

# Americanisation of Nigerian Political Communications: Matters Arising from the 2015 General Elections

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## Abstract

This paper aims to provide useful insight into the Americanisation of Nigerian political communication placing more emphasis on the 2015 general elections and the consequences of this on our domestic political system. Nigeria was colonised by Britain. It, however, changed to the American presidential system of government in 1979. Thus, Nigeria is rapidly following the footsteps of America not just in the system of government but also in the adoption of its political communications techniques. Many of the election practices currently being employed in political campaigns across the world appear to have their immediate origin in America. Some of the electoral practices like the employment of communication consultants, personal attack rather than issue based campaign, the adaptation of communication to 'media logic', the frequent opinion polls, the use of the new media, the emphasis on image and others appear to have been dominant practices in American political system prior to the adoption by other countries across the globe. The researcher adopted document research as research methodology for the study. The research was anchored on the globalisation theory. The Americanisation of political communication has brought new standards to the field of political communication. The research shows great American influence in Nigerian political communication system. The paper recommends the employment of American political system in Nigeria with consideration on its workability based on the differences in political, media, economic and socio-cultural environment of both countries.

**Keywords:** Political communication, Americanisation, Campaigns, Election and Mediatiation

## Introduction

The term "Americanization" gained prominence in the 19<sup>th</sup> century. Jaja (2010, pp.117) defines Americanization of the globe as "the worldwide spread and dominance of American influence and culture." Doolan (2008) citing Scammell defined Americanization to reflect political communication. According to him, Americanization means the worldwide proliferation of American campaign techniques. This suggests that the U.S. is leading trends in a direct way by exporting American style campaigning, through American consultants working abroad and through a global acceptance of the U.S. as the most important role model of how to run campaigns.

Political communication on the other hand as defined by Maarek (1995, pp.2) does not mean "merely designing and printing a message on posters without consideration of whom they are addressed to. It encompasses the entire marketing process, from preliminary market study to testing and targeting". Thus, for one to win an election, there are many events that happen behind the scene. It involves a lot of research and technique to sway the voters to one's favour. The media has enhanced political communication as it is virtually impossible for one to reach the modern day electorates without the media. The media is therefore seen as a link between other political actors. There are areas of the Americanisation discourse that seem difficult to refute in developing democracy. A look at technological innovations like the internet which has been used in recent time in America has been exported to other countries of the world of which Nigeria is inclusive. It is, therefore, common for an elected public official in Nigeria today to be reached through the social media or internet.

Today, the mass media has become more significant in the electoral process and political communication methods of political parties are becoming similar all over the world. Ugur (2012) opines that global homogenisation of the media is a possibility across the world despite the differences in their political systems. Nowadays, political communication practices are becoming similar all over the world. In this case, Nigeria becomes a good example for this study. Nigeria, a former British colony practised the west minister parliamentary system of government after independence in 1960 (Ayua and Dakas, 2005). The military took over government in 1967 and returned power to civilian in 1976. However, the west minister parliamentary democracy was dropped to an American presidential democracy (Peters, 1997). There have been several changes to the Nigerian political communication system and such has made many researchers to say that Nigerian electoral campaign communication is shifting toward the U.S model.

Democracy which is believed to be the best system of government is alien to Africa (Oyekan, 2009). Many countries in Africa or other parts of the world often adopt the American democracy system as a template. Field (1994, pp.1) supported this view when he asserts that "the United States has a long history of exporting the fundamental ideas and labels of its political system and has often encouraged other countries to adopt its style of democracy." This was not just limited to the system of government practiced but even in the political

manifestoes adopted by some parties. During the third republic, Nigeria adopted two party system with distinctly American names; National Republican Convention (NRC) and Social Democratic Party (SDP).

### **Statement of the Problem**

Globalisation has provided the enabling environment for transnational interconnectivity. This has led to exchange and or importation of policies and trends from other countries. This has not been limited to trade, culture but has also affected politics. In the area of political communication, there have been fundamental transformations of the media systems of nation-states. This transformation is not limited to Africa. There have been changes in political communication in Europe and most of these changes have been imported from America. However, political communication researchers in Europe has adopted professionalisation rather than Americanisation (Holtz-Bacha, 2008). Harris, Perrin and Simenti-Phiri (2014) contended that America system of political communication is being implemented in all parts of the world. Despite this claim, researchers in other countries have explored areas where their political communications have been affected (Elebash, 1984; Kotzaivazoglou and Ikonou, 2005). However, not much research has been done in this aspect in relation to Nigeria. Hence, the need for this research as the researcher intends to study the level of Americanisation in Nigerian political system. This research will add to the limited literature in the field.

### **Objectives**

The following are the objectives of this study:

- i. To assess the level of American influence in Nigerian political communication.
- ii. To identify the various ways American political communication system has shaped Nigeria's political communication.

### **Research Questions**

The research questions for this study include;

- i. What is the level of American influence in Nigeria political communication?
- ii. What are the various ways America political communication has shaped Nigeria's political communication?

### **Theoretical Framework**

This study is based on globalisation theory. Globalisation as Rosenberg (2000) posited has now become the central thematic for social theory and a key idea by which we understand the transition of human society into the third millennium. The word globalisation is a descriptive phenomenon used to describe a geographical extension of a process. In the field of politics and media, globalisation became a core theory in the twenty-first century. Globalisation has been viewed from different perspective; modernisation, media imperialism, and westernisation perspectives. The increase in the use of technology in media, has consolidated the globalisation concept as against the principle of stateness. Several research have been done to identify the challenges posed by international media to national autonomy (Morris, 2001). Robertson's definition of globalisation is similar to the McLuhan's 'global village' concept. He refers to globalisation as "the compression of the world and the intensification of consciousness of the world as a whole" (Robertson, 1992, p.8).

For some scholars, the globalisation theory could be likened to the concept of media imperialism which explains the transmission of one's culture of view especially by the first world countries to the third world (Ugur, 2012). Since the aim of this study is transformation of political communication, the term "Americanisation" describes the transformation process. Therefore, when the term is used, it denotes a particular type of elements of election campaigns in political communication practices which were first developed in the U.S. and spread to other countries, in this case, Nigeria.

The relevance of this theory in this research lies on its strength. Its emphasis on the connectivity in every facet of the society. The theory assumes that the world is more interconnected now than ever (Mbagwu, 2011). Another strength is its assumption of global consciousness. In this case, the media play a true "mediating" role in encouraging global consciousness (UNESCO, 2009). Kennedy, (2009) hinted that when we watch and listen to the news and see what is happening to other parts of the world, at least at a superficial level, meanings, ideologies and perceptions are formed and reformed across national boundaries (cited in Mbagwu, 2011).

### **Research Methodology**

This study adopted document research as research method. A document may be defined as a record of an event or process (McCulloch, 2015). Media documents refers to printed materials such as newspaper, or magazines, visuals such as television news or programme and audio such as radio broadcast. For this study, the researcher relied on published online materials from *Vanguard*, *Punch*, *Thisday*, *Daily Independent* and *Naij.com*. The

choice of online publication was informed by the fact that the author is resident outside the country and could only have access to online publications. These online publications were studied between January and April, 2015. This period was chosen because it was characterised by intensive campaign. To achieve the aim of this study, the researcher used available secondary data such as online newspapers, and monitored broadcast of Nigerian media (from Channels TV) before, during and after the 2015 general election.

Google alert was set up so as to send published messages relating to the subject to the researcher's mail box. The researcher used 'Nigeria Presidential election 2015' as keyword in setting up the google alert. In all, the researcher received four hundred and seven (407) alerts within the stipulated period from the selected newspaper. Though there were other newspapers report captured by the alert, the researcher decided to focus on selected newspapers due to their high online presence in the internet and high number of likes on their Facebook account.

### **Review of Literature**

Communication is significant in any political process. In a democracy, political communication is crucial for the building of a society where both the electorates and the leaders feel connected in the process. The media's role in this process is to ensure that it holds the leaders accountable to the people. It also informs the masses about policies of government. Modern political communication strategy is rooted in the United States as Maarek (1995, p.6) puts it "the United States was the first country to experiment with modern political communication techniques, then apply them systematically". The media have further reinforced the McLuhan's concept of 'global village' by importing these American techniques to their host nations.

The Americanisation thesis has been argued differently by various researchers. There are researchers who equate it with modernisation, globalisation or professionalisation of political communication. There is no common ground among researchers to define Americanisation thesis. However, in this context, Americanisation is seen as political communication techniques that are successful in the US and copied to other countries (in this case Nigeria) by American consultants that are hired to render professional services.

Nigeria and America practise presidential system of government. Despite their similarities, it is important to note that there are still differences between the two countries in relation to the degree of freedom of the press, level of modernisation, development, cultural and ethnic mentality. Some of the factors to note about Nigeria political communication include;

- Nigeria is a multiparty state with over 50 political parties.
- Most political parties have ethnic coloration.
- The media are owned by both government and private.
- The Nigerian press is believed to be free when compared to most other African countries.
- Broadcast of political campaign stops 24 hours before election.
- The media is prohibited from announcing result except result officially announced by the election umpire (INEC).
- The media is empowered to give equal airtime and space to political parties who can afford them
- There are budgetary limits to campaign spending.
- Candidates / political parties pay for political broadcasts.
- The turnout of the 2015 presidential election was 43.65% %. (Omotola, 2010; Nigeria Electoral Act, 2010; Ibrahim, Liman and Mato, 2015).

This paper will critically look at the various ways in which Nigeria political communication has been influenced. The following are but not limited to the ways in which Nigeria political communication has been Americanised.

### **Use of Foreign Consultants.**

The hiring of foreign consultants in election campaign is becoming a common place in today's politics. However, foreign consultants not only render significant political services in the developing countries but also help in developed countries where they are employed as experienced experts to develop and produce campaign messages that will attracts more votes from the electorates (Elebash, 1984; Scammell, 1998; Sussman and Galizio, 2003). Communication consultants played a leading role in the 2015 general election. These communication consultants, image makers, advertisers, campaign directors or media team depending on what nomenclature each party choose to identify them, formed what could be called the 'war room' that plotted out the party's or candidates' communication policy and also advised these candidates on how to address the public during campaign and organise events that will attract positive media exposure. Foreign consultants were used for the first time in Britain in the 1983 general election (Elebash, 1984; Grenville, 2005). In Nigeria, not much research has been done to ascertain whether foreign consultants were hired in previous elections. Perhaps, one could speculate that foreign consultants were hired in Nigeria for the first time during the 2011 general election. President Jonathan hired the services of Mr. Davis who ran Howard Dean's 2004 presidential campaign (Shapiro, 2014). In the 2015 general election, the All Progressives Congress (APC) hired the services of AKPD Message

and Media; an American firm founded by David Axelrod. This firm is believed to have been behind Obama's victory in 2008 (Shapiro, 2014). It is therefore, not a surprise to see that the slogan of APC during the campaign period was 'change', this perhaps was gotten from the quote of the founder of AKPD, who says "change is something you have to fight for. Change is never easy. We are going to have to work for every vote. The change we need is worth the struggle; it's worth the fight" (Axelrod, n.d). The ruling party then; Peoples Democratic Party (PDP) moved against this trend when it wrote that "in engaging the services of a foreign firm, the APC has shown that it does not have faith in our people, our indigenous consultancy firms" (Okocha, 2014). The PDP on the other hand, hired the services of Chief Femi Fani-Kayode to be the director of presidential media campaign team. Studies have shown that politicians in Latin American countries, Europe, Asia and Africa in recent years have hired the services of American consultants (Ridder and Symons, 1999). The use of foreign consultant was prominent in the presidential elections rather than governorship or national assembly elections in Nigeria. It is however, not known if the services rendered by these foreign consultants contributed in any way on the performance of the political parties.

### **Opinion polls**

Opinion polls are usually conducted by different firms to show where each candidate stands during election. Opinion polls are usually used to forecast the likely winner of an election. Though there seems to be a marginal error in opinion polls result. In America and the United Kingdom, they have been used to predict the party's victory in election. However, in Nigeria one might not really believe the effectiveness of opinion polls as Ross (2015) suggested that "in a country where opinion polls can be trusted about as much as a politician's promise, it is hard, even foolish, to predict the outcome". There have been doubts about the credibility of opinion polls in recent times where polls from both the UK referendum and the US 2016 presidential elections were different from the actual result. However, this is an area that is beyond the scope of this research. Nevertheless, different organisations like Sahara news, AIT, Punch, Vanguard and even individuals through their twitter handle organised opinion polls during the general election. These opinion polls at one time or the other placed the APC candidates ahead of the former president; Goodluck Jonathan who was the PDP presidential candidate. This calls for more research as even in the United Kingdom 2015 general elections, various opinion polls suggested that a coalition will be needed for the formation of the government as neither Labour nor the Conservatives will win the required number of seats to form government. However, the result of that election proved otherwise as Conservatives won more than 50% of the declared seats.

In the Nigerian 2015 general election, the online poll conducted by AIT was rejected by the former ruling party; PDP when the result of the poll showed APC leading. AIT later shut down the site citing that it was being hijacked (Umuro, 2015). Erickson and Wlezien (2008) opined that three days out of four, an opinion poll would be less accurate in predicting an election result. Thus, one can argue that opinion polls result does not necessarily translate to the actual election result. However, polls results help politicians to identify areas to target their campaign. The use of opinion poll was not limited to the presidential election alone. There were various opinion polls conducted by different organisations for the state governorship elections. This is another area Nigerian political communication has been influenced by American political communication.

### **Political Debates**

The history of political or presidential debates dates back to 1858 in America. The first presidential debate was organised between Stephen A. Douglas and Abraham Lincoln. However, Napierała (2014) opined that Lincoln-Douglas debates were not the first debates in the US history, they were considered to be the first significant political debate in American history because it had all the five elements for a debate as outlined by Auer (1977, p.146) who noted that "a debate is a (1) confrontation, (2) an equal and adequate time, (3) of matched contestants, (4) on a stated proposition, (5) to gain an audience decision" and added that each of these elements is important if we are to have a true debate. One key fact that the definition given above about a presidential debate did not capture is that a presidential or governorship debate must be organised by an impartial and non-partisan body. 1948 witnessed the first U S presidential debate, this was broadcast by a radio station while the first televised debate was in 1952. It has become a tradition not only in America but in other parts of the world.

Communication scholars and media experts believe that televised presidential debates have substantial and important effects, that they can shift votes more than any other single action of the final electoral campaign. However, some scholars disagree on this but believe that other variables interplay in the final decision electorates take. There are empirical evidence of learning during presidential debates as various research conducted in the United States primary election debates reveal that voters learn a great deal of information about the candidates (Bartels, 1988; Brady and Johnston, 1987; Popkin, 1991; Cited in Holbrook, 1999).

In Nigeria, the first political debate was held in 1993 between Alhaji Moshood Abiola of the SDP and Alhaji Bashir Tofa of the NRC. Researchers believe this is the best incisive and informative debate in Nigeria history (Sanusi, Okunade, Ogungbamigbe and Aniedo, 2014). One important aspect of a presidential debate is

that it gives the contender the time to educate the audience on their plans and agenda if elected. Nevertheless, in Nigeria, since the handing over power to civilian rule in 1999, the candidates that have been absent or boycotted the presidential debate have gone on to win the election. For instance, in 1999 presidential debate between Obasanjo and Falae, Obasanjo refused to participate in the debate and later won the election. In 2003, Obasanjo refused again and was re-elected. Same applied to Yar' Adua who did not participate in the 2007 presidential debate but won the election. In 2011, Jonathan refused to participate in the debate and won the election while in 2015, president Buhari did not participate in the debate but went ahead to win the election. Though the intent of this research is not to identify the influence of presidential debates in Nigeria election, I believe this area would be worth researching into especially using Nigeria as a case study. In advanced democracies, presidential debate is believed to contribute immensely in influencing voters' decision.

Political debates seem to have become a norm in Nigerian political communication. In most cases as witnessed in the 2015 general elections, the debate concentrated on the presidential and governorship candidates. There were governorship debates in Lagos, Plateau, Oyo and Rivers states. Most of the debates were televised on Channels TV, Nigerian Television Authority (NTA), and other partner stations.

### **Personalization of Campaign**

Kriesi (2011, pp.2) argues that personalisation of campaign is an "institutional design of the U S ... which gives candidates a very prominent role." Kotzaivazolou and Ikonomou (2005) believes that personalisation of campaign is centred primarily on persons rather than issues. This system has to do with emphasis of candidates (both private and public life) rather than issues or political parties. Personalisation of election campaign is a trend that has spread to almost all parts of the world. Personalisation has to do with the way media place emphasis or report a particular candidate. This portrayal to the public could either be positive or negative. Nwokefor and Okunoye (2014) gave a clear picture of this using Obama and McCain 2008 presidential election. According to them, "critics of Barack Obama in the 2008 general presidential election in the United States will most likely argue that Obama was framed more positively than McCain in the media and that the media assisted in the election of Barack Obama as president." The same could be said in Nigeria in 2011 when President Jonathan used the slogan "I am one of you", "during my school days, I had no shoes". The media portrayed him as a man with humble beginning and trustworthy to lead Nigeria to the promise land (Nwokefor and Okunoye, 2014).

Personalisation could also come in form of personal attacks against a particular candidates. During the 2015 general election in Nigeria, there were series of personal attacks on Buhari by either the PDP or the wife of President Jonathan. An example was a statement credited to the wife of the PDP presidential candidate, Patience Jonathan. She says in Pidgin English "wetin him dey find again? Him dey drag with him pikin mate" (meaning why is he contesting? Why an old man should be contesting with his son). She went further to say "if you vote Buhari, na your prison; if you vote APC, na your wahala". She continued "What is change? Why did you not change things when you were there? Is it now that you want to be doing the things you weren't doing before? (meaning if you vote for Buhari, you are sending yourself to prison. If you vote APC, its problem) (Thisday, 2015). This was not limited to PDP alone, as APC members also called Jonathan "lazy, docile, incompetent, clueless, hopeless and useless leader" (El-rufai, 2015)

Kriesi (2011) asserts that the process of de-alignment in the party system and the process of commercialisation in the media system are the two processes most clearly associated with the phenomenon of 'personalisation of politics'. Kriesi's research using four countries as case studies further revealed that countries that practise presidential system of government have higher degree of personalisation when compare to countries practising parliamentary system of government. Some scholars see institutional changes as the cause for political personalisation, while others 'blame' the media for igniting this process. This is not limited to Nigeria alone as even in the United Kingdom 2015 general election, the conservatives called the labour leader; Ed Miliband "back stabber".

### **Mediatisation of Politics**

America is regarded as the most mediatised culture (Hyun, 2012). Recent elections world over is believed to be won or lost in the media. Some media experts believe that the loss of Goodluck Jonathan was the inability of his communication team to manage the media war (Anya, 2015 and Ukwu, 2015). A view supported by this research. Jonathan's media team were more 'reactive' rather than 'active'. During the election campaign, the media team of President Jonathan was on the 'defensive' rather than 'attack'. They spent most of the campaigns responding on issues raised by the opposition.

As noted by Nimmo and Combs (1990, pp.18) politics has become a secondhand reality for most Americans because they do not encounter politics in a direct (firsthand) manner, involving active participation. Instead, passive mass audience encounter mediated politics via the media. This assertion could also be applicable to Nigeria as the electorates elect candidates who take decisions on their behalf. The media therefore, relays

these policies to the people since they (electorates) are not directly involved in the decision making process. Mazzoleni and Schulz (1999, p. 250) define mediatised politics as ‘politics that has lost its autonomy, has become dependent in its central functions on mass media, and is continuously shaped by interactions with mass media’.

The media play a crucial role in modern politics as they act as a link between the political actors and the electorates. The mass media assemble these publics. As an intermediary between politicians and voters, the media constantly inform the public. Esser (2013, p162) believes that what turns modern mass media into politically relevant actors is media logic. This media logic comprises the professional production routines in newsrooms where political statements are translated into ‘stories’, but also technological possibilities and constraints, and finally the economic organisation of the media organisation. Though the new media has revolutionised politics by enabling politicians to interact with the masses directly, this has not really had an adverse effect on the traditional media. In fact, the broadcast media and television in particular especially the private channels is believed to be the most prominent medium of communication during election (Kotzaivazolou and Ikonou, 2005).

Moreover, the researcher argues that one way the mediatisation of politics could be better understood is through the agenda-setting theory. Dearing and Rogers (1996) define agenda-setting as a process which “is an ongoing competition among issues proponents to gain attention of media professionals, the public, and policy elites”. This theory believes in the supremacy of media logic over political logic. Though this theory has been criticised by some researchers for failure to show a causal link between the various issues agendas. Louw (2010) citing Entman (1989) argues that the key means to predispose people to thinking in a certain way is to influence what they think about by providing them with ready made ‘schematics’ or frameworks. This framework is meant to guide the subsequent behaviour of media audiences and so turn them into publics (who behave ‘collectively’, despite being isolated individuals). Similarly, Edukacja (2012) opines that political campaigns are, on one hand, the right moments for political actors to use media power. On the other hand, it exposes the domination of broadcasters. Without the media, it would be impossible to reach society. This is why the electoral race changes as a result of a sequence of media and mediatised events, mainly directed by the media and political staff.

New trends occurred during the process of mediatisation in 2011 Nigerian general elections especially with the utilization of the new media in politics. In the 2015 campaign, the decreasing role of the conventional media was observed (though not empirically verified). The real battlefield in future election is likely to be in the internet and that is where I believe the future of mediatisation of politics is concentrated judging by its high utilization and applicability in the last election. However, mediatisation was observed in less form when compared to America. The media in Nigeria to a large extent during the 2015 general election limited its role to the ‘mediation’ function. Rather than trying to influence its logic (media) on the public, most media contents during the election were centred on the reporting of political events and press conferences.

### **Celebrity Endorsement in politics**

The 2015 general election witnessed an upsurge of celebrity endorsement in politics. Before now, celebrity endorsement has been limited to advertisement of goods and services. Many researchers have explored the area of celebrity endorsement to identify its impact on the electorates (Garthwaite and More, 2008). In contrast, there has been little effort to understand what effect these endorsements have on political outcomes. Celebrity endorsement in politics can also be traced to America. Historians have been able to trace celebrity endorsement in politics to the 1920 American presidential election where Warren Harding received endorsement from several American film stars (Morello, 2001). Many presidential campaigns in America have witnessed celebrity endorsement. In 1960, John F. Kennedy received endorsement from ‘Rat Pack’ members (Mortman, 2004). When the current president of America declared his interest to run for the presidency in 2007, few months later he was endorsed by prominent American talk show host, Oprah Winfrey (Garthwaite and More, 2008).

In Nigeria, when GoodLuck Jonathan declared his interest to run for the presidency in 2011, some prominent Nigeria musicians such as Timaya and Dbanj endorsed him. The 2015 presidential election witnessed an increase in celebrity endorsement. Most of whom were prominent Nollywood actors and actresses, footballers and musicians. These celebrities followed the campaign train of whoever they endorsed. Some also used the social media platform to endorse their candidates. Short videos were produced and uploaded on Instagram, Facebook, YouTube or short messages written on their Twitter handle for their followers to either ‘like’, ‘comment’ or ‘share’.

There are few research showing a link (in some cases lack thereof) between celebrity endorsement and voters behaviour. Garthwaite and More (2008) citing Stratmann (2005) assert that endorsement is one area of research where little empirical work has been done with result of the research showing that endorsement by celebrities or other political figure can have a direct or indirect effect on election outcome. A classic example of the lack of effect of endorsement worth citing is the defeat of Barack Obama by Hilary Clinton in the 2008 Massachusetts Democratic Primary. Obama was endorsed by prominent celebrities in that region yet went ahead

to lose the state by 15 percent (Younge, 2008). This is also another area Nigeria political communication has been influenced by the American political communication. The use of celebrities in political rally seem to have become a norm as observed in the 2015 general election. These celebrities entertain the masses before ushering in their political master on the podium.

### Discussion and Conclusion

This paper has demonstrated the various ways Nigeria political communication has been influenced by America. In the area of political communication and election campaign in particular which is the concern of this research, the researcher argues that Nigeria political communication has been influenced by the American system. The recent Nigerian election is a resemblance of American elections especially in the technical adoption of new media, personal attack on candidates rather than issues, portrayal of images in the media and the hiring of experts as consultants to political parties.

It is evident from this research that the two major political parties in Nigeria have hired the services of foreign consultants in one point or another. Also, the media is becoming increasingly powerful during election campaigns. The study also revealed celebrity endorsement in politics as well as celebrity involvement in politics.

This research did not measure the level of influence of Americanisation in Nigerian politics. This limitation was caused by the use of document method which could not measure the frequency or magnitude of a process. Further study on this should adopt multiple approach so as to give an accurate data on the level of Americanisation of Nigeria political system.

The researcher believes that the precise nature of Americanisation is not clear. The term itself needs to be clearly understood as it seems to describe a mere adoption or adaptation of a process. The obvious danger in 'Americanising' a process is to evaluate certain other variables. Though, Nigeria and America were British colony, the American culture and tradition is different from that of Nigeria and this implies that, the fact that something succeeded in America, does not necessarily means it might succeed in Nigeria. Perhaps, that was the reason European researchers adopted the title 'professionalisation' instead of 'Americanisation'. Hardy (2008) advised that Americanisation cannot adequately address the significant changes in political communication. Therefore, he suggested a hybrid mixing method where both American system of political communication is mixed with that of the host country.

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