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COMMUNIQUE OF SECOND MONTHLY GLOBAL DISCOURSE

The Monthly Global Discourse is ValidViewNetwork's signature global conversation platform conceived to bridge the gap between knowledge and action by creating a forum where global perspectives meet local realities. Through robust discussions and evidence-based engagements, the initiative seeks to promote informed decision making, public awareness, policy innovation, and sustainable development.

The theme for the second edition held virtually on Sunday, July 26, 2026, was "National Demarketing and the Nigerian Psyche: Resetting Nigeria's Public Mindset," which was a focused exploration of how harmful narratives weaken national confidence and distort Nigeria's image at home and abroad. The Discourse examined how reflexive pessimism, social-media outrage, international self-sabotage, media scandal bias, everyday hopelessness, and suspicion toward national achievements collectively weaken our national psyche and distort Nigeria's global image.

The second edition proudly featured two distinguished national reputation leaders — Dr. Bolajoko Bayo-Ajayi FNIMN, FNIPR and Dr. Ike Neliaku FNIPR whose combined expertise in strategic marketing, national branding, ethical communication, and reputation management provided deep, authoritative insights that illuminated both the roots of this crisis and the pathways toward a more balanced, confident, and responsible national mindset.

Together, both Dr. Bolajoko and Dr. Ike challenged Nigeria's reflexive pessimism head-on, dismantling the forces behind national demarketing, articulated a compelling roadmap for countering national demarketing.

The Discourse had the following fundamental takeaways among others :

1. Nigeria's reputation challenge is systemic, rooted in leadership failure, unethical communication, unmanned reputation gates, and deep ethnic fragmentation.
2. Nigerians themselves often supply the negative content later used globally to discredit the nation, underscoring the need for citizens to adopt more responsible communication practices that protect Nigeria's image.
3. Citizens' resentment stems from leadership failures and unfulfilled expectations, not lack of patriotism. Government must communicate the why behind policies to build believability.
4. Lies told consistently become perceived truth, gradually normalizing demarketing and reinforcing harmful narratives that weaken national confidence and distort Nigeria's image. Therefore, there must be sustained and continuous efforts to challenge the lies.

5. Reflexive pessimism has become a dominant behavioral pattern among Nigerians regardless of status, causing positive developments to be overshadowed by immediate negativity and distrust. It was recommended that civic education programmes be strengthened to promote balanced national awareness.
6. Diaspora overgeneralization where isolated negative experiences are amplified into sweeping national condemnations significantly contributes to Nigeria's global reputation challenges and diasporans were urged to adopt responsible, contextualised communication.
7. Nigerians often intentionally or unintentionally engage in international self-sabotage by reinforcing negative stereotypes at global forums, thereby undermining opportunities for partnership, investment, and collaboration.
8. Suspicion toward national achievements is a growing psychological trend that erodes trust in public institutions and government was charged to improve transparency and ensure timely communication.
9. Every citizen of Nigeria must adopt Development Communication Strategy and ensure that every public communication is assessed for its nation-building impact.
10. Authentic storytelling anchored on Nigeria's real strengths must be adopted by institutions and media platforms must adopt communication strategies that highlight factual achievements and inspire civic pride.
11. Nigeria currently lacks a coordinated national reputation management framework. The synergy between NIPR, ARCON, and NIMN towards confronting this challenge and developing a unified communication strategy was emphasized.
12. Harmful narratives thrive in environments where citizens feel disconnected from national progress with a call on government at all levels to embrace inclusive governance practices that visibly demonstrate the impact of public policies on everyday life.
13. National demarketing poses a strategic threat to Nigeria's investment climate and global competitiveness with a call on relevant agencies of government to ensure proactive engagement with investors and international partners towards communicating Nigeria's opportunities more effectively.
14. Roles of professional bodies such as NIPR and NIMN in shaping national narratives was emphasized and these institutions were charged to intensify advocacy for ethical communication and responsible national branding.

15. Reversing national demarketing requires multi-sectoral collaboration and sustained partnership between all segments such as government, media, academia, civil society, and the diaspora community.
16. Nation-branding campaigns must be professionalized and led by NIPR, NIMN, and ARCON, as citizens increasingly distrust government-led initiatives. As a starting point, NIPR has formally established the Nigeria Reputation Management Group to man Nigeria's previously unmanned reputation gate.
17. Uncoordinated press releases by spokespersons of the President leading to contradictory government communication fuels confusion and demarketing. Spokespersons were charged to seek help while political leaders were charged to avoid hiring public relations managers who create other multiple problems in the process of solving a problem. Journalists who serve as PR managers must undergo proper training.
18. Growing erosion of national trust, with green-passport holders facing heightened scrutiny at international borders calls for strengthened national reputation management and more responsible citizen communication to rebuild global confidence in the Nigerian identity.
19. Harmful expressions such as "Nigeria has happened to me" were described as self-sabotaging language that reinforces negative national stereotypes, recommending that citizens adopt more constructive and responsible expressions that strengthen Nigeria's collective dignity.
20. Demarketing Nigeria for social-media gains is a form of national sabotage. Nigerians were urged to refrain from content practices that weaponize negativity and instead promote responsible communication that protects the nation's collective reputation.
21. The nation's 70% youth population should act as deliberate citizen-brand ambassadors and adopt constructive patriotism that encourages responsible criticism and accountability without amplifying hopelessness.
22. Mrs. Abike Dabiri-Erewa, Chairman/CEO of the Nigerians in Diaspora Commission (NiDCOM) was commended for her sustained efforts in diaspora engagement. Diasporans were also commended for their contributions to the economy and encouraged to always seek positive, fact-based national narratives to counter misinformation across global platforms.
23. The importance of platforms like the ValidViewNetwork Monthly Global Discourse in fostering evidence-based dialogue and shaping the thought pattern of Nigerians was

commended. The platform was encouraged to continue to expand its reach and deepen its engagement with diverse national stakeholders.

The second edition of the monthly discourse affirmed that national demarketing is not merely a communication problem but a mindset crisis that demands collective responsibility, professional intervention, and a renewed national consciousness. The historic partnership between NIPR, NIMN, and ARCON appears to have set the tone for reclaiming Nigeria's narrative.

It resolved that every Nigerian — leaders, professionals, media practitioners, and citizens at home and abroad must embrace constructive patriotism, champion authentic storytelling, and commit to rebuilding Nigeria's reputation with courage, integrity, and unity.

As echoed by the Discussants, Nigeria's story will not be rewritten by outsiders; it will be reclaimed by Nigerians and Nigeria will rise again in our lifetime.

ValidViewNetwork expresses sincere appreciation to our Distinguished Discussants and participants for their valuable insights and meaningful contributions to the discourse.

The third edition of the Monthly Global Discourse, scheduled for Sunday, August 30, 2026, will place another important topical issue on the front burner as ValidViewNetwork continues its commitment to evidence-based civic engagement and mindset renewal.

ValidViewNetwork Limited founded by Dr Kayode Ogunjobi FHEA, FFAN, stands firmly on three strategic pillars—Media, Consultancy, and Advocacy, all working together to deliver credible news reporting, expert environmental and academic advisory services, and impactful public-interest advocacy. Through this integrated structure, it advances evidence-based communication, sustainable development solutions, institutional strengthening, and community-focused interventions that promote environmental protection, academic excellence, and societal well-being.

E-Signed

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