stage. Social media platforms provide a platform for marginalised individuals and communities to share their experiences, challenge stereotypes, and mobilise support for social justice causes.

In words of Terry (2015), technology enables real-time reporting and citizen journalism, allowing individuals to document and share news and events as they unfold. Social media platforms and mobile devices empower citizens to report on local and global issues, bypassing traditional media gatekeepers and amplifying underrepresented voices. Manovich (2021) averred that digital platforms facilitate the formation of virtual communities and online campaigns focused on global issues and social causes. Social media hashtags, online petitions, and virtual events provide avenues for individuals to express solidarity, raise awareness, and mobilise collective action on issues ranging from climate change to human rights.

Media and technology serve as tools for education and advocacy on global issues, providing resources, information, and opportunities for engagement. Online platforms offer educational content, documentaries, and interactive resources that inform and inspire individuals to take action on issues of global significance. In summary, media and technology play a vital role in promoting global awareness and civic engagement by providing access to information, facilitating communication and collaboration, fostering cultural exchange, amplifying marginalised voices, enabling citizen journalism, and empowering individuals to advocate for positive change on a global scale. Leveraging these tools effectively can contribute to building a more informed, connected, and socially responsible global community.

Challenges of Global Communication on Global Citizenship

Global communication presents several challenges to the cultivation and practice of global citizenship, hindering the realisation of its ideals. These challenges as enunciated by Eriksen (2020) include:

1. **Digital Divide:** Disparities in access to communication technologies and digital literacy create a digital divide that limits the participation of marginalised communities in global discourse. Those without access to the internet or digital devices are excluded from online platforms where much of global communication occurs, perpetuating inequalities in information access and hindering their ability to engage as active global citizens.
2. **Misinformation and Disinformation:** The proliferation of misinformation and disinformation on digital platforms undermines trust in information sources and distorts public discourse. False or misleading information can spread rapidly through social media and online news outlets, shaping perceptions, and beliefs among global citizens. Combatting misinformation requires critical media literacy skills and concerted efforts to promote fact-checking and responsible information consumption.
3. **Language and Cultural Barriers:** Language differences and cultural barriers pose challenges to effective communication and understanding across diverse global audiences. Misinterpretation or mistranslation of cultural nuances and contexts can lead to

misunderstandings and conflicts, inhibiting the formation of shared values and identities necessary for global citizenship.

4. **Filter Bubbles and Echo Chambers:** Digital algorithms that personalise content based on user preferences can create filter bubbles and echo chambers, where individuals are exposed only to information that reinforces their existing beliefs and perspectives. This phenomenon limits exposure to diverse viewpoints and fosters polarisation, hindering constructive dialogue and collaboration among global citizens.
5. **Privacy and Data Security Concerns:** Global communication platforms raise concerns about privacy and data security, as personal information shared online may be exploited or misused by corporations and governments. Surveillance practices and data breaches undermine trust in online communication channels and deter individuals from engaging in open discourse and activism for fear of repercussions.
6. **Cultural Imperialism and Homogenisation:** Global communication can perpetuate cultural imperialism by promoting dominant cultural narratives and norms at the expense of marginalised or minority cultures. The dominance of Western media and entertainment industries can lead to the homogenisation of cultural expressions and values, eroding cultural diversity and inhibiting the recognition of multiple identities within global citizenship.
7. **Digital Activism and Slacktivism:** Digital platforms enable activism and mobilisation on global issues, they also give rise to forms of "slacktivism" characterised by superficial or performative engagement that lacks real-world impact. Clicktivism, hashtag activism, and online petitions may raise awareness but often fail to translate into meaningful action or systemic change, posing challenges to effective citizenship engagement in the digital age.

Addressing these challenges requires concerted efforts to promote digital inclusion, media literacy, and ethical communication practices that empower individuals to navigate the complexities of global communication responsibly. By fostering critical engagement, cultural sensitivity, and inclusive dialogue, global citizens can overcome these obstacles and work towards a more just, equitable, and sustainable world.

Theoretical Framework

This study is grounded in an interdisciplinary theoretical framework that integrates key perspectives from communication studies, global citizenship theory and digital media scholarship. In understanding how global communication shapes global citizenship requires examining the mechanisms, power structures and participatory dynamics that influence transnational discourse and civic engagement. To achieve this, three main theoretical perspectives provide a robust foundation for this research: Castells' network society theory, Delanty's theory of global citizenship and the agenda-setting theory.

1. Network Society Theory (Manuel Castells, 2009)

Castells' Network Society Theory is central to this study as it explains how digital communication technologies have transformed social, political and economic interactions on a

global scale. According to Castells, modern society is increasingly shaped by networked forms of communication, where information flows across borders, influencing public discourse and identity formation. The global communication space, dominated by the Internet, social media and transnational news networks, has decentralised traditional power structures, enabling individuals and communities to engage in horizontal, participatory forms of communication (Castells 2009).

This theory is particularly relevant to global citizenship, as it highlights how digital platforms facilitate transnational activism, cultural exchange and global consciousness. However, Castells also acknowledges the power asymmetries within these networks, where dominant actors (such as multinational media corporations and political institutions) control the flow of information, leading to unequal access and representation in global conversations. This study applies the Network Society Theory to analyse how global communication both empowers and limits individuals' engagement with global issues, shaping their roles as global citizens.

2. Theory of Global Citizenship (Gerard Delanty, 2000)

Delanty's Theory of Global Citizenship provides a sociological lens for understanding how global communication fosters or constrains the development of a global civic identity. Delanty argues that global citizenship extends beyond legal or national affiliations, encompassing cultural, ethical, and political dimensions that emphasise a shared responsibility for global challenges (Delanty 2000). This concept aligns with cosmopolitan ideals, where individuals recognise their interconnectedness and commitment to issues such as human rights, sustainability, and social justice.

Global communication plays a crucial role in shaping global civic consciousness, allowing individuals to engage with diverse perspectives, challenge dominant narratives, and participate in international dialogues. However, Delanty also highlights the limitations of global citizenship, particularly the exclusion of marginalised communities due to economic, political, and digital divides. Applying this theory, the study examines how media representation, digital literacy and transnational discourse contribute to or hinder the formation of inclusive and participatory global citizenship.

3. Agenda-Setting Theory (McCombs & Shaw, 1972)

The Agenda-Setting Theory by McCombs and Shaw (1972) provides a critical media perspective on how global communication shapes public perception and engagement with global issues. This theory argues that the media does not tell people what to think, but rather what to think about, by determining which issues are prioritised in public discourse (McCombs & Shaw, 1972). In the context of global communication, this means that transnational media outlets, social media platforms, and political institutions influence how global citizens perceive and respond to international crises, social movements, and policy debates.

This study utilises Agenda-Setting Theory to explore how media narratives shape global citizenship by influencing which topics gain international attention, how they are framed and whose voices are amplified or silenced. The dominance of Western media in global news

production raises concerns about media imperialism and bias, where certain perspectives are privileged over others (Thussu, 2006). Applying this theory, the study critically examines the role of communication technologies in fostering inclusive, diverse, and ethical global conversations.

4. Synthesis of Theoretical Perspectives

Together, these three theoretical perspectives provide a comprehensive lens for understanding the relationship between global communication and global citizenship. Network society theory explains the technological and structural transformations that enable global dialogue, while Delanty's global citizenship theory examines the sociological and ethical dimensions of transnational engagement. Finally, the agenda-setting theory highlights the media's influence in shaping global awareness and participation.

Combining these perspectives, the study critically assesses the extent to which global communication enables or constrains meaningful participation in global affairs. This framework ensures that the study does not only discover the potential benefits of global communication in fostering citizenship but also critically engages with the challenges, power imbalances, and ethical considerations that shape transnational discourse.

Research Methods

This study employs a quantitative research design to examine the role of global communication in fostering global citizenship. The objective of the study is to assess the extent to which digital communication technologies influence individuals' perception of global citizenship, participation in global discourse, and engagement in transnational civic activities. By adopting a survey-based approach, the study seeks to collect empirical data from diverse participants across different regions to establish statistical relationships between global communication and global citizenship.

Research Design

This study utilised a descriptive and correlational research design. The descriptive aspect helped assess the prevalence and patterns of global communication usage among respondents, while the correlational approach was used to examine the relationship between exposure to global communication and the degree of global citizenship engagement. The research focused on individuals who actively consume international news, engage in digital activism, or participate in global discussions through social media or other digital platforms.

Population and Sampling

The target population for this study consists of individuals aged 18 and above who regularly consume international news, participate in online discussions on global issues, or engage in digital activism. The study will use a stratified random sampling technique to ensure representation across different regions, age groups, and educational backgrounds. A sample size of 100 respondents will be targeted to ensure statistical reliability. The sample will be drawn from multiple regions to compare variations in global citizenship engagement based on

Global Communication as Herald of Global Citizenship

geographic and socio-economic differences. The study will use an online survey distributed via email, social media, and professional networks to collect data efficiently from a diverse group of participants.

Sample and Sampling Techniques

The sample was drawn from people of different ages, genders and tribes, among others. In this regard, 100 respondents were sampled for the study. Random sampling was employed so as to avoid bias that might have crept in during the study.

Data Collection Method

A structured questionnaire was used as the primary data collection instrument. The questionnaire consist of four sections: namely demographic information (which focused on enquiries in respect of age, gender, education level, geographic location, and occupation); exposure to global communication (which is about the frequency of engagement with international news, participation in global discussions, and use of digital communication platforms); global citizenship identification (Likert-scale questions measuring self-perception as a global citizen, awareness of global issues, and sense of global responsibility); civic engagement in global affairs (measures of participation in international activism, online petitions, and global advocacy initiatives). A 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) was used to assess respondents' perceptions of global communication and global citizenship.

Data Analysis Techniques

Quantitative data was analysed using statistical techniques in SPSS to identify patterns and relationships between variables. Descriptive statistics was utilised as mean, standard deviation, and frequency distributions helped to summarise demographic data and general trends in global communication usage. For correlation analysis, Pearson's correlation coefficient was used to determine the strength and direction of the relationship between exposure to global communication and engagement in global citizenship. Finally, Chi-Square was adopted to analyse categorical relationships between demographic variables and engagement with global communication platforms.

Validity and Reliability

To ensure the validity and reliability of the research instrument, a pilot study was conducted with 50 respondents to test the questionnaire's clarity, consistency, and effectiveness. Cronbach's Alpha was used to measure the reliability of the Likert-scale items, with a reliability coefficient above 0.7 considered acceptable. Content validity was ensured through expert review by scholars in communication studies and global citizenship research.

Ethical Considerations

The study adhered to ethical research standards, ensuring informed consent from all participants. Respondents were assured of confidentiality and anonymity, with data stored securely and used solely for academic purposes. Participants were duly informed of their right

to withdraw from the study at any time without consequences. Ethical approval was sought from an Institutional Review Board (IRB) before data collection.

Results

Objective One: Relationship between global communication and the formation of global citizenship

Table 1: Mean Rating of Relationship between Global Communication and the Formation of Global Citizenship

S/N	Statement	SA	A	D	SD	% A	% D	X	Decision
1	Global communication platforms such as social media and the internet have increased my awareness of global issues	50	20	16	14	70	30	3.1	Agreed
2	Engaging with individuals from different cultures through global communication has broadened my perspective on global citizenship.	26	29	30	15	55	45	2.7	Agreed
3	Global communication technologies have empowered me to participate in global advocacy and activism.	30	20	30	20	50	50	2.6	Agreed
4	Access to diverse viewpoints and information through global communication has influenced my sense of global identity and belonging.	50	20	16	14	70	30	3.1	Agreed
5	I believe that global communication plays a crucial role in fostering mutual understanding and cooperation among individuals from different countries.	51	19	17	13	70	30	3.1	Agreed

Source: Field Survey, 2024

From Table 1 above, the responses shows that all the respondents unanimously agreed that there is relationship between Global Communication and the Formation of Global Citizenship. The mean responses ranges from 2.6-3.1 which is above the decision criterion of 2.5. This implies that there is statistical strong and significant relationship between Global Communication and the Formation of Global Citizenship. The oral interview conducted with some respondents all pointed to the same direction, emphasising a strong relationship between global communication and formation of global citizenship.

Objective 2: Factors influencing individuals' perceptions of identity and belonging in a globalised world.

Table 2: Mean Rating of Factors influencing Individuals' Perceptions of Identity and Belonging in a Globalised World

S/N	Statement	SA	A	D	SD	% A	% D	X	Decision
6	Exposure to diverse cultures and perspectives through global communication enhances my sense of identity and belonging.	26	29	30	15	55	45	2.7	Agreed
7	Economic factors, such as globalisation and international trade, play a significant role in shaping my sense of identity and belonging.	35	30	20	15	35	65	2.8	Agreed
8	Social interactions with individuals from different cultural backgrounds influence how I perceive my identity and sense of belonging.	19	31	26	24	50	50	2.5	Agreed
9	Media representations and popular culture have a substantial impact on my understanding of identity and belonging in a globalised world.	26	29	30	15	55	45	2.7	Agreed
10	Political events and global issues, such as migration and climate change, shape my sense of identity and belonging in today's interconnected world.	30	20	30	20	50	50	2.6	Agreed

Source: Field Survey, 2024

Responses obtained from Table 2 above on factors influencing individuals' perceptions of identity and belonging in a globalised world shows that the respondents agreed unanimously with the list of factors. The mean rating ranges from 2.6-2.8 above the mean criterion. This can be inferred that above listed factors influenced individual's perception of identity and belonging in a globalised world. In a similar vein, oral interview conducted also revealed similar factors influencing individuals' perceptions of identity and belonging in a globalised world.

Objective 3: The role of media and technology in promoting global awareness and civic engagement

Table 3: Mean Rating of the Role of Media and Technology in Promoting Global Awareness and Civic Engagement

S/N	Statement	SA	A	D	SD	% A	% D	X	Decision
11	Media platforms such as social media and online news websites have increased my awareness of global issue.	26	29	30	15	55	45	2.7	Agreed
12	Technology enables me to engage in civic activities and advocacy on global issues more easily.	19	31	26	24	50	50	2.5	Agreed
13	Exposure to diverse perspectives through media channels enhances my understanding of global citizenship.	30	20	30	20	50	50	2.6	Agreed

14	Social media platforms have the potential to mobilise individuals for collective action on global challenges.	50	20	16	14	70	30	3.1	Agreed
15	Technology has empowered me to participate in global discussions and contribute to positive change in the world.	26	29	30	15	55	45	2.7	Agreed

Source: Field Survey, 2024

Table 3 shows the mean rating of the role of media and technology in promoting global awareness and civic engagement. Responses from the table show that media and technology are influential in promotion global awareness. This is indicated by the mean rating which is above the mean criterion of 2.5 (i.e. 2.5-3.1). This can also be extrapolated that media and technology are the hallmark of global citizenship. The result of the oral interview also corroborated the findings from the quantitative results, signifying that media and technology has played a significant role in promoting global awareness and civic engagement.

Discussion

From the analysis above, the study showed that there is a statistically significant relationship between global communication and global citizenship. This finding corroborates that of Falk (2019) who found that global communication technologies such as the internet, social media, and mobile devices have facilitated unprecedented levels of connectivity and information exchange. This increased connectivity has led to greater awareness of global issues, cultures, and perspectives among individuals, fostering a sense of interconnectedness and shared humanity. The finding also agrees with that of Habermas (2019) who revealed global communication enables individuals to engage in cross-cultural dialogue, exchange ideas, and learn from diverse perspectives. Through digital platforms, people can interact with individuals from different countries and backgrounds, challenging stereotypes, promoting empathy, and fostering mutual understanding. Global communication empowers individuals to participate in civic life, advocate for social causes, and mobilise for collective action on global issues.

Findings of the study also revealed that several factors influence individuals' perceptions of identity and belonging in a globalised world. Some of the factors include exposure to diverse cultures, economic factors such as international trade and globalisation, social interactions, the media factor that stems from the representation of popular culture as well as global issues and political events such as migration and climate change. The finding is in consonant with that of Caplan (2017) who found out that cultural exposure, globalisation, social interactions, media and popular culture among other factors influenced global citizenship.

Media and technology play a statistically significant role in promoting global awareness and civic engagement. The finding agrees with that of Boli (2018) whose study revealed that media platforms and technology provide instant access to a wealth of information about global

events, issues, and perspectives. The author further buttressed that online news outlets, social media platforms, and digital communication tools enable individuals to stay informed about international developments, fostering a broader understanding of global issues and trends. The finding is also in consonant with that of Curran (2015) who revealed in a study that technology serves as a catalyst for communication and collaboration among individuals and organisations engaged in global advocacy and activism. Online platforms enable the coordination of efforts, sharing of resources, and mobilisation of support for social causes and initiatives on a global scale. Media and technology platforms promote cultural exchange and awareness by providing spaces for sharing cultural content, traditions, and perspectives.

The study of Eriksen (2020) revealed that digital platforms allow individuals to engage with diverse cultural expressions, fostering empathy, appreciation, and mutual understanding among global audiences. Media and technology empower marginalised communities to amplify their voices and advocate for their rights on a global stage. Social media platforms provide a platform for marginalised individuals and communities to share their experiences, challenge stereotypes, and mobilise support for social justice causes.

Conclusion

Global communication serves as a herald of citizenship by playing a pivotal role in shaping perceptions, behaviors, and identities in an increasingly interconnected world. Through digital technologies, individuals have unprecedented access to information, diverse perspectives and cross-cultural interactions, transcending geographical boundaries and fostering a sense of global citizenship. Furthermore, the study of global communication illuminates the multifaceted ways in which communication platforms, media representations, and technological advancements influence the formation of citizenship in the digital age. From increasing awareness of global issues to empowering individuals to participate in civic engagement and activism, global communication facilitates dialogue, collaboration, and collective action on a global scale.

However, challenges such as digital divides, misinformation and cultural barriers underscore the need for critical engagement and ethical communication practices in navigating the complexities of global citizenship. However, addressing these challenges requires concerted efforts to promote digital inclusion, media literacy and intercultural understanding, ensuring that the transformative potential of global communication is harnessed for the advancement of inclusive and equitable citizenship ideals. In essence, global communication serves as a catalyst for the cultivation of a more interconnected, empathetic, and socially responsible form of citizenship, one that transcends national borders and embraces the shared humanity of individuals and communities worldwide. It would bring about mutual understanding, collaboration and solidarity across diverse cultures and contexts, global communication paves the way for a more just, peaceful and sustainable global society

Recommendations

Based on the conclusion drawn regarding global communication as a herald of citizenship, the following recommendations are made for leveraging global communication to promote inclusive citizenship:

1. **Promote digital inclusion:** Governments, organisations, and stakeholders should work to bridge the digital divide by expanding access to communication technologies and improving digital literacy programmes, particularly in underserved communities. This ensures that all individuals have the opportunity to participate in global communication networks and benefit from the opportunities they offer.
2. **Enhance media literacy:** Education systems and community organisations should prioritise media literacy education to empower individuals with the skills needed to critically evaluate information, recognise bias, and navigate digital platforms responsibly. By fostering media literacy, individuals can become informed and discerning consumers of global communication, reducing susceptibility to misinformation and manipulation.
3. **Support intercultural exchange programmes:** Initiatives that facilitate cross-cultural exchanges, dialogue, and collaboration should be promoted to foster mutual understanding and appreciation among individuals from diverse backgrounds. Cultural exchange programmes, language learning initiatives, and international student exchanges help break down stereotypes and promote empathy, contributing to the development of global citizenship.
4. **Encourage civic engagement:** Governments, civil society organisations, and digital platforms should create opportunities for civic engagement and activism on global issues. This includes supporting online advocacy campaigns, virtual town halls, and collaborative projects that enable individuals to contribute to positive change in their communities and beyond.
5. **Combat misinformation and disinformation:** Efforts to counter misinformation and disinformation should be prioritised through fact-checking initiatives, media literacy campaigns, and algorithmic transparency measures. Platforms should implement robust content moderation policies and promote trustworthy sources of information to ensure the integrity of global communication channels.

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Global Communication as Herald of Global Citizenship

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