



Glocalization as a Framework for Public Relations Practice in Nigeria

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Abstract

This paper argues that glocalization provides the most appropriate framework for public relations practice in Nigeria in an era characterized by globalization, digital communication, and increasing cultural diversity. The paper is premised on the contention that the continued reliance on universalized and predominantly Western public relations models is inadequate for addressing the communication realities of Nigeria's multicultural society. Drawing on scholarly literature and theoretical insights from Glocalization Theory and the Two-Way Symmetric Model, the paper advances the argument that effective public relations require the strategic integration of global communication standards with local cultural values, identities, and stakeholder expectations. Through a qualitative documentary approach, the study critically examines existing debates on glocalization, digital communication, stakeholder engagement, national image management, ethics, and misinformation. The paper maintains that public relations effectiveness is enhanced when communication strategies are culturally relevant, participatory, and responsive to local realities. It concludes that a glocalized approach offers a more sustainable pathway for building trust, strengthening stakeholder relationships, enhancing organizational legitimacy, and promoting effective public relations practice in Nigeria.

Keywords: cultural identity, digital communication, glocalisation, public relations, stakeholder engagement

Introduction

The rapid expansion of globalization and digital communication technologies has transformed the practice of public relations, enabling organizations to engage stakeholders across diverse geographical and cultural contexts. While these developments have enhanced access to information and strengthened global communication networks, they have also exposed the limitations of standardized communication models in culturally pluralistic societies. Increasingly, scholars argue that effective communication depends not only on the adoption of global best practices but also on their adaptation to local cultural values, languages, and social realities (Robertson, 1995; Nwuneli, 2020). This recognition has elevated glocalization as an important communication paradigm that seeks to reconcile global integration with local relevance, particularly in multicultural societies such as Nigeria.

Existing scholarship generally agrees that glocalization enhances communication effectiveness by reconciling global communication standards with local socio-cultural realities. However, the emphasis of existing studies differs considerably. While scholars such as Dimokwu and Obidike (2019), Endong (2015), and Nwuneli (2020) primarily conceptualize glocalization as a mechanism for preserving cultural identity and improving communication relevance in an increasingly globalized environment, Nigerian public relations scholars have concentrated on issues such as stakeholder engagement, digital communication, reputation management, ethics, and national image building (Onifade, 2025; Ateko et al., 2025; Obasi, 2026). Although both streams of scholarship acknowledge the importance of culture in shaping communication outcomes, they have largely evolved independently. Consequently, there is limited integration of



glocalization theory into public relations scholarship, leaving insufficient understanding of how global communication principles can be systematically adapted to Nigeria's multicultural environment to improve organizational-public relationships. Collectively, these studies underscore the importance of culturally responsive communication and the growing influence of digital technologies in shaping organizational-public relationships.

Despite these contributions, limited scholarly attention has been devoted to examining glocalization as a strategic framework for public relations practice in Nigeria. Although existing studies acknowledge the importance of culture in communication, they seldom provide a comprehensive explanation of how public relations practitioners can systematically integrate global communication standards with indigenous cultural values and stakeholder expectations. Consequently, the application of glocalization to contemporary public relations practice remains insufficiently theorized and underexplored within the Nigerian context.

This gap has important practical implications. Nigerian organizations operate in a highly diverse communication environment characterized by multiple ethnic groups, languages, religious traditions, and rapidly evolving digital media platforms. At the same time, public relations practitioners face increasing challenges arising from misinformation, declining public trust, reputation management concerns, and the need to engage stakeholders whose identities are simultaneously shaped by global media exposure and local cultural affiliations (Obasi, 2026; Onifade, 2025). Communication strategies that rely exclusively on imported public relations models may therefore fail to achieve meaningful stakeholder engagement because they do not adequately reflect local realities. Addressing this challenge requires a communication framework capable of balancing international professional standards with indigenous cultural contexts.

Against this background, this study examines glocalization as a strategic framework for public relations practice in Nigeria. Specifically, the study explores how the integration of global communication principles with local cultural values can enhance stakeholder engagement, communication effectiveness, organizational legitimacy, and public trust. By positioning glocalization as an emerging paradigm for public relations practice, the study contributes to ongoing scholarly debates on culturally responsive communication and provides a conceptual foundation for strengthening public relations practice in multicultural societies.

Theoretical Framework

This paper substantially agrees with the postulations of Glocalisation Theory and the Two-Way Symmetrical Model, while acknowledging certain limitations of both theories. The position adopted in this study is that neither globalisation nor public relations can achieve sustainable outcomes in culturally diverse societies such as Nigeria without meaningful adaptation to local realities and active stakeholder engagement. Therefore, the arguments advanced in this paper are largely consistent with the fundamental assumptions of both theories, although certain aspects require contextual modification to reflect the realities of public relations practice in Nigeria.

Glocalization Theory

This study strongly agrees with Robertson's (1992, 1995) Glocalisation Theory because its central proposition aligns with the paper's argument that effective public relations practice in Nigeria requires the integration of global communication standards with local sociocultural realities. The theory challenges the assumption that globalisation inevitably leads to cultural homogenisation and instead recognises that local cultures actively shape and reinterpret global influences. This position is supported by the reviewed literature, which demonstrates that communication technologies, social media platforms and public relations strategies increasingly



adapt global innovations to local cultural contexts (Dimokwu & Obidike, 2019; Nwuneli, 2020). The use of localised social media content, indigenous language campaigns, community-based communication initiatives and culturally sensitive public relations strategies in Nigeria further illustrates the theory's proposition that local identities remain influential despite increasing global interconnectedness.

The study also agrees with the theory's assumption that communication effectiveness can be enhanced when global ideas are adapted to local realities. Findings from the reviewed literature suggest that stakeholders are more likely to respond positively to communication messages that reflect their cultural experiences, values and social expectations (Endong, 2015; Folorunso et al., 2024). Consequently, public relations campaigns that incorporate local languages, indigenous symbols and culturally relevant narratives may be better positioned to build trust, credibility and stakeholder acceptance than those based solely on imported communication frameworks. This reinforces the paper's argument that glocalised public relations offers a contextually relevant communication paradigm for Nigeria, rather than relying exclusively on the wholesale adoption of Western public relations models. However, while the study agrees with the broader propositions of Glocalisation Theory, it questions the extent to which local actors can negotiate effectively with global forces. In practice, communication environments in developing countries may be characterised by unequal power relations, with multinational corporations, international media organisations and global digital platforms possessing greater resources and influence than many local actors. Consequently, glocalisation may not always occur on equal terms. Therefore, although the theory provides an important framework for understanding the interaction between global and local forces, it requires contextual consideration of the structural inequalities that shape communication practices in developing societies such as Nigeria.

Two-Way Symmetric Model

The study also agrees substantially with the postulations of the Two-Way Symmetrical Model because its emphasis on dialogue, mutual understanding, transparency and stakeholder participation complements the principles of glocalised public relations. The central argument of this paper is that effective public relations practice in Nigeria should move beyond one-way information dissemination towards communication approaches that recognise the voices, concerns and cultural realities of stakeholders. This position aligns with Grunig and Hunt's (1984) assertion that public relations should facilitate mutually beneficial relationships between organisations and their publics rather than merely serve organisational interests. The reviewed literature suggests that stakeholder engagement, community participation and culturally responsive communication can enhance trust, organisational legitimacy and reputation management (Onifade, 2025; Vivian et al., 2026).

Furthermore, the study agrees with the model's assumption that ethical communication and stakeholder feedback are essential components of effective public relations practice. Findings reported by Emeter et al. (2026) suggest that transparency, accountability and participatory communication can strengthen organisational credibility and foster positive stakeholder relationships. Similarly, studies on misinformation and digital communication indicate that organisations may be better positioned to maintain public trust when they engage stakeholders through open dialogue and responsive communication strategies (Obasi, 2026). These findings support the model's argument that communication should be interactive rather than manipulative and that sustainable relationships depend on mutual understanding rather than persuasion alone.



Nevertheless, the study questions the extent to which communication relationships can be symmetrical, particularly where organisations and stakeholders possess unequal levels of power and influence. In practice, economic, political, institutional and social inequalities can make genuine symmetry difficult to achieve.

In Nigeria, public institutions, multinational corporations and political organisations may possess substantially greater communication resources and influence than their stakeholders. Consequently, the ideal of mutuality advanced by the model may not always be fully attainable in real-world communication settings. Additionally, because the model emerged from a Western scholarly context, its application to Nigeria requires consideration of the complexities of communication in multicultural and developing societies, where traditional authority structures, communal values and cultural hierarchies continue to shape communication processes. Overall, this study agrees with the fundamental propositions of both Glocalisation Theory and the Two-Way Symmetrical Model because, when considered together, they support the central argument that effective public relations depends on cultural relevance, stakeholder engagement and mutual adaptation.

Methodology

This study adopted a qualitative documentary research design to examine glocalisation as a strategic framework for public relations practice in Nigeria. Documentary research is particularly appropriate for conceptual and position papers because it enables researchers to systematically review, synthesise and critically interpret existing scholarly knowledge to generate new theoretical insights and practical implications. Rather than collecting primary data, the study relied on documentary evidence drawn from scholarly publications on globalisation, glocalisation, public relations, stakeholder engagement, digital communication, cultural identity, communication ethics, reputation management and national image.

Data Analysis

The selected literature was analyzed using thematic content analysis. Following established procedures for qualitative thematic analysis, the analytical process involved five sequential stages. First, the selected documents were read repeatedly to achieve familiarity with their content. Meaningful statements relevant to the study objectives were assigned initial descriptive codes. Related codes were grouped into broader conceptual categories. Fourth, these categories were refined into overarching themes through constant comparison across the reviewed studies. Finally, the resulting themes were interpreted in relation to the study's theoretical framework and research objective to develop a coherent conceptual explanation of glocalization as a strategic framework for public relations practice.

Databases Consulted

To ensure comprehensive coverage of the literature, searches were conducted across several internationally recognized academic databases. They are; Scopus, Web of Science, Google Scholar, JSTOR, ScienceDirect, Taylor & Francis Online, SAGE Journals, SpringerLink, Emerald Insight, and Wiley Online Library. These databases were selected because they index high-quality peer-reviewed literature in communication, media studies, public relations, sociology, and related social science disciplines.

Analytical Coding Process

The coding process followed an inductive thematic approach informed by the procedures proposed by Braun and Clarke (2006). Following the identification of the final corpus of literature, each document was read repeatedly to achieve familiarity with its content and context. During the



first cycle of coding, meaningful text segments relating to glocalization, public relations practice, and cultural adaptation were identified and assigned descriptive codes. The second cycle involved pattern coding, during which conceptually related codes were compared, merged, and organized into broader categories based on their similarities and relationships. Constant comparison was employed throughout this process to identify convergent and divergent perspectives across the reviewed studies.

Procedures Ensuring Credibility and Dependability of the Study

The study adopted the trustworthiness criteria proposed by Lincoln and Guba to ensure methodological rigor. Credibility was enhanced through the triangulation of evidence from multiple peer-reviewed sources and academic databases, thereby minimizing reliance on a single body of literature. Dependability was strengthened through the use of a transparent and replicable search strategy, clearly defined inclusion and exclusion criteria, and a systematic coding framework applied consistently throughout the analysis.

Search Strategy

A systematic documentary search was conducted between January and March 2026 to identify relevant literature. The search focused on publications produced between 1995 and 2025, thereby capturing both the seminal works on glocalization and the most recent scholarship on public relations and strategic communication. Earlier landmark publications were included where they provided important theoretical foundations for understanding globalization, glocalization, or public relations.

Search Keywords

The search combined keywords using Boolean operators (and, or, and not) to maximize retrieval while maintaining relevance. The principal search strings included are: "glocalization" AND "public relations", "glocalization", "globalization" AND communication", "public relations" AND stakeholder engagement" and "strategic communication" AND local culture "digital public relations" AND Nigeria".

Inclusion and Exclusion Criteria

Documents were included if they were published in peer-reviewed journals, scholarly books, edited book chapters, conference proceedings, doctoral dissertations, or reputable institutional publications; addressed glocalization, globalization, public relations, strategic communication, stakeholder engagement, or closely related communication concepts; provided conceptual, theoretical, or empirical evidence relevant to the objectives of the study. Publications were excluded if they were blog posts, or opinion pieces without scholarly evidence or lacked sufficient methodological or theoretical rigor.

Discussion of Findings

The central argument advanced in this paper is that glocalisation provides a more appropriate framework for contemporary public relations practice in Nigeria because it reconciles the demands of globalisation with the realities of local cultural identities, values and communication traditions. This position challenges the long-standing assumption embedded in many Western public relations models that communication principles can be universally applied irrespective of sociocultural context. International scholarship increasingly questions this universalist perspective, arguing that communication effectiveness is contingent upon the extent to which global strategies are adapted to local cultural environments rather than implemented as standardised models (Robertson, 1995). Subsequent studies have reinforced this position by demonstrating that organisations operating across culturally diverse societies achieve greater



stakeholder acceptance when their communication strategies are responsive to local values, languages and social norms rather than relying solely on globally prescribed approaches.

Within the African context, scholars have similarly argued that globalisation does not inevitably result in cultural homogenisation. Rather, local communities actively reinterpret and adapt global influences in ways that preserve indigenous identities while participating in global communication systems (Endong, 2015). This perspective is particularly relevant to African societies, where cultural norms, communal relationships and indigenous knowledge systems continue to shape communication behaviour despite rapid technological advancement. Nigerian studies further extend this argument by emphasising that culturally responsive communication is essential not only for preserving local identity but also for strengthening stakeholder engagement, organisational legitimacy and public trust (Dimokwu & Obidike, 2019; Nwuneli, 2020). Collectively, these studies suggest that communication effectiveness depends less on the wholesale adoption of universal public relations models than on organisations' ability to integrate international professional standards with the sociocultural realities of their operating environments. The present study builds on this body of scholarship by arguing that glocalisation should be understood not merely as a cultural adaptation strategy but also as a strategic public relations framework capable of enhancing organisational legitimacy and sustaining stakeholder relationships in Nigeria.

This position is further reinforced by developments in communication technology. The proliferation of digital media has transformed public relations from a predominantly local activity into a globally interconnected practice, enabling organisations to engage diverse stakeholders across geographical boundaries in real time. Nevertheless, international studies increasingly indicate that technological advancement alone does not guarantee communication effectiveness. Rather, successful digital public relations depends on the extent to which technological innovations are adapted to the cultural expectations and communication preferences of local audiences. This observation is consistent with African and Nigerian scholarship, which suggests that digital engagement is more effective when global communication platforms are complemented by indigenous languages, culturally relevant narratives and community-centred communication practices (Dimokwu & Obidike, 2019; Nwuneli, 2020). Consequently, the present study contends that communication technologies should be viewed not as substitutes for local communication traditions but as platforms through which globally informed and culturally responsive public relations strategies can be implemented.

Nwuneli's (2020) proposition that communication technologies have facilitated the emergence of "glocalised identities" aligns with broader international scholarship, which recognises that digital technologies have transformed public relations by connecting stakeholders to global information networks while they remain rooted in local cultural contexts. Studies conducted in Europe and Asia similarly demonstrate that digital communication is most effective when organisations adapt global communication strategies to the linguistic, cultural and social realities of their target audiences rather than relying on standardised global messages. Within the African context, scholars have argued that the rapid expansion of digital communication has not diminished the significance of indigenous identities but has instead intensified the need for culturally responsive communication strategies that reflect local values and community expectations. Nigerian studies reinforce this position by indicating that, despite increasing internet penetration and social media adoption, stakeholder perceptions remain strongly influenced by local languages, cultural norms and traditional social structures (Dimokwu & Obidike, 2019; Nwuneli,



2020). Collectively, these studies suggest that technological advancement alone does not guarantee effective public relations. Rather, communication effectiveness depends on an organisation's ability to integrate global communication innovations with local cultural realities. This finding addresses the first research question by demonstrating that glocalisation transforms public relations from a standardised communication process into a culturally adaptive practice capable of responding to the diverse expectations of stakeholders within an increasingly interconnected communication environment.

This interpretation is further supported by developments in social media communication. Although social media platforms operate globally, international public relations research indicates that successful digital campaigns increasingly rely on content localisation, audience segmentation and culturally relevant engagement strategies. Similar trends have been reported across Africa, where organisations are adapting digital communication to local languages, cultural symbols and community values to improve stakeholder participation and organisational legitimacy. In Nigeria, Dimokwu and Obidike (2019) observe that social media platforms increasingly incorporate indigenous language options, location-specific advertising and culturally relevant content, reflecting the recognition that communication effectiveness depends on contextual relevance rather than technological sophistication alone. However, while previous studies acknowledge the importance of localisation in digital communication, they pay limited attention to its implications for strategic public relations practice. The present study extends this body of knowledge by arguing that glocalised communication should not be viewed merely as a digital communication technique but as a strategic public relations framework that enables organisations to balance global communication standards with local stakeholder expectations. This interpretation reinforces Robertson's Glocalisation Theory by demonstrating that local actors actively reinterpret global communication technologies in ways that enhance organisational relevance and stakeholder engagement.

The findings also reinforce the argument that preserving cultural identity remains central to effective public relations in multicultural societies. International scholarship has long criticised globalisation for promoting cultural homogenisation through the dominance of Western communication models. Robertson (1995) challenged this deterministic perspective by arguing that globalisation simultaneously stimulates localisation, thereby creating opportunities for local communities to reinterpret global influences according to their own cultural realities. Within Africa, Endong (2015) similarly contends that glocalisation provides an important response to cultural imperialism by enabling societies to participate in global communication systems without abandoning indigenous identities. Nigerian scholarship further develops this argument by demonstrating that meaningful stakeholder engagement requires organisations to recognise local traditions, languages, belief systems and community structures as integral components of communication rather than peripheral considerations (Folorunso et al., 2024).

Although these studies consistently emphasise the importance of cultural adaptation, they differ in their primary focus. International studies generally examine glocalisation from the perspectives of globalisation and cultural exchange, whereas Nigerian studies highlight its practical implications for organisational legitimacy, stakeholder relationships and communication effectiveness. The present study bridges these perspectives by arguing that cultural adaptation is not simply a mechanism for preserving identity but also a strategic requirement for building trust, enhancing reputation and sustaining mutually beneficial relationships between organisations and their publics. Consequently, glocalised communication extends beyond adapting messages to local



contexts; it provides a comprehensive framework through which organisations can strengthen their legitimacy by communicating in ways that genuinely reflect the values, experiences and aspirations of the communities they serve.

The digital transformation of public relations further demonstrates why glocalisation should be regarded as a strategic communication imperative rather than merely a technological trend. International scholarship consistently shows that digital platforms have transformed stakeholder engagement by enabling organisations to communicate across geographical and cultural boundaries in real time. However, studies also caution that the effectiveness of digital communication is shaped by cultural context rather than technology alone. In many Western and Asian settings, organisations have increasingly localised digital campaigns to accommodate linguistic diversity, cultural preferences and audience expectations, suggesting that standardised global communication strategies do not necessarily produce uniform outcomes across societies.

Within the African context, scholars similarly argue that digital communication is most effective when technological innovation is complemented by sensitivity to local sociocultural realities and indigenous communication practices. Nigerian studies reinforce this perspective. For instance, Ateko et al. (2025) observe that public relations practice in Nigeria has expanded to include social media engagement, online content management, search engine optimisation and digital audience interaction. However, the present study extends this argument by demonstrating that the successful adoption of these digital innovations depends not simply on technological competence but also on their adaptation to Nigeria's multicultural communication environment. This finding supports the central proposition of Glocalisation Theory that global innovations achieve relevance and sustainability when they are interpreted and modified to reflect local realities. Consequently, digital transformation alone cannot guarantee effective public relations. Rather, communication effectiveness depends on integrating global digital capabilities with culturally responsive communication strategies that resonate with local stakeholders.

The second research question examined the role of glocalised communication in stakeholder engagement, reputation management and national image building. The findings suggest that stakeholder relationships are strengthened when organisations communicate in ways that acknowledge stakeholders' cultural identities, lived experiences and communication preferences rather than relying solely on organisational or globally standardised messages. This finding is consistent with the Two-Way Symmetrical Model, which conceptualises effective public relations as a process of dialogue, reciprocity and mutual understanding between organisations and their publics (Grunig & Hunt, 1984). International public relations scholarship similarly emphasises that sustainable organisational legitimacy is achieved through participatory communication and stakeholder inclusion rather than one-way information dissemination. Lim and Zhang (2025) are cited in connection with this perspective.

Across Africa, research on Ubuntu-informed public relations theory, grassroots participatory communication and community engagement in extractive and development contexts highlights the importance of community values and local participation in building stakeholder relationships. For example, Ngondo and Klyueva (2023) examine Ubuntu-informed public relations theory in sub-Saharan Africa, while White's reviews address grassroots participatory communication across the continent. Related work on community engagement in countries such as Zambia, Nigeria, Zimbabwe, Cameroon and the Democratic Republic of the Congo also provides a relevant context for understanding participatory communication in culturally diverse societies.



Nigerian scholarship similarly highlights the influence of cultural affiliations, community networks and indigenous communication structures on public opinion. Relevant studies include Obot et al. (2025) on folk and indigenous media, research on rural preferences for traditional communication channels such as town criers, traditional leaders and village meetings, and Artimas and Shadrach (2026) on participatory public relations and stakeholder engagement in the L-PRES project in Taraba State. Research on communication through local government and traditional councils, as well as the adaptation of folk media in radio programming, also contributes to this discussion. However, while much of the existing literature discusses stakeholder engagement primarily from relational or dialogic perspectives, comparatively less attention is paid to glocalisation as the mechanism through which global communication standards can be reconciled effectively with local cultural realities. The present study addresses this gap by arguing that glocalised communication provides a strategic link between international public relations principles and the cultural expectations of Nigerian stakeholders. Consequently, stakeholder engagement, reputation management and national image building are likely to be more sustainable when organisations balance global professional standards with culturally grounded communication practices that promote dialogue, trust and mutual understanding.

The issue of national image management further illustrates the practical relevance of glocalisation. International public relations scholarship increasingly recognises that sustainable nation branding cannot be achieved solely through promotional campaigns aimed at external audiences; rather, it must be grounded in authentic stakeholder experiences and societal realities. This perspective aligns with the growing emphasis on place branding and public diplomacy, which suggests that national reputation is strengthened when communication reflects citizens' lived experiences rather than state-driven narratives.

Within the African context, scholars have similarly observed that externally constructed national image campaigns often fail because they inadequately capture local identities, cultural diversity and community participation. Nigerian studies reinforce this position. Onifade (2025) argues that the promotion of national values requires grassroots participation, stakeholder involvement and culturally grounded communication strategies, while Vivian et al. (2026) highlight the importance of transparent and dialogic communication in rebuilding institutional trust and public confidence. Although these studies emphasise participation and transparency, they pay limited attention to the role of glocalisation as the mechanism through which local identities can be projected effectively through global communication platforms. The present study extends this body of knowledge by arguing that glocalisation provides a strategic link between local cultural authenticity and international visibility. Consequently, nation branding becomes more credible and sustainable when organisations and public institutions communicate local strengths, values and achievements through globally accessible communication channels rather than relying on externally imposed narratives.

The findings also underscore the centrality of ethics in glocalised public relations practice. International public relations literature consistently identifies transparency, accountability, honesty and stakeholder dialogue as foundations of ethical communication. However, scholars increasingly acknowledge that the interpretation and implementation of these ethical principles are influenced by cultural and social contexts. Across Africa, ethical communication has likewise been associated with participatory governance, respect for community values and inclusive stakeholder engagement. In Nigeria, Emeter et al. (2026) argue that ethical public relations enhances organisational legitimacy by promoting transparency, participatory governance and stakeholder



trust. While this position is consistent with international scholarship, the present study contends that ethical public relations in multicultural societies requires more than adherence to universal professional standards. Rather, ethical communication must also demonstrate cultural responsiveness by recognising indigenous norms, languages and community expectations without compromising globally accepted ethical principles.

This interpretation extends the Two-Way Symmetrical Model (Grunig & Hunt, 1984), which emphasises dialogue and mutual understanding, by demonstrating that genuine dialogue is most effective when it is both ethically grounded and culturally relevant. Accordingly, glocalisation strengthens ethical public relations by enabling organisations to reconcile universal ethical obligations with the sociocultural realities of diverse stakeholder groups, thereby fostering greater trust, legitimacy and long-term organisational relationships. Iannacone et al. (2025) are also cited in connection with this discussion.

The increasing prevalence of misinformation and digital disruption further reinforces the strategic relevance of glocalisation to contemporary public relations practice. International scholarship, including Boman et al. (2025) on public relations professionals' perceptions of and strategies for addressing disinformation, reports by the Institute for Public Relations and Leger (2025, 2026), and Morgan et al. (2025) on evidence-based crisis response strategies for combating disinformation, highlights the growing importance of strategic responses to false and misleading information. Related research on continuous digital monitoring, rebuttal and debunking, and multi-stakeholder corrective communication also contributes to this discussion.

Collectively, this body of work indicates that the rapid diffusion of misinformation through digital platforms has transformed organisational communication, requiring public relations practitioners to move beyond traditional media relations towards proactive stakeholder engagement, continuous media monitoring and evidence-based crisis communication.

However, while much of the international literature emphasises technological solutions, such as artificial intelligence, digital analytics and algorithm-driven content moderation, African scholarship highlights the limitations of technological interventions in contexts where interpersonal relationships, community networks and cultural institutions continue to shape public opinion. This perspective is reflected in Nigerian studies, where Obasi (2026) demonstrates that misinformation has intensified the need for fact-checking, strategic communication and stakeholder engagement while highlighting the continued importance of trusted local communication channels in countering false narratives.

The present study extends these findings by arguing that the effectiveness of misinformation management depends not merely on technological capability but also on the ability of organisations to integrate global digital communication practices with culturally embedded communication structures. In many Nigerian communities, local influencers, traditional institutions, religious leaders and indigenous communication systems remain important sources of information. Their incorporation into organisational communication strategies can enhance message legitimacy, strengthen stakeholder trust and improve organisational resilience during crises. Consequently, the findings suggest that glocalisation provides a more comprehensive response to digital misinformation than approaches that rely exclusively on globally standardised communication strategies.

The findings relating to the third research question indicate that the effective integration of global communication standards with local cultural realities requires a balanced rather than polarised approach to public relations practice. This finding is consistent with international



scholarship, which increasingly recognises that standardised communication models often require contextual adaptation to achieve stakeholder acceptance across culturally diverse environments. Similarly, African communication scholars argue that sustainable organisational communication depends on recognising indigenous knowledge systems, local languages and community participation as complementary to, rather than contradictory to, global communication standards. Within Nigeria, studies by Dimokwu and Obidike (2019), Nwuneli (2020) and Ateko et al. (2025) similarly emphasise the importance of culturally responsive communication in enhancing stakeholder engagement and organisational effectiveness. However, these studies largely examine cultural adaptation, digital communication or stakeholder engagement as separate issues. The present study contributes to the literature by integrating these perspectives within a glocalisation framework and demonstrating that effective public relations emerges from the interaction between global professional standards and local sociocultural realities rather than from the dominance of either perspective. This finding extends both Glocalisation Theory and the Two-Way Symmetrical Model by illustrating how dialogue, reciprocity and cultural adaptation can be operationalised simultaneously within contemporary Nigerian public relations practice.

Furthermore, the findings provide support for the proposition that glocalisation represents an appropriate strategic framework for public relations practice in Nigeria, rather than the wholesale adoption of universal communication models. Although international public relations scholarship has long emphasised strategic communication, relationship management and stakeholder dialogue, evidence from African and Nigerian studies suggests that these principles achieve greater effectiveness when implemented within local cultural contexts.

The present study therefore reinforces existing scholarship while extending it by demonstrating that glocalisation is not merely a process of adapting communication messages but a comprehensive strategic orientation that integrates global professional standards with indigenous cultural values, stakeholder expectations and local communication practices. Theoretically, this strengthens the explanatory value of Glocalisation Theory by demonstrating its applicability to public relations in multicultural societies and complements the Two-Way Symmetrical Model by highlighting the central role of cultural context in achieving genuine dialogue and mutual understanding. Practically, the findings suggest that public relations practitioners should institutionalise culturally responsive communication through the use of indigenous languages, community engagement, trusted local opinion leaders and context-sensitive digital communication strategies. Such an approach is likely to enhance organisational legitimacy, stakeholder trust, reputation management and resilience against misinformation, thereby contributing to more sustainable and effective public relations practice in Nigeria.

Conclusion, Implications and Recommendations

This study has critically examined glocalisation as a strategic framework for public relations practice in Nigeria by synthesising existing scholarly literature and interpreting it through the lenses of Glocalisation Theory and the Two-Way Symmetrical Model. The analysis demonstrates that, although globalisation has expanded communication opportunities and introduced innovative public relations practices, communication effectiveness depends largely on the extent to which these global approaches are adapted to local cultural contexts. The study therefore concludes that sustainable public relations practice in Nigeria cannot rely on the wholesale adoption of universal communication models but requires a balanced integration of global professional standards with indigenous cultural values, stakeholder expectations and local



communication systems. Such an approach can enhance stakeholder engagement, organisational legitimacy, ethical communication, reputation management and resilience against misinformation. Based on these findings, the study recommends that public relations practitioners should institutionalise culturally responsive communication by incorporating indigenous languages, culturally appropriate symbols and community-based communication channels into organisational communication strategies.

Professional bodies such as the Nigerian Institute of Public Relations (NIPR) should strengthen professional training in globalised communication, intercultural competence, digital engagement and stakeholder relationship management to equip practitioners with the skills required to operate effectively in multicultural environments. Similarly, organisations should adopt participatory communication approaches that actively involve local communities, traditional institutions, opinion leaders and other relevant stakeholders in the design, implementation and evaluation of communication programmes. Public institutions and policymakers should also promote communication policies that encourage the integration of global best practices with local cultural realities to enhance public trust, social inclusion and national development.

Notwithstanding its contributions, this study has certain limitations. First, it is a qualitative documentary study based exclusively on secondary sources and therefore does not provide empirical evidence derived directly from the experiences of public relations practitioners or organisational stakeholders. Second, the study focuses primarily on the Nigerian context, which may limit the direct applicability of its conclusions to other countries with different cultural, institutional and communication environments. Finally, because the study adopts a conceptual and interpretive approach, its conclusions depend on the scope and quality of the existing literature reviewed.

Future research should complement the present study by undertaking empirical investigations involving public relations practitioners, corporate organisations, government agencies and community stakeholders to examine how globalisation is implemented in practice and how it influences communication outcomes. Comparative studies across African countries would also provide valuable insights into similarities and differences in the application of globalised public relations within diverse multicultural contexts. Such studies would contribute to further refining globalisation as a strategic framework for public relations practice in Africa and other culturally diverse societies.

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AI Use Declaration:

The author used an artificial intelligence tool (Grok, developed by xAI) solely for grammar checking, language editing, and refinement of the manuscript. All intellectual content, analysis, arguments, and conclusions remain the sole work and responsibility of the author.
