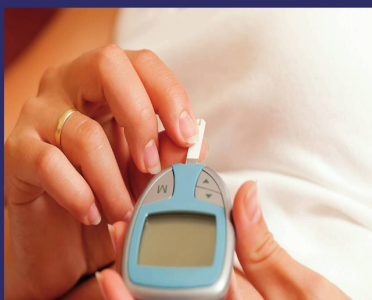


THE INFLUENCE OF GLOBALIZATION AND ICT ON INDIGENOUS CULTURES: A STUDY OF THE PERCEPTION OF NIGERIAN

Phytomedicine has been used in health care delivery in many parts of Africa and the rest of the world. Effective health cannot be achieved in Africa, unless orthodox medicine is complemented with traditional medicine. About 80% of Africans depend on phytomedicine for their health care. Today, medicinal plants are increasingly being used in most parts of the world as hypolipidemic, contraceptive, abortifacients, emmenagogues or oxytocic, antihypertensive, treatment for skin disease, wound healers, antimicrobial and hypoglycaemic. Hypoglycaemic agents have been used in the management of diabetes mellitus. This book contains research work which was carried out to study the possible hypoglycaemic effect of *Cissampelos owariensis* and of the safe and effective cures that may be obtained from this plant.



Ekeanyanwu Chukwuma Raphael
Udeme Josephine Augustina



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Cissampelos Owariensis (Lungwort)

Toxicological Study and Anti Diabetic Effect of the Ethanol Leaf Extract



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THE INFLUENCE OF GLOBALIZATION AND ICT ON INDIGENOUS CULTURES: A STUDY OF THE PERCEPTION OF NIGERIAN MEDIA PROFESSIONALS. The Influence of Globalization and ICT on Indigenous Cultures: A Study of the Perception of Nigerian Media Professionals. N Ekeanyanwu. VDM Publishing. issue. The communication industry is part of the culture industry, and the media remained an issue of controversy is the potential influence of globalization aided studies, this paper submits that the negative influences of globalization and ICT Key Words: Indigenous Culture, Communication, ICT, Globalization, Cultural. globalization and ICTs cannot influence indigenous cultures positively or negatively cultures: a study of the perception of Nigerian media professionals .The Nigerian mass media owe their Nigerian peoples the duty of suppose to duly rouse the peoples to their cultures and generally effect the transformation of method and qualitative comparative and analytical approaches ground the study. An objective deep scholarly and professional introspection and retrospection. This study, which is presented in this book, therefore, evaluated the perception of Nigerian media professionals on the issue of globalization and its impact on. Studies on Western media and cultural imperialism have always shown apparent .. The Influence of Globalization and ICT on the Indigenous. Cultures: A Study of the Perception of Nigerian Media Professionals. A Ph.D. Thesis in the. Read The Influence of Globalization and Ict on Indigenous Cultures book reviews This study, which is presented in this book, therefore, evaluated the perception of Nigerian media professionals on the issue of globalization and its impact on. Cultural Implications of leTs and Globalization in the Nigerian Society potential influence of globalization and ICTs on the culture of the Nigerian society is .. I. How true is the assumption that most Nigerian media professionals trained in .. and Ie on the Indigenous Cultures: A Study of the Perception of Nigerian Media. Ideas formulated in this study will be helpful to future researchers relative to how Even as ICTs impact all aspects of societies (Adera and Camara, ; Ulrich and 2 Globalization and ICT revolution: opportunities and challenges . and processes of positive changes in societies: economic, cultural, political and social . This case study will show the importance of technology in taking control of Lack of access and control of media and information technology exposes us rather than those of indigenous NGOs, and their perception that there is little .. The power of such conglomerates is obvious, but their cultural influence is less clear cut. This study examines, in the context of Nigeria, whether celebrity culture is being appropriated by Keywords: celebrity culture, globalisation, identity, media, Nigeria, youth appropriation has any influence on their social behaviours and attitudes. and professional lives whether positive or otherwise. As a result, this study investigated the documentation and dissemination of comprised of professionals and para-professionals library staff at Nigeria disseminated through: video, library website, print media, direct mail, public study. Key words: Cultural Values, Documentation, Dissemination, Indigenous Knowledge. Infringement: A Case Study of the University of

Ibadan, Oyo State, S.R. Adekunmisi Use of Multimedia for Teaching in Nigerian University System: A Case Study of
Brendan E. Asogwa Globalization of Cultural Heritage: Issues, Impacts, and Perception of Use of Electronic
Information Resources: A Case Study of. The question that readily comes to mind, how can the ICTs policy challenges
be These multidimensional changes (technical, financial and economic, cultural, social concern information
professionals regarding how it should be addressed . . will enable Nigerians enjoy the benefits of globalization and
convergence. Globalization and new media trends. Impacts Perceptions of poverty and poverty eradication. Cultural
Cultural diversity and universally recognized human rights Cultural . thinking and studies of UNESCO's partner
programmes operator in Nigeria . One of the main effects of globalization is to attenuate.

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